

2020 AAFP Update

North Dakota Academy of Family Physicians
70th Annual Meeting

November 5, 2021



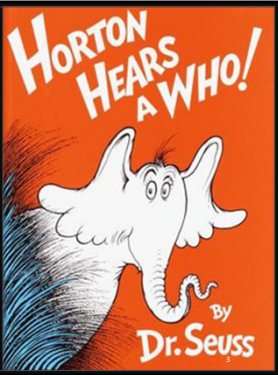
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Learning Objectives

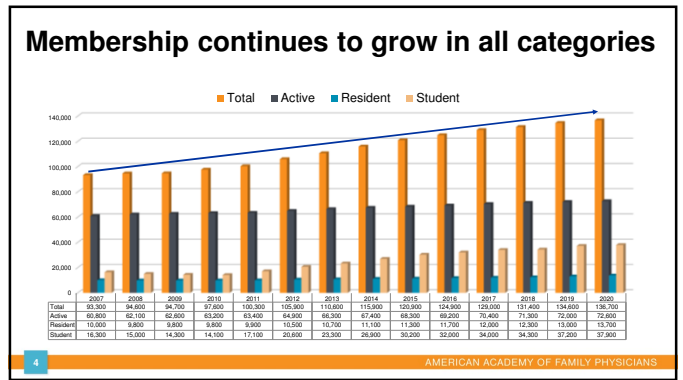
- Understand the four strategic objectives of the AAFP
- Review and learn about the COVID-19 service and educational resources provided by the AAFP
- Review and discuss 2020 AAFP member priorities
- Understand clinical practice trends and the social/political forces that impact clinical practice outcomes

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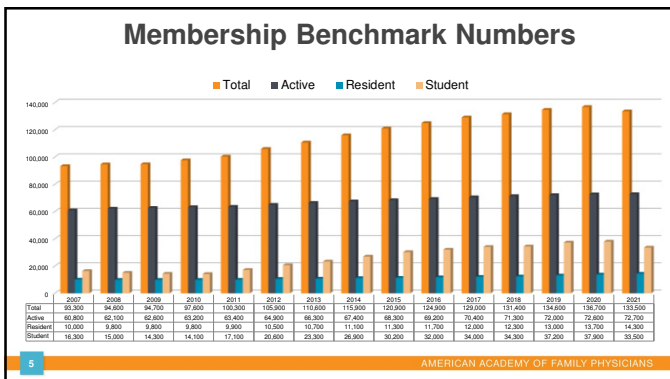
Why Do We Do Chapter Visits???



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Breaking Down the Membership Member Profile*

	Total Active	Female	Employed	New FP	DO	IMG
Female	46%	--	51%	57%	50%	49%
Employed	72%	79%	--	92%	78%	73%
New FP	25%	31%	32%	--	46%	34%
DO	14%	15%	14%	25%	--	0%
IMG	21%	22%	17%	28%	0%	--

*Read from top down: "Of total active, 46% female..."

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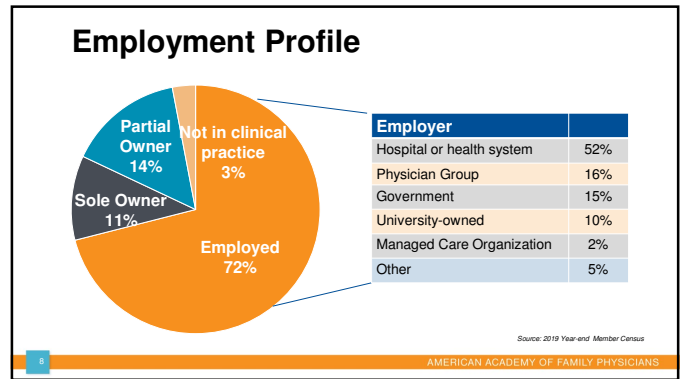
Member Profile*

	Total Actives	Female	Employed	New FP	DO	IMG
Female	46%	--	52%	56%	50%	50%
Employed	73%	80%	--	93%	80%	74%
New FP	26%	31%	32%	--	47%	33%
DO	15%	16%	15%	27%	--	0%
IMG	21%	22%	17%	26%	0%	--

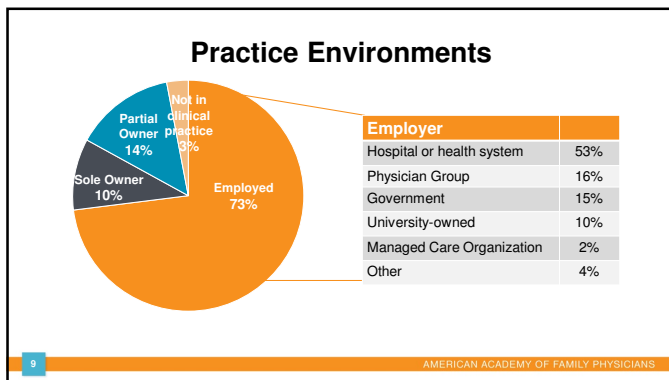
*Read from top down: "Of total active, 46% are female 73% are employed, etc."
 IMG=International Medical Graduate
 DO=Doctor of Osteopathic Medicine
 New FP=New Physician, 7 years or less out of residency

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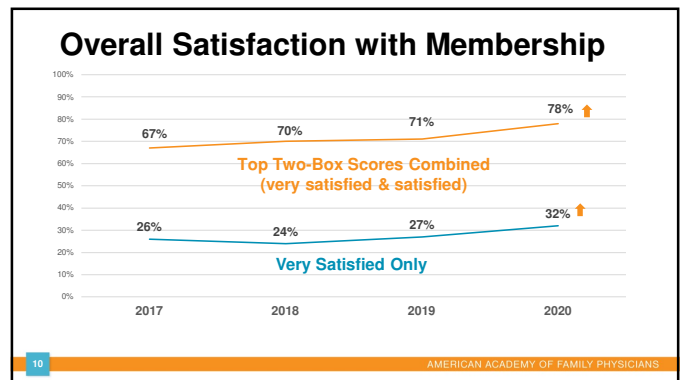
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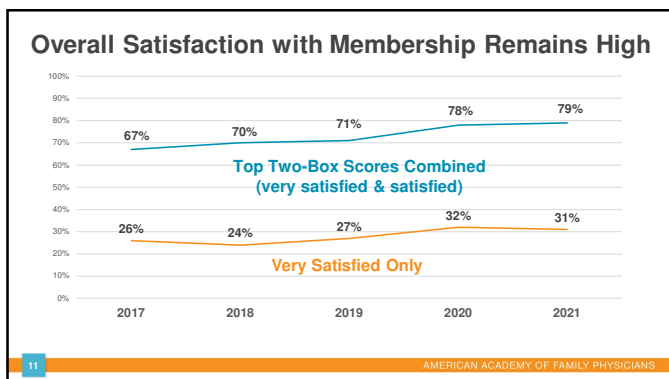
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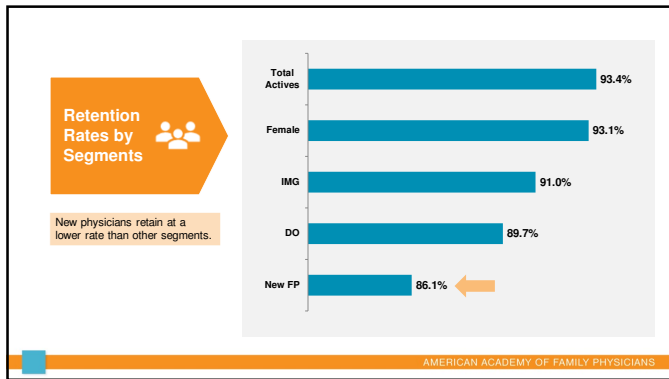
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Impact of COVID-19 on Satisfaction

	Total 2019	Early Covid-19 (3/1-3/15)	During Covid-19 (3/16 - 4/30)	Total 2020
Overall satisfaction	71%	74%	82%	78%
Importance of membership	79%	81%	87%	84%
Plan to renew	95%	97%	98%	97%
Trusted resource for information	91%	92%	95%	93%
Doing a good job communicating with members	80%	81%	89%	85%
Recommend AAFP to others	74%	78%	83%	80%
Good job representing specialty	70%	72%	79%	76%
Work impacts country's overall healthcare	71%	70%	77%	73%
Leadership leading AAFP in right direction	60%	63%	72%	67%
Provides effective resources to assist family physicians in their personal well-being	60%	61%	72%	66%
Helps equip me to face challenges posed by technology	43%	44%	57%	50%

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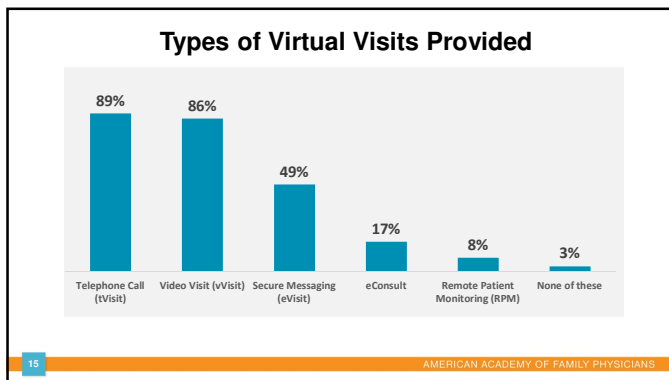
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COVID-19 Response & Resources

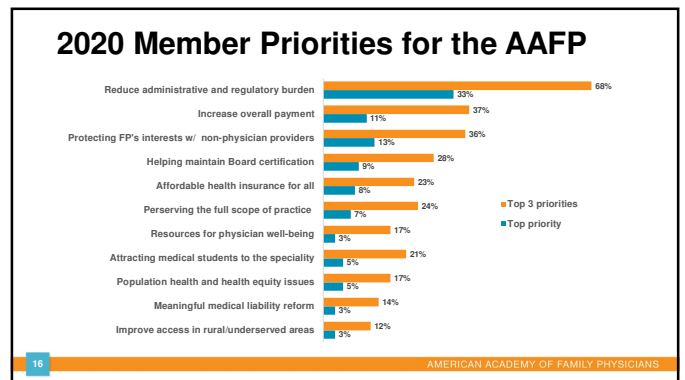
Respond to Coronavirus (COVID-19)
Support your practice and patients with the latest information.

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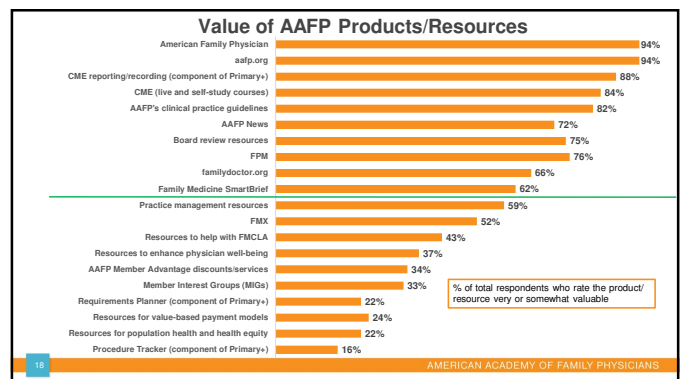
Strategic Plan 2020-2021

- Advance the specialty of family medicine
- Strengthen members' collective voice
- Provide solutions to enhance patient care

Support and Sustain Comprehensive Family Medicine Practices	Reduce Administrative Complexity	Equip Members with Clinical Expertise to Improve Individual and Population Health	Grow a Diverse Family Physician Workforce
Advocate for models of payment reform that result in greater investments in family medicine. Drive the widespread adoption and implementation of the five advanced primary care functions in family medicine practices. Inform, influence and apply the appropriate use of technology and data to facilitate comprehensive care, population management and the implementation of patient-centered practice.	Reduce point-of-care administrative functions that detract from patient care activities, or do not add value. Achieve alignment and harmonization of quality and performance improvement measurement among all payers. Provide clear and ongoing communications to AAFP members regarding the impact of administrative burden on family physicians and their practices and provide timely, detailed updates on steps being taken to modify or reduce this burden.	Provide broad scope, personalized learning opportunities for members and other learners through relevant educational venues and formats. Take a leadership role to train family physicians in addressing health disparities and social determinants of health as they impact individuals, families, and communities across the lifespan and to strive for health equity. Accelerate the generation and implementation of new knowledge and research in family medicine to improve population and community health.	Develop communications strategy to drive awareness around the importance of family medicine. Expand and support high-quality family medicine GME positions. Develop a robust family medicine workforce that is inclusive and representative of those underrepresented in medicine.

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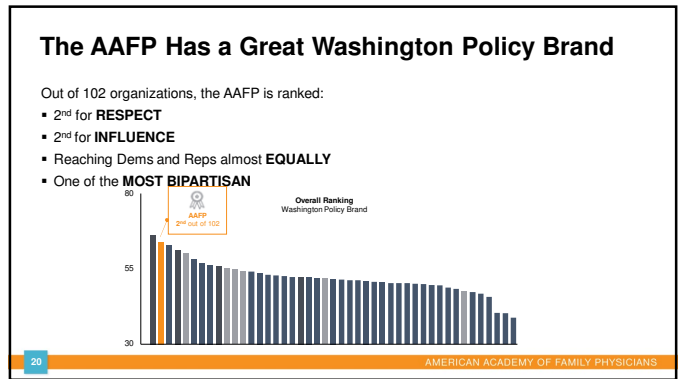
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Now that **We Are HERE** let's ask some questions

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AAFP ADVOCACY TOOLKIT

This AAFP grassroots program unites family physicians under one goal: advancing family medicine.

- Visit the AAFP Advocacy Hub.
- Track legislation.
- Learn how to connect with legislators.
- Support FamMedPac.
- Attend an advocacy conference.

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What's Trending on the Hill

- Beyond the Elections
- ACA Oral Arguments at the U.S. Supreme Court
- AAFP Pushes Congress for Equitable Medicare Payment Relief
- AAFP Outlines Vaccine Concerns and Recommendations for CDC Advisory Committee
- Advancing Telehealth

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Support and Sustain Comprehensive Family Medicine Practices

Strategy: Advocate for models of payment reform that result in **greater investments in family medicine.**

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Support and Sustain Comprehensive Family Medicine Practices


Strategy: Drive the widespread adoption and implementation of the **five advanced primary care functions** in family medicine practices.

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Support and Sustain Comprehensive Family Medicine Practices

Strategy: Inform, influence and apply the **appropriate use of technology and data** to facilitate comprehensive care, population management, and the implementation of patient-centered practice.




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Reduce Administrative Complexity

Strategy: Reduce point-of-care administrative functions that detract from patient care activities, or do not add value.

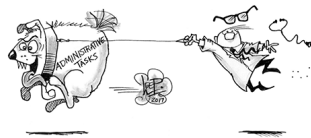


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Reduce Administrative Complexity

Strategy: Achieve alignment and harmonization of quality and performance improvement measures among all payers.

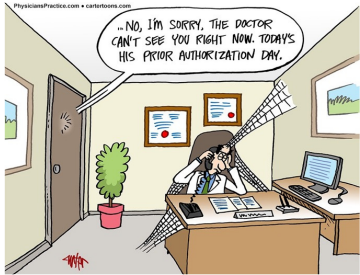


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Reduce Administrative Complexity

Strategy: Provide clear and ongoing communications to AAFP members regarding the impact of administrative burden on family physicians and their practices and provide timely, detailed updates on steps being taken to modify or reduce this burden.



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Equip Members with Clinical Expertise to Improve Individual and Population Health

Strategy: Provide broad scope, personalized learning opportunities for members and other learners through relevant educational venues and formats.




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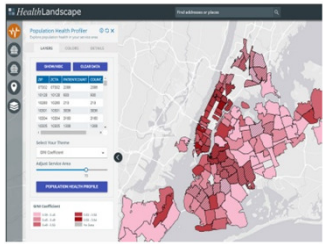
Equip Members with Clinical Expertise to Improve Individual and Population Health

Strategy: Take a leadership role to train family physicians in addressing health disparities and social determinants of health as they impact individuals, families, and communities across the lifespan and to strive for health equity.



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Equip Members with Clinical Expertise to Improve Individual and Population Health

Strategy: Accelerate the generation and implementation of new knowledge and research in family medicine to improve population and community health.

The Community Vital Signs Population Health Profiler tool gives physicians data on the social determinants of health in the communities they serve.

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Grow a Diverse Family Physician Workforce

Strategy: Develop a communications strategy to drive awareness around the importance of family medicine.



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Consumer PR Initiative

AAFP will become the voice of America's doctor on important public health issues

- Patients, as consumers of health care in America, will know who the AAFP is, who our members are and what they do. They will seek our members out specifically for their expertise, their knowledge, and their compassion.



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Spokesperson Strategy

Build a panel of subject matter experts that can speak to consumer media and offer unique expertise and perspective on mainstream topics

Board Members	Media Ambassadors	Social Media Ambassadors
<ul style="list-style-type: none"> Industry-facing media opportunities Addresses AAFP policy, workforce interests, and industry issues Represented as an AAFP spokesperson 	<ul style="list-style-type: none"> Consumer-facing media opportunities Addresses consumer interests and mainstream topics Represented as a Family Physician 	<ul style="list-style-type: none"> New for 2020 Share media coverage in social Promote/post info about key consumer health topics.

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Media Ambassadors



Nehasha Bhuyan, MD
Phoenix, AZ



Jay Lee, MD, MPH, FAAFP
Los Angeles, CA



Akira Misao-Melchuk, MD, MPH
Durham, NC



Beth Oiler, MD
Stockton, KS



LaTasha Sotby-Perkins, MD
Washington, D.C.

Social Media Ambassadors



Kim Yui, MD, FAAFP
Orange County, CA



Mike Seville, MD
Searcy, OR



Alex McDonald, MD, CAGSM
San Bernardino, CA

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Immunization Campaign

Aimed at moving patients from vaccine hesitancy to confidence by emphasizing that vaccines are a selfless act of prevention that protects those who are more vulnerable and builds a community of immunity.

The campaign will feature an inspirational video and educational patient content across familydoctor.org and social media.

Position media ambassadors to the importance of getting vaccines.

Custom band-aids will be used to drive additional awareness.

Visit familydoctor.org/vaccines and aafp.org/vaccines for campaign resources



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Amplification Strategy

Increase visibility to the 'Voice of the Family Physician'.

Expand this initiative's reach and impact by engaging stakeholders across the AAFP:

- Membership
- Local chapters
- Influencers
- Strategic partnerships




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Grow a Diverse Family Physician Workforce

Strategy: Expand and support high-quality family medicine GME positions.



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Grow a Diverse Family Physician Workforce

Strategy: Develop a robust family medicine workforce that is inclusive and representative of those underrepresented in medicine.



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How to Engage and Stay Informed

- AAFP News
- Fighting for Family Medicine newsletter
- AAFP blogs and social media channels
- Family Medicine SmartBrief
- AAFP.org
- Conferences and CME



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AAFP Foundation

Mission Statement
The American Academy of Family Physicians Foundation advances the values of Family Medicine through humanitarian, educational, and scientific philanthropy dedicated to improving health.

AAFP Foundation programs are focused in the following signature program areas:

- Humanitarian (Family Medicine Cares)
- Education (Family Medicine Leads)
- Scientific (Family Medicine Discovers)

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AAFP Foundation

Direct Funding and Other Support of Chapters:

- Funding Support
 - Family Medicine Philanthropic Consortium (FMPC) Chapter Grant Awards
 - FMPC Engagement Grant Awards
 - Student Externship Matching Grants
 - Chapter Executive Leadership Program (CELP) Grant
 - Disaster Assistance Program
 - Special grant opportunities supporting collective goals, such as: scholarships for students and residents to attend AAFP National Conference, grants to free and charitable clinics, 30 students and residents selected annually to participate in the AAFP Foundation Emerging Leaders Institute
- Other Forms of Support
 - Host and convene FMPC Meetings
 - Award annual program of the year and highlight at the AAFP Foundation donor celebration event
 - Planned giving options for split charitable gift annuities or charitable remainder trusts

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Key Takeaways & Questions for Consideration

- We were able to maintain the extraordinary satisfaction increases resulting from a year of deep focus and support through COVID, but how do we keep that positive momentum going forward and avoid slipping back into "business as usual?"
- How do we "right-size" our COVID support going forward? What's needed?
- Members are telling us that understanding how to optimize patient care through the implementation and optimization of telehealth is an area they need our help.
- Administrative complexity remains a top priority – although we've made some progress, our score remains low here. How can we ensure we address this number one priority through continued progress?
- Advocacy is a top reason for membership & satisfaction, so how can we ensure we get adequate credit for our important work in this space?

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Biggest Growth Opportunities...

- It will be important to drive some focus and resource investment into:
 - Understanding how to enhance our relationship and relevance with Residents, especially as they transition into **New Physicians**.
 - Ensuring we have resources focused on the needs of **Employed Physicians** and understand how to be relevant to **Employers**.
 - Ensure we are relevant to **DOs** and have the resources that meet their unique needs.
 - Our **digital engagements** with our members are more important than ever, so continued enhancements to make this an excellent experience is critical.

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Questions



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