

Partnering Opportunity

The Annual Clinical Focus (ACF) is the American Academy of Family Physicians' (AAFP) educational initiative designed to bring members state-of-the-art clinical information on a specific topic each year. Through educational grants, the AAFP is able to disseminate the clinical core elements on the specific topic to members through various educational formats such as Video CME programs, *American Family Physician* monographs, patient education handouts, lectures and courses at the Annual Scientific Assembly, articles in AAFP publications, recognition at national CME courses, a public relations campaign, and at the end of the ACF year, a compilation of all ACF products and programs in a CD-ROM format.

Benefits to Supporters

- Opportunity for industry to partner with the AAFP
- Extensive recognition and exposure through core elements
- Use of attribution phrase on products and programs
- Recognition through articles in AAFP publications
- Advertisements in *American Family Physician*
- Special recognition at annual events
- Opportunity to fund additional program elements

First Annual Clinical Focus

The 1998 ACF on "Prevention and Management of Cardiovascular Disease" was developed in cooperation with the American Heart Association and supported by generous educational grants from the following companies of \$200,000 each for a **total of \$1 million**:

Bristol-Myers Squibb Company
Hoechst Marion Roussel
Novartis Pharmaceutical Corporation
Knoll Pharmaceutical Company
Wyeth-Ayerst Laboratories

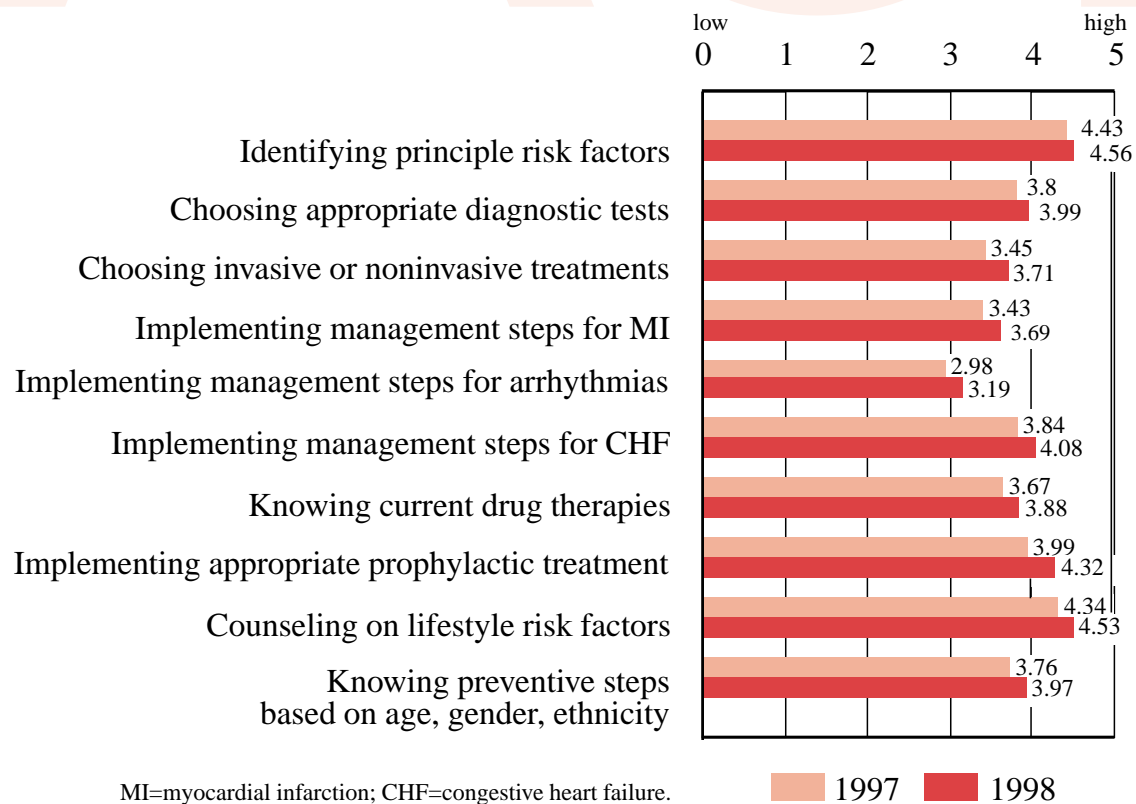
Supporters also funded additional elements, which included Video CME programs, *American Family Physician* monographs, regional symposia, chapter lecture series, plus lectures at Family Physician board review courses and The National Conference of Family Practice Residents and Medical Students. Additional elements totaled \$1.2 million for a grand total of \$2.2 million for support of the 1998 ACF.

ACF Works

Members listed their **confidence levels in their knowledge and skills on 10 items** related to cardiovascular disease before the first ACF and toward its completion. About 1,100 members returned the October 1997 survey before receiving ACF materials; 277 members completed the survey in November 1998. The 1998 survey showed **improvement on all 10 items**.

Members also noted changes they'll make because of the ACF CME, such as treating hyperlipidemia more aggressively; regularly encouraging smoking cessation, daily exercise and proper diet; and prescribing ACE inhibitors and beta blockers more often.

Survey Results of Member's Confidence Levels in Knowledge and Skills of Cardiovascular Disease



Promotion

Totals of exposure per medium for dissemination of ACF information and materials plus totals for participation in live events.

Total pieces of ACF materials mailed 5,419,602

American Family Physician Monographs (3 issues)

Video CME (3 issues)

American Family Physician (29 issues)

Home Study Self-Assessment® (4 components)

Family Practice Management (1 issue)

CD-ROM

Total pieces of ACF promotion 2,910,593

FP Report (12 issues)

Residency Program Director's Workshop (1 issue)

AAFP Catalog (2 issues)

Director's Newsletter (5 issues)

American Family Physician Thank You Ads (2 issues)

CME Activities Update (6 issues)

The Kansas City Star (1 issue)

Residency Assistance Program Newsletter (4 issues)

Regional Symposia Mailings (9 issues)

Association of Family Practice Residency Directors *Highlights* Newsletter (1 issue)

Cardiovascular Disease Questionnaire (2 questionnaires)

ACF Newsletter (3 issues)

Total participants in ACF live events 12,922

Assembly Main Stage Lectures (2 lectures/4,400 participants)

Assembly 3-Hour Courses (2 lectures/188 participants)

Assembly CME Video Viewing Area (1,134 participants)

CME Course – Primary Care in Women's Health (1997/196 participants)

CME Course – Infant, Child and Adolescent Medicine (1998/302 participants)

CME Course – Sports Medicine: An In-Depth Review (1998/107 participants)

CME Course – General Adult Medicine (1998/130 participants)

CME Course – Primary Care in Women's Health (1998/253 participants)

CME Program at FP Board Review Courses (1999/850 participants)

Lectures at the National Conference, etc. (1997 and 1998/4 lectures/165 participants)

Regional Symposia (146 participants)

Chapter Lecture Series (5,051 participants)

Core Elements

Programs and products funded by the initial grant of \$1 million and distributed to all members.

American Family Physician Clinical Monograph

**“Cardiovascular Disease:
Update on Management of Heart Failure,
Acute Myocardial Infarction, and
Cardiac Arrhythmias”**

**Complimentary distribution to 84,249
AAFP members in February 1998**

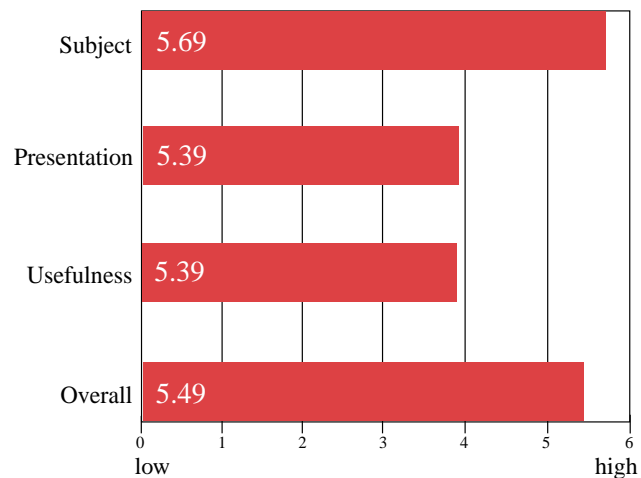


*32-page monograph
2 Prescribed Credit Hours*

*American
Family
Physician
Monograph
Quiz Card*

Checking our Pulse...

**4,678 Quiz Cards
and 1,484 Evaluation
Cards received.**



Graph based on a 6-point scale

Video CME

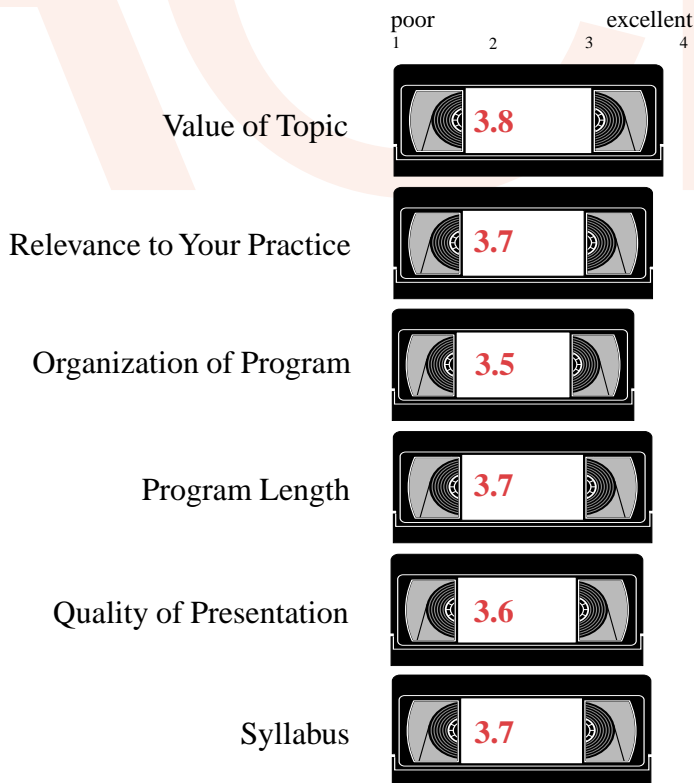
“Prevention of Cardiovascular Disease: The Next Challenge”

Complimentary distribution of syllabus to 80,390 AAFP members in October 1997.

Cost to members \$10.00 for videotape and testing materials.

Video Evaluation Scores

95 evaluations received



Graph based on a 4-point scale



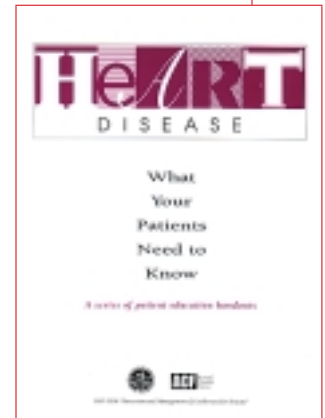
*20-page syllabus with videotape
1 Prescribed Credit Hour*

**332
videos
sold**

Patient Education Handouts

Topics covered by **12 patient education handouts** included with the distribution of the Video CME Program Syllabus and *American Family Physician* Monograph were:

Heart Attack: Warning Signs and Tips on Prevention
 Activity After a Heart Attack
 Arrhythmia: A Problem with Your Heartbeat
 How to Get the Most from Your Medicine
 Living with Congestive Heart Failure
 Stroke: Warning Signs and Tips on Prevention
 Heart Disease: Assessing Your Risk
 Heart Disease and Smoking: Why You Need to Quit
 Cholesterol: Keeping Your Heart Healthy
 Preventing Heart Disease: For Women Only
 Diet and Exercise: Healthy Balance for a Healthy Heart
 High Blood Pressure: Keeping It in Check



Annual Scientific Assembly

More than **4,500 physicians attended ACF lectures and courses** at the first Annual Clinical Focus launched at the 50th anniversary of the AAFP at the Annual Scientific Assembly in Chicago, September 1997. The “kick-off” began with a press conference and was followed by these ACF events at the Annual Scientific Assembly: two main-stage lectures, “Cardiovascular Risk Reduction: The Good, the Bad, the Ugly,” and “Congestive Heart Failure”; and two three-hour courses, “Coronary Artery Disease in Women: What the Family Physician Needs to Know,” and “Advanced ECG Interpretation.” The ACF also had a booth in the AAFP Bookstore on the exhibit floor of the Scientific Assembly.

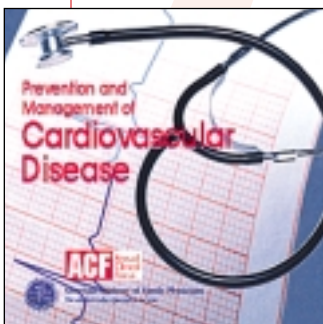


CD-ROM of ACF Elements

“Prevention and Management of Cardiovascular Disease”

This CD is a compilation of products and programs from the first ACF year, including two main-stage lectures from the 1997 Annual Scientific Assembly, three *American Family Physician* Monographs, three Video CME programs, patient education handouts, and *American Family Physician* scientific articles.

Complimentary distribution of 4,029 CDs to AAFP members by request.



The ACF Web page

was added to the AAFP Web site in June 1998.

www.aafp.org/acf



E-mail was established for the Annual Clinical Focus in June 1998. E-mail can be sent to ACF staff at acf@aafp.org

Articles in AAFP Publications

A total of **29 articles**, including a series developed in collaboration with the American Heart Association, were published in *American Family Physician* with circulation to:

- Family Physicians, MD/DO
- General Practitioners, MD/DO
- General Internal Medicine Physicians
- FP Residents
- Students
- IM Residents by request

Total circulation 168,000 per issue



Two supporter thank you ads also appeared in *American Family Physician*.

Total circulation 168,000 per issue



A total of **12 articles** appeared in *FP Report*.

Total circulation 88,590

National CME Courses

Approximately **1,000 physicians participated** in ACF topics included in five National CME courses:

- Primary Care in Women's Health, 1997 and 1998
- Infant, Child and Adolescent Medicine for the Family Physician, 1998
- General Adult Medicine, 1998
- Sports Medicine: An In-Depth Review, 1998

Additional Elements

Opportunities for additional support of ACF Products or Programs totaled \$1.2 million

American Family Physician Clinical Monographs

“Management of Uncontrolled Hypertension”

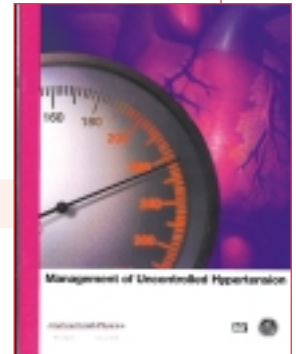
Supported by Wyeth-Ayerst Laboratories

Distributed to 84,830

AAFP members in April 1998

24-page monograph

2 Prescribed Credit Hours



“Prevention and Treatment of Ischemic Stroke”

Supported by Boehringer-Ingelheim

Distributed to 79,254

AAFP members in August 1998

24-page monograph

2 Prescribed Credit Hours



Video CME Programs

“Heart Disease in Women”

Supported by Wyeth-Ayerst Laboratories

Syllabus Distributed to 81,214

AAFP members in February 1998.

Sold 82 videos as of 6/99

16-page syllabus with videotape

1 Prescribed Credit Hour



“Clinical Advances in Lipid Management”

Supported by Parke-Davis

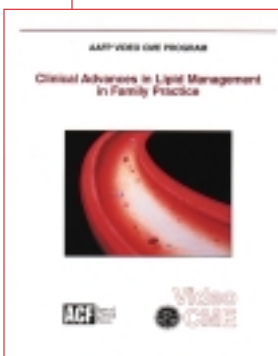
Syllabus Distributed to 81,214

AAFP members in December 1997

Sold 95 videos as of 6/99

16-page syllabus with videotape

1 Prescribed Credit Hour



Chapter Lecture Series

Six topics on cardiovascular disease are available to AAFP Constituent Chapters for a one-hour didactic program with questions and answers for inclusion in their annual meetings. As of the date of publication, 24 chapters have participated, for an overall attendance of over 5,000. Support for each topic includes 10 one-hour lectures, and speaker(s)' honorarium and travel expenses.

Topics
and
Supporters

**“Comprehensive Hormone Replacement Therapy”
“Treatment of Atrial/Cardiac Arrhythmias”**

*Topics supported by
Wyeth-Ayerst Laboratories*

**“New Parameters in Stroke Therapies”
“Prevention of First MI: Value of Early Intervention”
“Patient Compliance and Tolerability Issues
in the Treatment of Hypertension”**

*Topics supported
by Bristol-Myers
Squibb Company*

“New Therapies in Hypertension”

Topic supported by Hoechst Marion Roussel

Regional Symposia/CME Lectures at FP Board Review Courses

For regional symposia, **three different topics on cardiovascular disease** were available to AAFP Constituent Chapters for a three to six hour program to be held at chapter discretion. Eight chapters participated, for an overall attendance of **146 participants**. Support for each topic included five programs, speaker(s)' honorarium and travel expenses, meeting site and meeting expenses.

Two CME lectures on “Case Studies in Patient Management of Cardiovascular Disease” were held at FP Board Review Courses, with an overall attendance of **850 participants**. Support for the programs included a one-hour lecture with complimentary dinner, speaker(s)' honorarium, travel expenses and meeting expenses.

“Cardiovascular Risk of Obesity”

Supported by Knoll Pharmaceutical Company

“Case Studies in Patient Management of Cardiovascular Disease”

Supported by Bristol-Myers Squibb Company

“Women and Heart Disease”

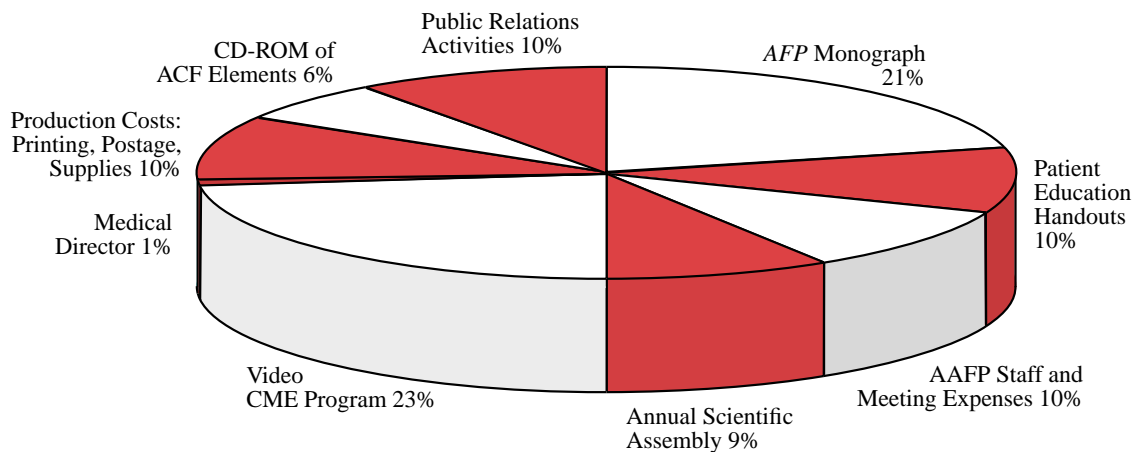
Supported by Wyeth-Ayerst Laboratories

Topics
and
Supporters

Exhibit Floor Lectures

Four exhibit floor lectures were held at The National Conference of Family Practice Residents and Medical Students (formerly NCFPR/NCSM) in July 1997 and July 1998. These one-hour lectures focused on cardiovascular disease as it relates to obesity and were supported by Knoll Pharmaceutical Company. The overall attendance was **165 participants**.

Expenditure % of \$1 Million Grant Support



Current and Future ACF Topics

1999 — “Management and Prevention of the Complications of Diabetes”

Developed in cooperation with the American Diabetes Association, and supported by:

Novartis Pharmaceutical Corporation
 Bristol-Myers Squibb Company
 Eli Lilly and Company
 Bayer Corporation
 Parke-Davis
 Knoll Pharmaceutical Company
 Schering Laboratories

2000 — “Mental Health 2000”

Developed in cooperation with the National Institute of Mental Health, American Psychiatric Association, National Alliance for the Mentally Ill, and National Mental Health Association, and supported by:

Bristol-Myers Squibb Company
 Schering Laboratories/Key Pharmaceuticals
 Eli Lilly and Company
 Janssen Pharmaceutica Products, L.P.
 SmithKline Beecham Pharmaceuticals

2001 — “Management of Asthma, Allergy, Respiratory Infections” (working title)