

December 2014 Update

Health is Primary is hitting the road! In 2015, the campaign will visit Raleigh, Seattle, Chicago, Denver and Detroit. The Raleigh event is slated for Thursday, February 26. Stay tuned for additional city tour dates. These visits will bring together national and local leaders to showcase community-level innovations in primary care that are leading to better health, better quality and lower costs. We are looking for extraordinary examples of change that are underway around the country. If you have a story to share from anywhere in the U.S., we want to hear it. Please email us at info@fmahealth.org.

Tactic teams will kick off in December. The core members of the Family Medicine for America's Health tactic teams will meet in early December at the Society of Teachers of Family Medicine's Conference on Practice Improvement in Tampa. This group will lead the volunteer workforce that will be modernizing and transforming the family medicine specialty over the next five years. The tactic teams will focus on six areas – Practice, Payment, Workforce, Technology, Research and Engagement. [Click here](#) to see the list of core members of each tactic team. These core teams will engage a broader group of volunteers to drive implementation of the strategy and transform the specialty.

New Health is Primary initiatives launch in January. Early next year, Health is Primary will launch a consumer campaign to demonstrate how primary care can support patients in preventing disease and promoting health. Each quarter, the campaign will focus on a specific topic area:

- January – Nutrition/Fitness
- April – Chronic Disease Management
- August – Immunization
- November – Smoking Cessation

Also in January, the campaign will host a panel discussion at the Consumer Electronics Show in Las Vegas to share the family medicine perspective on consumer health technology. This is the start of a broader effort to engage with the technology community to help drive innovation and technologies that foster the connection between physicians and patients and improve patient care and patient health.

Family Medicine for America's Health Board members are engaging the family medicine specialty and the broader primary care community around the country. Recent speaking engagements include the Council for Medical Specialty Societies Annual Meeting, the Patient-Centered Primary Care Collaborative Annual Fall Conference and the American Board of Family Medicine Town Hall. Family Medicine for America's Health also sponsored a webinar in early November. [Click here](#) to watch the recorded presentation and watch for updates on FMAHealth.org for future events.

FAMILY MEDICINE *for* AMERICA'S HEALTH

Please sign-up and encourage others to join us. The campaign is sending out regular communications through Health is Primary and Family Medicine for America's Health and we want to be sure we are reaching and hearing from the family medicine community. We have already received great input and want to expand the reach of our effort. If you haven't done so already, please be sure to sign up at HealthisPrimary.org to receive updates on the communications campaign, and at FMAHealth.org to receive updates and information on the strategic implementation effort.

Family Medicine for America's Health Tactic Teams—Core Team Members

Practice Core Team

Jason E. Marker, MD, MPA (Leader)
Rebecca Etz, PhD
Samuel M. Jones, MD
Jay W. Lee, MD, MPH
Michael L. LeFevre, MD, MSPH
Board Liaison: Robert L. Phillips, Jr., MD, MSPH

Payment Core Team

Thomas J. Weida, MD (Leader)
Erica Bliss, MD
Stanley Borg, DO
Steven D. Kamajian, DO, CMD,
Rebecca A. Malouin, PhD, MPH, MS
Board Liaison: Paul Martin, DO

Workforce Core Team

Christina Kelly, MD (Leader)
Constance Goldgar, MS, PA-C
Calvin Gutkin, MD, CCFP
Rick Kellerman, MD
Judith Pauwels, MD
Board Liaison: Michael Tuggy, MD

Technology Core Team

Steven E. Waldren, MD, MS (Leader)
Andrew JP Carroll, MD
Deborah J. Cohen, PhD
Ciarán Anthony DellaFera, MD
Jacob Reider, MD
Board Liaison: Jen Brull, MD

Research Core Team

Lars Peterson, MD, PhD (Leader)
Andrew Bazemore, MD
W. Perry Dickinson, MD
Alex H. Krist, MD, MPH
Ronna New, DO
Board Liaison: Jennifer DeVoe, MD, D. Phil.

Engagement Core Team

Ted Epperly, MD (Leader)
Kevin Grumbach, MD
Susan Hogeland, CAE
Winifred V. Quinn, PhD
John (Jack) Westfall, MD, MPH
Board Liaisons: Glen Stream, MD; Lauren Hughes, MD, MPH