

A vision for PCNE 2025: report on the development of a vision document

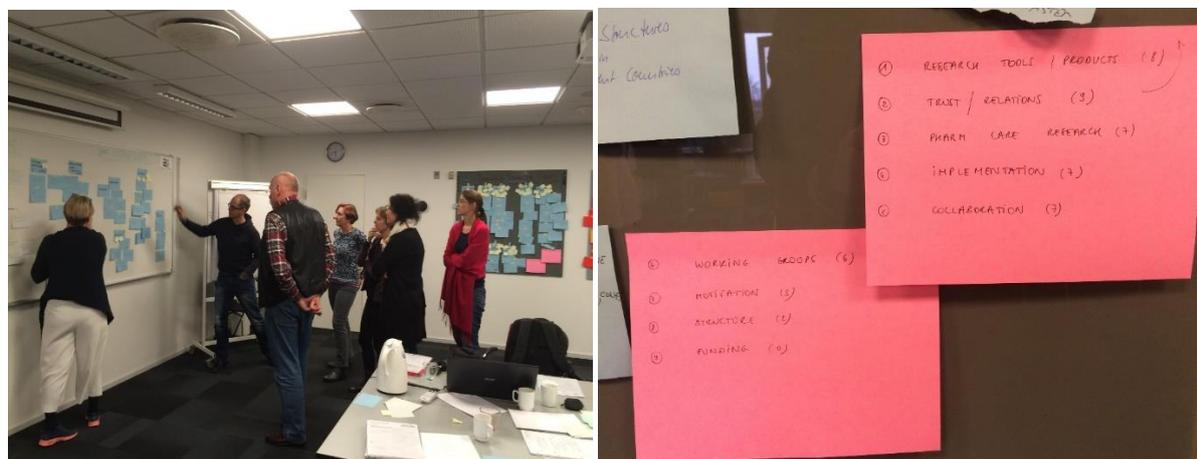
Every organisation needs a vision, and a vision needs to be reviewed from time to time as to support the organisation in its development and the decisions to be taken. Already in 2015 the PCNE board made the decision to review the vision, and to develop a vision for PCNE in 2025. This report describes the methodology that was used, the main observations during this process, and the structure of the vision document that was developed. The vision document as such can be considered as the result of this process.

Methodology

The development of the vision document consisted of different steps, and took about two years in total.

Step 1: Development of first ideas on the future of PCNE

The first step in the development of the vision was made during a dedicated meeting in Hillerød, Denmark, in February 2016. The full board 2014-2016 plus the two new board members of the board 2016-2018 and two additional PCNE members (Dick Tromp and Isabel Waltering) engaged in an active process to review PCNE in all its aspects. The group started upside down: what if we were to destroy PCNE - what should we do? Next, the question was asked to look back: what should we take form the past in the new vision? Finally, the group was asked to look ahead: how should pharmaceutical care in 2025 look like? What could be the role of PCNE in 2025?



Step 2: Listing the main points and developing the idea of the PCNE Island

In the year following the first workshop on the vision, the former PCNE President and Secretary took the time to evaluate all statements, and to develop a first draft of key elements of the vision for PCNE 2025. During discussions, the idea was raised to present these key elements on a PCNE Island. A professional and well-known Belgian cartoonist was asked to develop drawings of the Island, with two types of elements: one island representing the activities, and one island representing the characteristics of the organisation.

Although the first idea was to come up with a ‘new’ vision, all different steps showed that most people involved were rather happy with the current vision on PCNE, and explicitly asked to take the strongholds of the organisation (i.e. the working conferences, the networking, and some aspects of the ‘local culture’) ahead.

However, also new ideas were mentioned. A clear request for coaching and mentoring was observed, as well as a question to open the research topics to implementation studies and to focus also on the development of new services, of outcome instruments and of implementation strategies.

With regard to the organisation as such, most people involved were in favour of a dynamic, open and flexible organisation, with a greater level of transparency. Participants also asked for enlarged visibility on social media and for a dynamic and up-to-date platform to share ideas and connect researchers.

Therefore, the current version of the vision document is rather a ‘clarification’ of what PCNE is, adding new ideas and dreams, than a totally new philosophy. We consider this as an acknowledgement of what has been achieved over the past 25 years, and as confidence in PCNE and its board members, if the organisation succeeds in following the trends in communication and exchange of ideas, and continues to answer the needs of its (future) members.

Structure of the vision document

The current vision document ‘PCNE 2025: where to go from now’ is built around the islands that were used as discussion platform during the 2017 working conference. The first part describes the main goals of the organisation: supporting and connecting researchers, by supporting the research as such and by training and mentoring of researchers. This part is clearly linked with part three of the document that describes the main activities of the organisation. It answers the question: if you come to PCNE Island, what will you be able to do? What is going on there?

Part two describes the characteristics of PCNE. What are the qualities of the organisation? What is PCNE known for? Referring to the Island, it describes what you would observe there, how you would describe the climate, the people,... and what one would refer to as the ‘local culture’.

In each part, the first paragraph (in blue) describes in a nutshell the vision for PCNE. Those paragraphs might be considered as the core content, and could be read separately. The paragraphs underneath describe in more detail what these statements actually mean. They elaborate on the content and contain examples on concrete initiatives.

What’s next?

The vision document will be presented to the GA at the meeting in Fuengirola (Spain) on February 3rd, 2018. The aim is to get approval from the GA, and to ask the (new) board to work along this vision document and to present strategic questions to the GA, if any. For some of the aspects in the vision, clear regulations have been developed; others might still need formalisation and translation into concrete procedures.

We hope you enjoy reading, and look forward to welcome you as one of the active residents of the PCNE Island!

On behalf of the PCNE board 2016-2018,

Veerle Foulon (Belgium), Charlotte Rossing (Denmark)