AAPS advances the capacity of pharmaceutical scientists to develop products and therapies that improve global health.

**MISSION**

AAPS advances the capacity of pharmaceutical scientists to develop products and therapies that improve global health.

**CORE VALUES**

**LEARNING**

ADVANCE SCIENTIFIC DISCOVERY, EXCHANGE, AND LEARNING

1. Monitor and consistently enhance the relevance and quality of AAPS scientific and educational programs
2. Position AAPS as a comprehensive, cost-effective knowledge and education solution across the spectrum of pharmaceutical sciences

**INNOVATION**

EXPAND PROFESSIONAL AND PUBLIC OUTREACH

3. Work to increase awareness and understanding of the role and positive societal impact of pharmaceutical scientists
4. Identify and influence key science policy and regulatory issues
5. Foster high-impact collaborations that positively impact AAPS brand equity and member value

**SERVICE**

ENHANCE MEMBER SERVICES

6. Increase the delivery of value-added, members-only benefits
7. Expand professional development offerings to meet members’ needs throughout their careers
8. Align organizational structures to ensure cohesive delivery of member services
9. Nurture relationships with exhibitors and sponsors to ensure their satisfaction

**INCLUSIVENESS**

FOSTER AAPS’ GLOBAL COMMUNITY

10. Develop and refine forums that enable member connections
11. Explore and implement innovative and effective methods of member engagement

**OBJECTIVES**

1. Monitor and consistently enhance the relevance and quality of AAPS scientific and educational programs
2. Position AAPS as a comprehensive, cost-effective knowledge and education solution across the spectrum of pharmaceutical sciences
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**VITAL STATISTICS**

Content Strategy
- Expand E-learning
- Develop 2018 new meeting
- Maximize breadth and impact of journal portfolio

Pharmaceutical Scientist Identity Campaign
- Develop public outreach and engagement process
- Implement policy development process
- Manage Strategic relationships (e.g., FDA, global organizations)

Member Value Enhancement
- Perform member value gap analysis
- Develop and Implement Leadership Institute
- Perform component relations assessment
- Develop sponsor/exhibitor relations
- Implement technology assessment recommendations

**VISION**

Advancing the pharmaceutical sciences to drive prevention and cures.