
FAMILY MEDICINE *for* AMERICA'S HEALTH

Family Medicine for America's Health

Organizational Update: October 2014

Health is Primary has launched (check out the launch press conference [here](#))! **Family Medicine for America's Health** – a new, 5-year coalition of eight family medicine groups – kicked off the campaign at the American Academy of Family Physician's Assembly in Washington, DC last week. The goal is to demonstrate the value of primary care in delivering on the Triple Aim of better health, better care and lower costs.

The campaign will use national advertising, partnerships and stakeholder outreach to raise awareness of the role of primary care in improving the health care system. **Family Medicine for America's Health** will also drive a five-year strategic initiative to transform family medicine to meet the changing needs of the health care system.

Health is Primary will travel to cities around the country to engage local stakeholders and showcase community level interventions that are working to enhance and expand primary care and improve health. The campaign will also partner with employers, disease groups and health advocates to activate patients around major health issues like chronic disease management and smoking cessation and advance the use of technology tools for patient communication.

At the same time, **Family Medicine for America's Health** will work to modernize the family medicine specialty and transform the nation's health care system. The strategic effort will focus on expanding access to the patient-centered medical home, ensuring a strong primary care workforce and shifting from fee-for-service to comprehensive primary care payment. **Family Medicine for America's Health** is establishing six tactic teams with broad representation from the primary care community that will focus on key areas for transformation: Payment, Practice Management, Workforce, Education, Technology and Engagement.

The campaign launch coincided with the release of a special supplement to the *Annals of Family Medicine*, which provides background on the planning process and the framework for execution. You can find the full article here http://annfammed.org/content/12/Suppl_1.

To learn more about the campaign, please join us for our first webinar. We will be holding these sessions periodically to update the family medicine community on our work and our progress.

Family Medicine for America's Health Webinar

Wednesday, November 5, 2014

7:00 pm – 8:00 pm Eastern Time

<https://www.anymeeting.com/483-312-304>

American Academy of Family Physicians
American Academy of Family Physicians Foundation
American Board of Family Medicine
American College of Osteopathic Family Medicine

Association of Departments of Family Medicine
Association of Family Medicine Residency Directors
North American Primary Care Research Group
Society of Teacher of Family Medicine

www.fmahealth.org

Find us online at:

- HealthIsPrimary.org
- FMAHealth.org

If you would like to donate to support the efforts of **Family Medicine for America's Health**, go to <http://aafpfoundation.org/donatetoday>.

We are pleased to report that the Board of Directors for **Family Medicine for American's Health** is now fully formed. Our twelfth member, Lauren Birchfield Kennedy, is the Director of Health Policy for the National Partnership for Women & Families. Lauren fills the patient advocate role on the Board and will bring that important perspective to the campaign.

Representative	Organization
Jen Brull, MD	Represents full-scope fulltime practicing family physicians
Thomas L. Campbell, MD	Association of Departments of Family Medicine
Jennifer DeVoe, MD, DPhil	North American Primary Care Research Group
Lauren S. Hughes, MD, MPH	Represents family physicians early in their career
Vincent D. Keenan, CAE	Represents AAFP chapter executives
Lauren Birchfield Kennedy	Patient Advocate, National Partnership for Women & Families
Jerry Kruse, MD, MSPH	Society of Teachers of Family Medicine
Paul A. Martin, DO, Secretary/Treasurer	American College of Osteopathic Family Physicians
Robert L. Phillips, Jr., MD, MSPH	American Board of Family Medicine
Glen Stream, MD, Chair	American Academy of Family Physicians
Michael Tuggy, MD, Vice Chair	Association of Family Medicine Residency Directors
Jane A. Weida, MD	AAFP Foundation

To read the background and earlier updates on this project, please visit www.fmahealth.org.