
FAMILY MEDICINE *for* AMERICA'S HEALTH

Future of Family Medicine 2.0

Organizational Update #8

September 2014

We are counting down to the launch of Family Medicine for America's Health, which will occur in **October at the AAFP Assembly in Washington, DC**. This will be a major event for family medicine and we hope you will be able to join us in person for the launch. For those of you who are unable to attend the meeting, we are currently working on a plan to deliver this to you through digital channels. Stay tuned for more information.

As you know, the goal of the Family Medicine for America's Health initiative is to meet the needs of the American public by achieving the Triple Aim of better care, better health and lower cost. This initiative includes two integrated elements: a communications program aimed at consumers, policymakers, payers and the medical community and a strategic plan that will focus on addressing key issues facing the family medicine specialty. Incoming AAFP President, Dr. Bob Wergin, will unveil the communications program at the first Assembly general session on October 22.

Family medicine's strategic direction is composed of seven statements. Working together with its healthcare colleagues and other engaged stakeholders, family medicine aims to achieve the following:

1. Show the value and benefits of primary care
2. Ensure every person will have a personal relationship with a trusted family physician or other primary care professional, in the context of a medical home
3. Increase the value of primary care
4. Reduce health care disparities
5. Lead the continued evolution of the Patient-Centered Medical Home
6. Ensure a well-trained primary care workforce
7. Improve payment for primary care by moving away from fee for service and toward comprehensive primary care payment

The strategic plan is focused on six key implementation areas: Practice, Payment, Workforce Education and Development, Technology, Research and Engagement. We are in the process of developing teams that will focus on tactics in each of these six areas. These Tactic Teams will rely on support and input from a broad network of expertise in family medicine and beyond. Please be on the lookout for ways you can get involved.

We strongly welcome and encourage your input in this process. We are developing a calendar of events where you can hear directly from and share your views with Family Medicine for America's Health leadership about this initiative. We will work to ensure a wide variety of in-person and virtual opportunities for engagement. Look for the calendar of events in the next update. We are also in the process of building a website – fmahealth.org – to keep you fully informed on the progress of this effort.

As a reminder, in the chart below are the members of the Family Medicine for America's Health Board of Directors. We are still working to identify a patient advocate to join the team and expect to have that vacancy filled in time for launch.

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
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
TBD	Patient Advocate

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