



2015

2016

2017

2018

2019

Goal

Raise awareness about the value of primary care and family medicine and support for Family Medicine for America's Health agenda

CITY TOUR / TARGET MARKETS

Washington
North Carolina
Illinois

Colorado
Michigan

California (City
TBD)
Georgia
Missouri

Kansas
Kentucky
New Jersey

Arizona
Connecticut
Rhode Island

Minnesota
Wyoming

FOCUS ON HEALTH SERIES

Fitness & Nutrition
Chronic Disease Management
Immunization
Smoking Cessation

End of Life
Mental Health
Healthy Aging
Family Caregivers

Women's Health
Men's Health
Care Coordination

THOUGHT LEADERSHIP AND INFLUENCER OUTREACH

Ongoing Activity

Annual Hill Briefings

Partnerships and Events

INTEGRATED COMMUNICATIONS CAMPAIGN

Advertising
(paid & donated)

News
Media

Tool-Kit
Promotion

Digital
Content

STRATEGY IMPLEMENTATION

Goal

Strengthen family medicine and primary care to ensure that we can meet the nation's health care needs, and ultimately, improve the health of every American

TACTIC TEAMS

Build team infrastructure, select first two tactics, develop work plans

Expand and accelerate by engaging sponsoring orgs and a broad stakeholder network to achieve milestones related to priority tactics.

Implement 1-2 additional tactics and leverage gains in order to forge partnerships with additional organizations and amplify impact.

Make steady progress while preparing initiatives for transition to sponsoring organizations and other partners

Consolidate gains and complete transition of continuing work to sponsoring organizations and other partners

MILESTONES

- Launch 6 teams & integration team
- Current state analysis to build on what FM orgs are already doing
- Board approves work plans
- Metrics identified

- Launch collaborations (including hand-offs) with FM orgs re: specific projects and tactics
- Through relationship with the PCP-CC, expand capacity for achieving objectives of Payment, Practice and Engagement Teams
- Payment and Practice Teams leverage FM organizations' tools to launch shared focus on pathways to practice and payment transformation
- Begin engaging primary care stakeholders within and outside the family medicine community (through summits, inter-professional sessions, conferences, etc.)
- Adjust plans as needed based on rapid change in healthcare system
- Test progress against metrics for Year 2 and make adjustments as needed

- Expand collaborations (including hand-offs) with FM orgs re: specific projects and tactics.
- Increase the number of sponsoring and partner orgs with members on Tactic Team leadership teams (Core Teams).
- Practice and Payment Teams accelerate pathways to practice and payment transformation.
- Expand FM stakeholder engagement through peer influence/assist networks (medical students/residents/practicing physicians, etc.)
- Broaden engagement with other primary care professionals to build capability to speak with one voice re: value of primary care
- Test progress against metrics for Year 3 (including metrics for additional tactics) and make adjustments as needed.

- Reconfigure tactic teams as needed based on progress to date and changes in healthcare system.
- Use 2-3 selected issues to test the capability of multiple primary care stakeholders to speak with one voice re the value of primary care
- Further collaborations (including hand-offs) with FM orgs and other partner orgs re: specific tasks, projects and tactics.
- Increase the number of sponsoring and partner orgs with members on Tactic Team leadership teams (Core Teams).
- Test progress against metrics for Year 4 (including collaboration metrics in preparation for FMAHealth final year)

- Tactic Teams and FM orgs together agree on metrics for Year 5, and those metrics are approved by the FMA-Health Board
- Sponsoring orgs work with each other and the FMAHealth Board to determine which parts of the strategy implementation work should continue.
- Sponsoring orgs and other partner orgs reach agreement about who will lead work on which parts, and how leaders will collaborate with other orgs to get results.
- Transition and governance plan for next 3-5 years approved by the boards of sponsoring orgs.
- Test progress against metrics for Year 5 and overall 5-year metrics.

STAKEHOLDER ENGAGEMENT

- Core Teams
- FM Org Staff
- FM Org Members
- Students and Residents
- Other Primary Care Professionals
- Insurers & Employers

