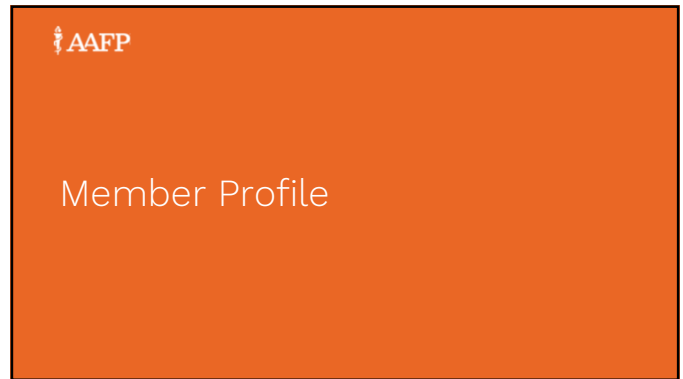




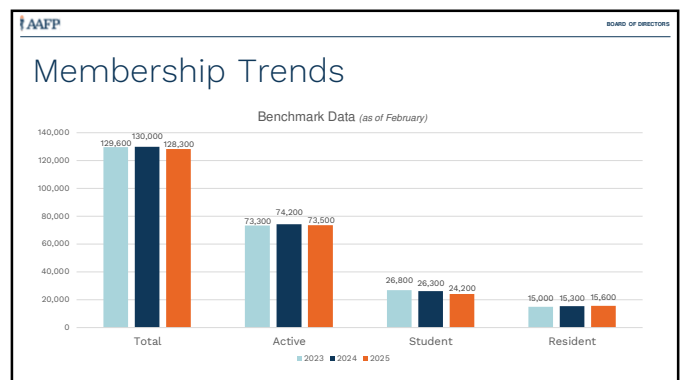
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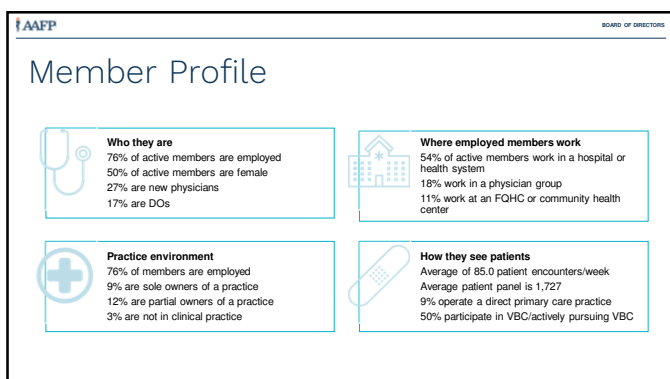
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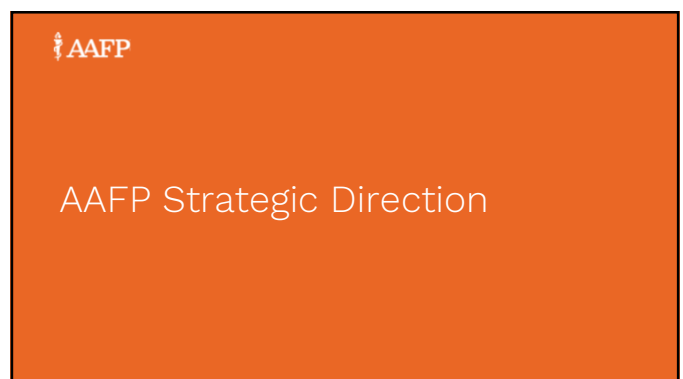
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FY26-28 Strategic Plan

MISSION: Improve the health of patients, families and communities by serving our members' needs with professionalism and creativity.

VISION: Transform healthcare to achieve optimal health for everyone.

BOARD OF DIRECTORS

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AAFP

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	PUBLIC	PHYSICIAN	PRACTICE	PROFESSION
4 pillars	Elevating Family Medicine Making Family Physicians an essential voice in all health care decisions	Enhancing Well-Being Increasing Family Physicians' fulfillment	Improving Systems Driving innovation and improvements in investment, payment and operating models	Strengthening Our Future Enhancing careers by attracting, retaining and guiding diverse Family Physicians
13 strategies	PHYSICIAN RECOGNITION PATIENT CHOICE POLICY DECISIONS	EMPOWER FAMILY PHYSICIANS BUILD COMMUNITY EVOLVE PROFESSIONAL DEVELOPMENT EXPAND CLINICAL COMPETENCY	PRACTICE SUPPORT INVESTMENT IN PRIMARY CARE PAYMENT MODELS	INFLUENCING STUDENT CHOICE RESIDENT ACTIVATION NEW PHYSICIAN CAREER GROWTH

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AAFP Key Initiatives

Elevating Family Medicine	Enhancing Well-Being	Improving Systems	Strengthening Our Future
CONSUMER PUBLIC RELATIONS PROJECT – increasing family medicine in the media NEW ADVOCACY AMBASSADOR PROGRAM – engage with patients, policymakers and their peers to build support for initiatives that improve patient care and public health. PRIMARY CARE FOR AMERICA – diverse collaboration educating policy makers and influencers on the value of primary care	CAREER BENCHMARK DASHBOARD – provides comprehensive compensation and job satisfaction data for free to AAFP member PHYSICIAN WELL-BEING & LEADERSHIP STRATEGIES – integrated offerings for leadership development and well-being resources BREADTH OF FAMILY MEDICINE – resources addressing privileging challenges and advocating for full scope of practice	VALUE-BASED CARE LIBRARY – adding to and promoting collection of education and tools to succeed in value-based care and payment ARTIFICIAL INTELLIGENCE – ensuring family physician voice is incorporated into technology design and sharing AI / digital health resources with members NATIONAL PAYER & EMPLOYER ADVOCACY – enhancing effectiveness of engagements with these key stakeholders	BE THEIR FIRST! – inspiring Medical Students on family medicine FAMILY MEDICINE CHAMPIONS – training individuals to provide info, resources, and support to students, encouraging them to pursue careers in family medicine ENGAGING ON OUR NEW PHYSICIANS – Onboarding PGY1 to AAFP and launching extra support for transition of PGY1 to Active that prepares them for physician profession

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FIGHTING FOR FAMILY MEDICINE:
How Family Physicians Can Engage

Speak Out Use the AAFP's online advocacy tool to write to your lawmakers.	Make Phone Calls Our advocacy tool provides a script and phone number to contact your lawmaker.	Attend a Townhall Sign up for your lawmaker's newsletter to learn about and attend local events.
Engage on Social Media Follow your lawmakers' social media accounts to monitor their actions.	Volunteer for a Campaign Find a local candidate who is running for office and volunteer for their campaign.	Meet with Your Lawmaker Schedule an in-district meeting or invite them to your practice.
Join us in Washington Attend the Family Medicine Advocacy Summit and lobby your lawmakers.	Become a Key Contact Work with the AAFP to build a relationship with your 'federal lawmaker.'	Each of these activities helps drive the AAFP's legislative agenda forward!

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Stay Connected with AAFP

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How to Engage and Stay Informed

- Visit **AAFP.org**
- Read **AAFP News**
- Check out Fighting for Family Medicine newsletter
- Read AAFP blogs
- Follow us on social media
- Listen Inside Family Medicine podcast
- Subscribe to Family Medicine Today
- Attend Conferences
- Sign up for CME

12

Be a Part of the Community: Attend an Event

AAFP
LEADERSHIP CONFERENCE
Wednesday, April 22, 2026 - Pre-conference
Thursday, April 23–Saturday, April 25, 2026

FUTURE
THE NATIONAL CONFERENCE FOR
THE FUTURE OF FAMILY MEDICINE
July 30–August 1, 2026
Kansas City

FMX
NASHVILLE | OCTOBER 20–24, 2026

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AAFP Career Benchmark Dashboard
Your data powers the dashboard—helping all members make smarter, more informed career decisions
aafp.org/worth

Survey Open: August 1 – November 1, 2025



14

SEE YOU IN CHARLOTTE

Whole Health Summit 2026
Stronger Teams. Smarter Systems. Healthier Patients.
Sunday, May 17—Tuesday, May 19, 2026
Charlotte, NC

A high-impact, immersive experience that reframes the future of family medicine through the lens of whole-person care. This event integrates clinical excellence, well-being, leadership, and operational redesign into a unified, scalable, CME-rich experience.



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Elevating Family Medicine
Actions to impact the **public** audience
Making Family Physicians an essential voice in all healthcare decisions

PHYSICIAN RECOGNITION
Bringing Family Physicians and their impact into the spotlight

PATIENT CHOICE
Bringing Family Physicians to the forefront of patient care options

POLICY DECISIONS
Influencing policy makers to advance Family Medicine and guide Public Health policy

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ELEVATING FAMILY MEDICINE

2,729
The number of news stories featuring the AAFP and family medicine.
That's an average of **53** per week!

206
The number of articles featuring family medicine media ambassadors.

3.6 billion
The number of people reached by a trusted messenger – a family physician.

Coming Soon

- New patient campaign encouraging partnership with a family physician
- Updates to FamilyDoctor.org design, features and content
- Social media influencer campaign encouraging connection with a family physician

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AAFP ADVOCACY AMBASSADORS
Advocating for Family Medicine

- Building relationships with members of Congress and their staff
- Amplifying AAFP Speak Out campaigns and support FamMedPAC



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Primary Care for America

Primary Care for America is a diverse collaboration of key partners focused on educating policymakers and health policy influencers about the value of comprehensive, continuous, and coordinated primary care. PCIA uses its collective voice to focus the conversation on healthcare to demonstrate the value of primary care, drive innovation in primary care and payment design and grow the primary care workforce.

THE COLLABORATION'S FOUNDING PARTNERS:

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Enhancing Well-Being

Actions to impact Family **Physicians'** wellness
Increasing Family Physicians' fulfillment

- EMPOWER FAMILY PHYSICIANS**
Identifying and mitigating factors of physician burnout
- BUILD COMMUNITY**
Promoting collaboration and engagement among physicians
- EVOLVE PROFESSIONAL DEVELOPMENT**
Supporting career growth aspirations
- EXPAND CLINICAL COMPETENCY**
Facilitating evidence-based comprehensive care

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EXPANDED CAREER RESOURCES

- Updated and expanded employment contracting content
- Member Advantage partner, RESOLVE, provides contract review and negotiation support at a discount.
- Career Coaches and anonymous job search and job placement support available through CareerLink
- New job search resources:
 - CV templates
 - 5 signs of a good employer
- New position paper: Principles to Optimize Family Physician Employment
- New checklist on becoming an optimal employer

aafp.org/career

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Improving Systems

Actions to impact the efficacy of the **practice**
Driving innovation and improvements in investment, payment, and operating models

- PRACTICE SUPPORT**
Providing resources to support the member's practice
- INVESTMENT IN PRIMARY CARE**
Increasing the allocation of healthcare spend to improve outcomes
- PAYMENT MODELS**
Expanding (optimizing) physician payment models

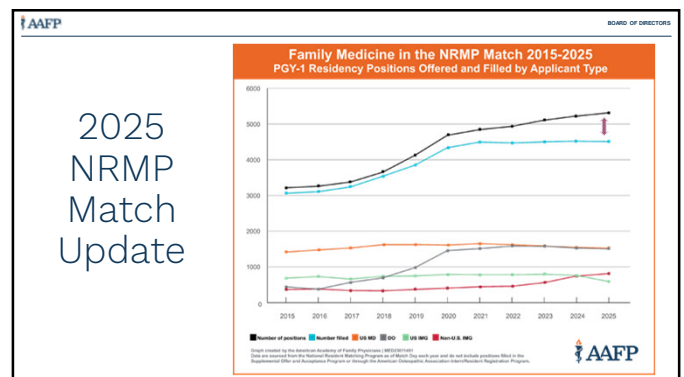
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Strengthening Our Future

Actions to cultivate the **profession** of Family Medicine
Enhancing careers by attracting, retaining and guiding diverse Family Physicians

- INFLUENCING STUDENT CHOICE**
Engaging the Next Generation of Family Physicians
- RESIDENT ACTIVATION**
Serving as a launchpad for your career
- NEW PHYSICIAN CAREER GROWTH**
Supporting the journey from new to established physician

23



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Family Medicine
CHAMPIONS

This program trains family medicine ambassadors to educate medical students and health care colleagues about the role family physicians play in primary care, preventive health, and advancing health equity. This free, self-paced certificate program is open to all members.

NEXT COHORT STARTS IN JAN 2026
Registration deadline January 9, 2026

Scan here to
learn more

