

## Our Mission

To improve human health through the dissemination of pharmacotherapeutic and clinical pharmacy scholarship.

## Our Vision

To be the leader in worldwide dissemination of transformative pharmacotherapeutic and clinical pharmacy research and scholarship.

## Our Priorities

### Advance and Disseminate Scholarship

PPI will advance and disseminate scholarship worldwide by:

- Promoting *Pharmacotherapy* and *JACCP* to authors, the scientific community, and the lay press.
- Increasing the utilization and impact of *Pharmacotherapy* as a journal dedicated to clinical pharmacology and pharmacotherapeutics.
- Increasing the utilization and impact of *JACCP* as a journal dedicated to improving clinical pharmacy practice.

### Deliver Value

PPI will deliver value to its stakeholders by:

- Developing authors
- Engaging and developing reviewers and editorial board members.
- Optimizing the author, editor, and reader experience.
- Recognizing authors, reviewers, and contributors.
- Embracing diversity, equity, and inclusion to achieve its mission.

### Ensure Relevance

PPI will ensure long-term relevance by:

- Publishing content that meaningfully influences therapeutic decisions.
- Publishing content that meaningfully impacts clinical pharmacists.
- Collaborating to extend the influence and impact of PPI publications.

**CRITICAL ISSUE 1: How can PPI advance and disseminate pharmacotherapeutic and clinical pharmacy scholarship worldwide?**

**SD 1.1: Promote *Pharmacotherapy* and *JACCP* to authors, the scientific community, and the lay press.**

**Obj 1.1.1** By 2023, in collaboration with ACCP staff, develop and implement in-house marketing plans for both journals.

**Obj 1.1.2** By 2023, develop and implement a system to track measurable marketing outcomes for both journals.

**Obj 1.1.3** By 2023, develop strategies to facilitate dissemination of journal content to the lay press, beyond the medical/scientific community.

**Obj 1.1.4** By 2024, increase recruitment and submission of papers from recognized experts in the field.

**SD 1.2: Increase the utilization and impact of *Pharmacotherapy* as a journal dedicated to clinical pharmacology and pharmacotherapeutics.**

**Obj 1.2.1** By 2023, increase the number of editorial board members who submit/invite manuscripts and/or serve as guest editors.

**Obj 1.2.2** By 2024, increase the number of published open access manuscripts.

**Obj 1.2.3** By 2024, decrease the percentage of uncited manuscripts.

**Obj 1.2.4** By 2025, explore the advantages and disadvantages of being a fully open access journal.

**SD 1.3: Increase the utilization and impact of *JACCP* as a journal dedicated to improving clinical pharmacy practice.**

**Obj 1.3.1** By 2022, establish baseline metrics to enable future assessment of the effects of indexing on *JACCP* submissions, downloads, and citations.

**Obj 1.3.2** By 2023, develop a plan to substantially decrease the percentage of uncited manuscripts.

**Obj 1.3.3** By 2023, increase the scientific rigor of manuscripts published in *JACCP*.

**Obj 1.3.4** By 2024, identify topics in clinical pharmacy practice or education that could merit publication as consensus/expert recommendations.

**Obj 1.3.5** By 2025, achieve indexing in MEDLINE and SCIE.

**CRITICAL ISSUE 2: How can PPI deliver value to its key stakeholders?**

**SD 2.1: Pursue author development activities to improve the quality, impact, and volume of manuscripts.**

**Obj 2.1.1** By 2022, define desired scholar development outcomes.

**Obj 2.1.2** By 2023, based on the outcomes identified in 2.1.1, collaborate with ACCP and the ACCP Foundation to develop an on-demand scholar developmental curriculum for prospective clinical pharmacy authors, specifically targeting early/mid-career clinicians and underrepresented practitioners.

**Obj 2.1.3** By 2023, assess current support provided to editors to ensure the validity of statistical methods of accepted manuscripts.

**Obj 2.1.4** By 2024, evaluate the effectiveness of the scholar development curriculum.

**SD 2.2: Engage and develop reviewers, editorial board members, and associate/scientific editors.**

**Obj 2.2.1** By 2024, enhance development opportunities for reviewers, editorial board members and editors.

**Obj 2.2.2** By 2025, enhance the diversity of reviewers, editorial board members, and associate/scientific editors.

**SD 2.3: Optimize author, editor, and reader experience.**

**Obj 2.3.1** By 2023, effectively use podcasts to enhance author and reader experience.

**Obj 2.3.2** By 2023, improve the current process for acquiring BCPS recertification credit through *JACCP*.

**Obj 2.3.3** By 2023, partner with ACCP and Wiley to implement a visual abstracts option.

**Obj 2.3.4** By 2024, implement approaches to effectively use social media to enhance author and reader experience.

**SD 2.4: Develop and enhance mechanisms to recognize PPI authors, reviewers, and contributors.**

**Obj 2.4.1** By 2023, establish and award an Outstanding PPI Contributor Award at the ACCP Annual Meeting.

**Obj 2.4.2** By 2023, provide opportunities for authors to commemorate their publications in PPI journals.

**Obj 2.4.3** By 2023, create a recognition template and timetable to guide the efforts of ACCP marketing/communications staff.

**SD 2.5: Ensure PPI employs practices that embrace diversity, equity, and inclusion (DEI) to achieve its mission.**

**Obj 2.5.1** By 2022, make DEI scholarly resources available to reviewers and authors.

**Obj 2.5.2** By 2022, provide professional development for PPI board and editorial leadership on DEI issues relevant to scientific publishing.

**Obj 2.5.3** By 2024, implement DEI-conscious policies and procedures for identification and recruitment of PPI board members, editors, editorial board members, reviewers, and invited authors.

**Obj 2.5.4** By 2024, implement DEI-conscious policies and procedures for manuscript recruitment, submission, and review.

**CRITICAL ISSUE 3: How can PPI ensure long-term relevance?**

**SD 3.1: Publish content in the field of human pharmacology/pharmacotherapy that meaningfully influences therapeutic decisions.**

**Obj 3.1.1** By 2022, develop themed issues that fill gaps in the literature and expand *Pharmacotherapy's* reputation for publishing high-impact manuscripts in the field of human pharmacology/pharmacotherapy.

**Obj 3.1.2** By 2023, publish and promote at least two consensus recommendation manuscripts per year.

**Obj 3.1.3** By 2023, actively recruit recognized experts in the field to serve as editorial board members.

**Obj 3.1.4** By 2023, develop a process to further engage scientific editors and editorial board members in achieving *Pharmacotherapy's* vision.

**SD 3.2: Publish content that meaningfully impacts clinical pharmacy practice, education/training, and health policy affecting clinical pharmacists.**

**Obj 3.2.1:** By 2023, implement proactive processes that attract more *JACCP* submissions that advance clinical pharmacy practice and education/training.

**Obj 3.2.2** By 2023, develop a communications strategy to encourage practitioners, clinical pharmacy educators, and pharmaceutical outcomes and policy researchers, both within and outside clinical pharmacy, to submit manuscripts to *JACCP*.

**Obj 3.2.3** By 2023, develop *JACCP* virtual themed issues that meaningfully impact clinical pharmacy practice, education/training, or health policy.

**SD 3.3: Collaborate with other organizations and journals to disseminate content that extends the influence/impact of PPI publications.**

**Obj 3.3.1** By 2023, identify and implement a plan to follow up with authors who chose not to submit their manuscripts to a PPI journal.

**Obj 3.3.2** By 2024, identify opportunities to develop reciprocal relationships with other journals of appropriate scope for manuscript referral.

**Obj 3.3.3** By 2024, develop a plan by which PPI can collaborate with ACCP (i.e., Board of Regents, PRNs, Foundation) to publish policy-related pieces in areas of mutual interest.