



American Academy
of Family Physicians



2001 Asthma, Allergy & Respiratory Infections Annual Summary



Supported by educational grants from:
Bristol-Myers Squibb Company
Schering Laboratories/Key Pharmaceuticals
Aventis Pharma
GlaxoSmithKline
Roche Laboratories
Pharmacia Corporation, Diagnostics Division
Alcon Laboratories, Inc.





ACF 2001: Asthma, Allergy and Respiratory Infections

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. These include Video CME programs, *American Family Physician* monographs, patient education handouts, lectures and courses at the Annual Scientific Assembly, articles and house ads in AAFP publications, recognition of ACF topic at national CME courses, a public relations campaign, ACF Web page and discussion site for members, and a CD-ROM compilation of ACF products and programs.

Benefits to Supporters

- Opportunity for industry to partner with the AAFP
- Targeted more than 93,000 family physicians, family practice residents and medical students
- Extensive recognition and exposure through core elements
- Use of attribution phrase acknowledging supporters on products and programs
- Recognition through articles in AAFP publications
- Advertisements in *American Family Physician* and *Family Practice Management*
- Special recognition at annual events
- Opportunity to fund additional program elements

Supporting and Cooperating Partners

“Asthma, Allergy and Respiratory Infections” was developed in cooperation with the National Heart, Lung, and Blood Institute; American Lung Association; National Institute of Allergy and Infectious Diseases; and American Thoracic Society. The program is supported by generous educational grants of \$200,000 each from the following companies for a total of \$1.4 million:



- Bristol-Myers Squibb Company**
- Schering Laboratories/Key Pharmaceuticals**
- Aventis Pharma**
- GlaxoSmithKline**
- Roche Laboratories**
- Pharmacia Corporation, Diagnostics Division**
- Alcon Laboratories, Inc.**

Supporters also funded additional elements, which included an *American Family Physician* monograph, chapter lecture series, ACF audio CME program, on-line CME cases, asthma collaborative project, and CME programs/social events at Family Practice Board Review Courses. Additional elements totaled \$1.1 million, for a grand total of \$2.5 million in support of ACF 2001: Asthma, Allergy and Respiratory Infections.

ACF 2001: Survey Results

In April 2001, an initial survey was sent to 2,000 active members, asking them to rate themselves on numerous patient care skills related to asthma, allergy and respiratory infections and on their knowledge and application of relevant technical innovations in the clinical setting. Of the 2,000 members, 214 responded. In March 2002, those 214 members were again asked to rate themselves in these areas. Improvements in knowledge, skills and performance were noted across the board.

Members reported they gained confidence in their ability to overcome barriers to managing patients with asthma. They also reported improvement in knowing when spirometric testing should be administered. Some respondents noted, in fact, that they now perform this service more frequently in clinical practice.

Surveyed members reported increased confidence in knowing when and how to apply various allergy testing modalities. Likewise, they said that enhanced knowledge about the role of environmental allergens allowed them to more effectively counsel patients about minimizing exposure.

Respondents noted increased knowledge of indications for the use of antibiotics for respiratory infections and greater comfort in educating patients about emerging antimicrobial resistance. In their comments, respondents singled out focusing more energy on their overall patient education efforts as a significant area of practice change.

Survey Questions

Asthma:

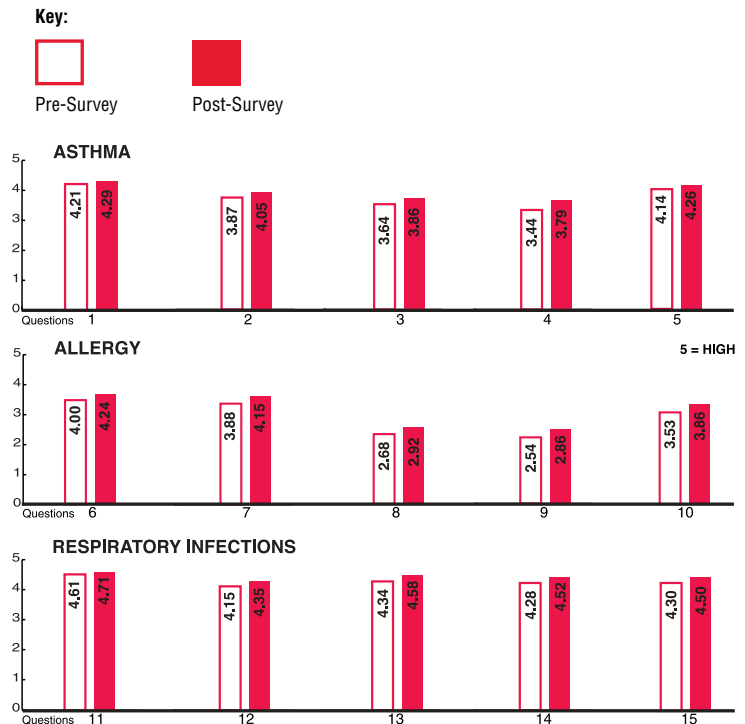
1. Comfort managing patients with asthma
 2. Confidence in determining each patient's level of disease severity* in order to recommend appropriate therapy
 3. Confidence in ability to overcome barriers for managing patients with asthma
 4. Confidence in knowing the indications for spirometry (PFTs)
 5. Confidence in knowing the efficacy of the pharmacological therapies for asthma currently available
- *National Heart, Lung, and Blood Institute has established criteria for classifying severity based on symptoms and lung function.

Allergy:

6. Comfort managing patients with allergic disorders
7. Comfort with one's differential diagnosis for rhinitis
8. Confidence knowing how to apply the various modalities for allergy testing
9. Confidence in knowing specific indications for each of the test modalities
10. Confidence in knowledge of the role of environmental allergens for minimizing patient exposure

Respiratory Infections:

11. Comfort managing patients with upper respiratory infections
12. Confidence in knowing the infectious organisms associated with respiratory tract infections
13. Confidence in knowledge of indications for antibiotic treatment
14. Comfort in educating patients about emerging antimicrobial resistance
15. Confidence in knowledge of which antibiotics are appropriate for the diagnosis





Promotion Report

Total exposure per medium for dissemination of ACF information and materials plus totals for participation in live events. Target audience is the more than 93,000 AAFP family physicians, family practice residents and medical students, as well as patients and the general public.

Total pieces of ACF materials

2,227,971

American Family Physician Monographs
(2 monographs)
Video CME (1 program)
Patient Education Handouts (11 handouts)

American Family Physician (10 issues)
Asthma, Allergy and Respiratory Infections CD-ROM
On-line CME cases (4 cases)
ACF Audio CME Program (1 program)

Total ACF promotion/exposure (5/00 – 4/02) (includes audience and promotion materials)

17,185,244

Family Practice Management (1 issue)
FP Report (8 issues)
American Family Physician “Thank You” Ads,
ACF house ads/clinical quiz (6 issues)
AAFP Catalog (2 issues)
Director’s Newsletter (7 issues)
Residency Assistance Program Newsletter (2 issues)
ACF News (5 issues)
CME Activities Update (4 issues)
CME Course Brochure
AAFP Foundation Bulletin
AAFP Constituent Chapter Mailings (2 mailings)
AAFP Constituent Chapter ACF promotion
Asthma, Allergy and Respiratory Infections
Questionnaires (2 mailings)

AAFP This Week member e-mail (12 issues)
2000 Assembly promotion brochures, *Official Program*, *FP Report*, ACF Notepads, ACF Ribbons, ACF Brochures, Newline, Coupons and Free Video CME programs, and Doctor’s bag flyers
AAFP recognition in various print media
Video News Release
News/Press Releases
ACF Flyers for National Conference
Annual Summary
ACF Web site
On-line ACF discussion group
AAFP Hometown Radio news releases
AAFP Assembly 2000 lectures online

Total participants in ACF live events

11,158

Assembly Main-stage Lectures
(2 lectures/2,100 participants)
Assembly 3-hour Courses
(2 lectures/450 participants)
Assembly CME Video Viewing Area
(311 participants)
Assembly lecture by then U.S. Surgeon General
David Satcher, M.D. (900 participants)
CME Course — Sports Medicine: An In-depth
Review (199 participants)
CME Course — General Adult Medicine
(195 participants)

CME Course — Family Centered Maternity Care
(239 participants)
CME Course — Infant, Child and Adolescent
Medicine (225 participants)
CME Course — Emergency and Urgent Care
(369 participants)
CME Programs/social events at Family Practice
Board Review Courses (2,182 participants)
Chapter Lecture Series (3,973 participants)
Asthma Collaborative — 15 family physician
practice teams

Core Elements

Programs and products funded by the initial grant and distributed to all AAFP members.

American Family Physician Monograph

“Management of Acute Sinusitis and Acute Otitis Media”

24-page monograph

2 Prescribed credit hours

3,303 quiz cards returned

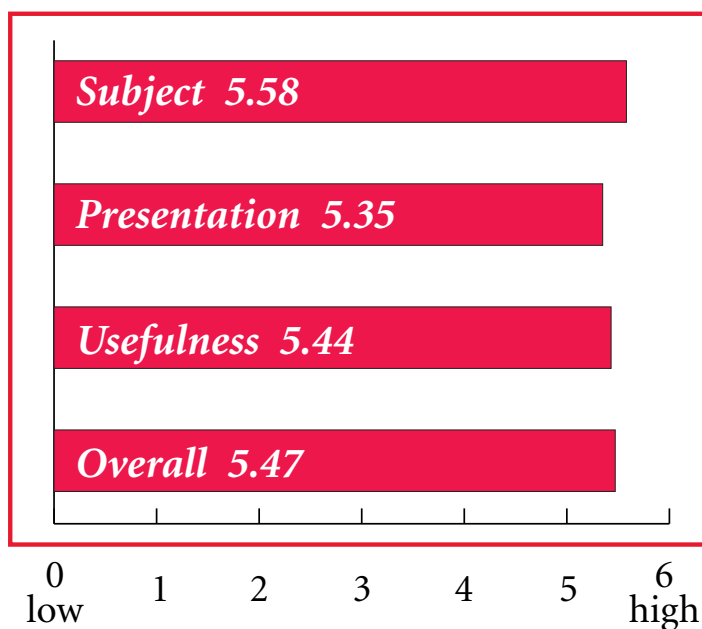
Available online:

www.aafp.org/afp/monograph

Complimentary distribution to **93,000 AAFP members** in June 2001



Monograph Evaluation Scores



Graph based on 6-point scale.

1,743 evaluation cards received.

Video CME Program

“Allergic Rhinitis and Asthma: A Clinical Practice Update”

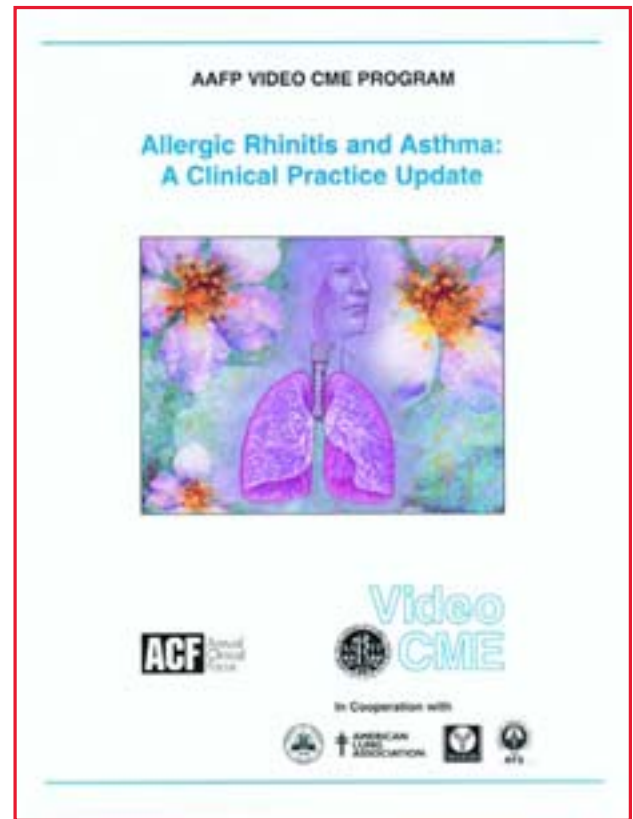
- 30-minute videotape
- 16-page monograph
- 1 Prescribed credit hour
- Available online at www.aafp.org/videocme

Complimentary distribution of monograph to **89,600 AAFP members** in January 2001

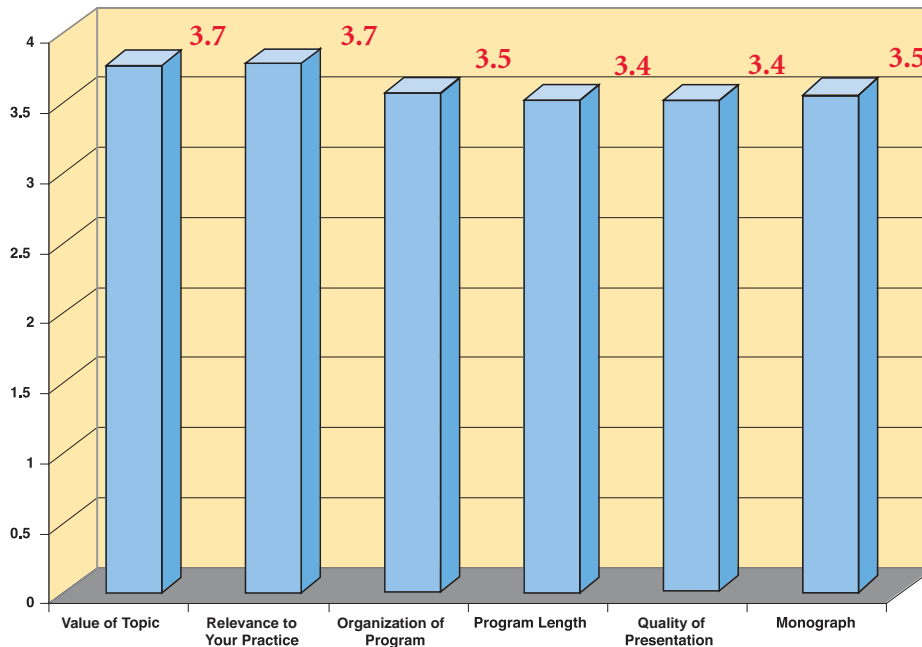
Total videos sold/distributed: 533

2000 Assembly CME Video Viewing Area Participants: 311

Cost to members: \$10.00 for videotape and post-test



Video Evaluation Scores



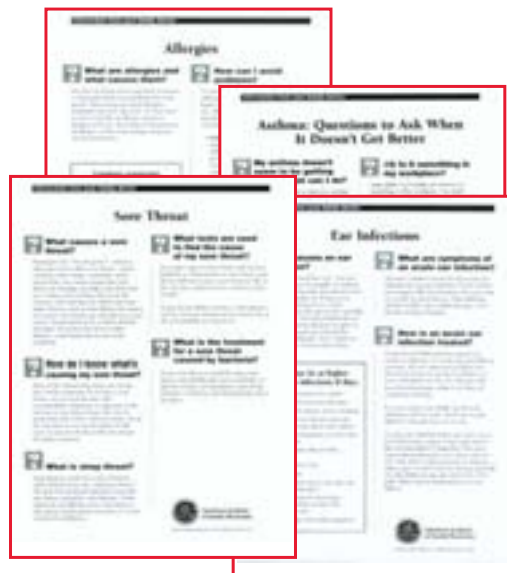
Graph based on a 4-point scale.

329 evaluations received.

Patient Education Handouts

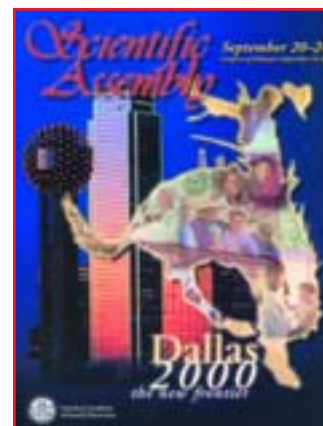
Eleven patient education handouts were distributed to **93,000 AAFP members** in May 2001 to correspond with National Clean Air and Asthma and Allergy Awareness month. Topics covered:

- Acute Bronchitis
- Allergic Conjunctivitis
- Allergies
- Antibiotics: When They Can and Can't Help
- Asthma: Questions to Ask When It Doesn't Get Better
- Asthma Flare-ups
- Dust Mites in the Home
- Ear Infections
- Flu & Colds: Tips on Feeling Better
- Sinusitis
- Sore Throat: What Can You Do?



Annual Scientific Assembly

More than **2,800 physicians attended ACF lectures, courses and participated** in the launch of ACF 2001: Asthma, Allergy and Respiratory Infections at the Annual Scientific Assembly in Dallas, Texas, September, 2000. The “kick-off” began with a press release/press conference and was followed by these ACF events at Assembly: two main-stage lectures, “Asthma Treatment: Keys to Success,” and “Antibiotics and Respiratory Infections: Use, Overuse and Abuse;” two three-hour courses, “Respiratory Potpourri: Solutions to Common Problems in Ambulatory Care,” and “Rhinitis, Allergy Testing and Immunotherapy in Family Practice,” and viewing of the core video, “Allergic Rhinitis and Asthma: A Clinical Practice Update,” in the Video Viewing areas. Both main-stage lectures can be viewed online at www.aafp.org/assembly/2000/lectures. Information about the ACF program was available to members at the ACF Booth in the AAFP Marketplace on the Assembly exhibit floor.



CD-ROM of ACF Elements

“ACF 2001: Asthma, Allergy and Respiratory Infections”

This CD-ROM is a compilation of products and programs for the ACF year, which includes a program by then United States Surgeon General Dr. David Satcher highlighting ACF 2001 and “Healthy People 2010” and two main-stage lectures from the 2000 Annual Scientific Assembly; two *American Family Physician* monographs; Video CME program; 11 patient education handouts; 10 *AFP* scientific articles; and an ACF audio CME program. The CD-ROM is **distributed free to members** by request.





ACF Web Site

The ACF Web site provides information about the ACF program (www.aafp.org/acf) and an ACF discussion group for members. E-mail can be sent to ACF staff at acf@aafp.org. **Total visits: 23,424**



Articles in AAFP Publications

Ten articles on topics relating to asthma, allergy and respiratory infections were published in *American Family Physician* with circulation to: Family Physicians, MD/DO; General Practitioners, MD/DO; General Internal Medicine Physicians; Family Practice Residents and Students; Internal Medicine Residents by request; and other interested subspecialties.



Total circulation: 179,900 per issue

Two AAFP thank you ads recognizing supporters appeared in *American Family Physician*.

Total circulation: 179,900 per issue

Four ACF House Ads including a clinical quiz appeared in *American Family Physician* and one ad appeared in *Family Practice Management*.

Total circulation: 179,900 per issue for AFP
101,426 per issue for FPM

Eight articles appeared in *FP Report*.

Total circulation: 93,500 per issue



National CME Courses

Approximately **1,227 physicians participated** in ACF topics included in five national CME courses: Sports Medicine: An In-depth Review; General Adult Medicine; Family Centered Maternity Care; Infant, Child and Adolescent Medicine; and Emergency and Urgent Care.

Additional Elements

Additional programs and products supported by educational grants from core supporters and other industry

American Family Physician Monograph

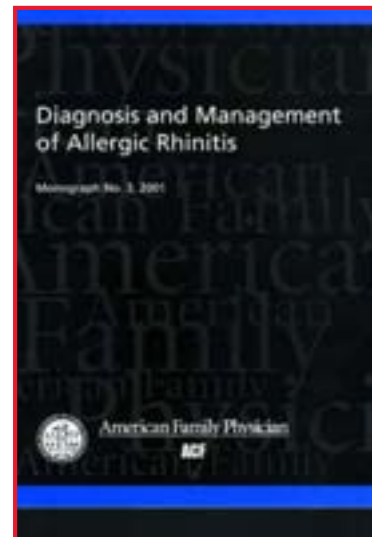
“Diagnosis and Management of Allergic Rhinitis”

Supported by Aventis Pharma

Distributed to **93,000 AAFP members** in December 2001

24-page monograph

2 Prescribed credit hours



Online CME Cases

Four AAFP online CME cases through AAFP Web site,

www.aafp.org/afp/cases

“Diagnosis and Management of Allergic Rhinitis in Children”

Supported by Aventis Pharma

“Diagnosis and Management of Acute Bronchitis”

Supported by Bristol-Myers Squibb Company

“Management of the Adult Patient with Unstable Asthma”

Supported by Schering Laboratories/Key Pharmaceuticals

“Respiratory Illnesses and Antibiotic Use”

Supported by Bristol-Myers Squibb Company



Chapter Lecture Series

Three topics on asthma, allergy and respiratory infections were available to AAFP constituent chapters for a one-hour didactic program with questions and answers for inclusion in their annual meetings. Twenty chapters participated, for an overall **attendance of 3,973**. Support for each topic includes 10 one-hour lectures, and speaker honorarium and travel expenses.

“Allergic Rhinitis”

Supported by Schering Laboratories/Key Pharmaceuticals

“Upper Respiratory Disease — Etiology, Diagnosis and Management”

Supported by Pharmacia Corporation, Diagnostics Division

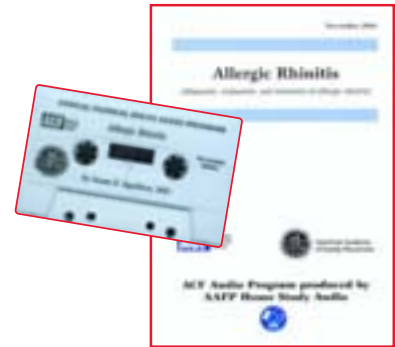
“Ocular Allergy”

Supported by Alcon Laboratories, Inc.

ACF Audio CME Program

Home Study Audio produced an audiotape and 10-page booklet for ACF, **distributed to 49,902 active members.**
“Allergic Rhinitis”

Supported by Aventis Pharma



Other Additional Elements

Six CME lectures/social events held at the Kansas City, MO; Seattle, WA; and Greensboro, NC, Family Practice Board Review Courses with an overall **attendance of 2,182 participants.** Support for the programs included a one-hour lecture with complimentary dinner, speaker honorarium and travel and meeting expenses.

“Issues in Selection of Antibiotics for the Management of Community-Acquired Respiratory Infections”

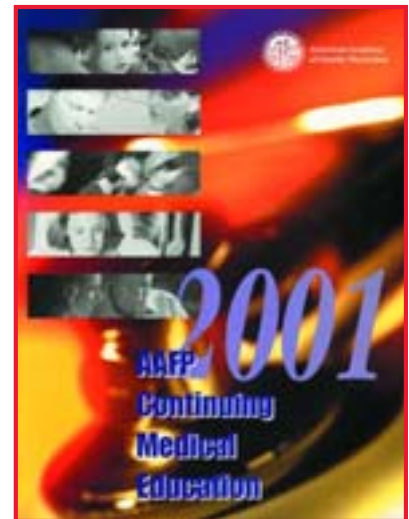
Supported by Bristol-Myers Squibb Company

“Upper Respiratory Disease: Etiology, Diagnosis and Management”

*Supported by Pharmacia Corporation,
Diagnostics Division*

“Antibiotic Resistance”

Supported by Ortho-McNeil Pharmaceuticals

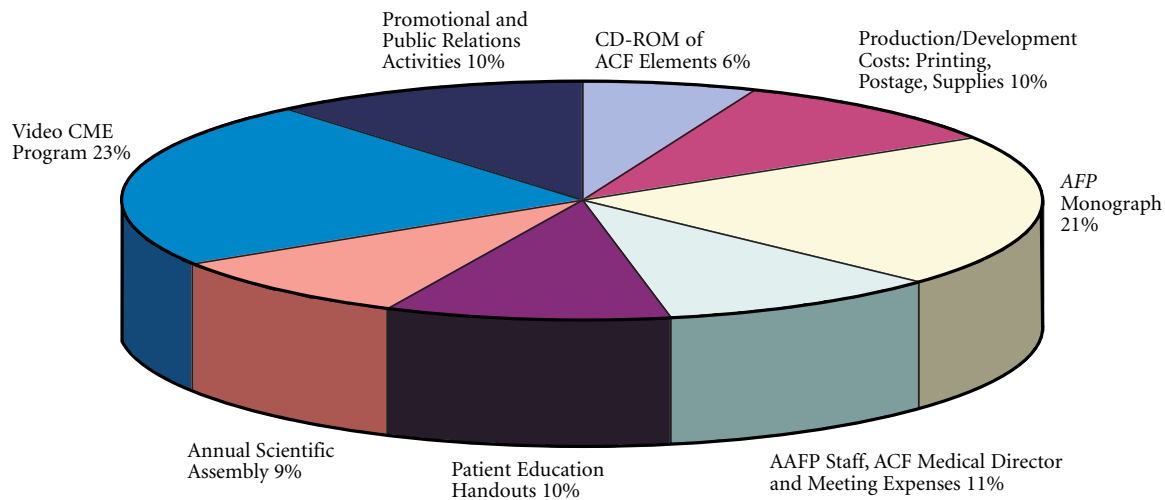


QI Collaborative

The Asthma Quality Improvement Collaborative is a rapid cycle quality improvement process to achieve quick improvements for a focused clinical or administrative problem, with changes made based on the effectiveness of interventions. **Fifteen family physician practices** are participating.

Supported by Schering Laboratories/Key Pharmaceuticals

ACF 2001: Expenditure Percentages



Current and Future ACF Topics

2002 — Cancer

Developed in cooperation with the American Cancer Society, National Cancer Institute, American Society of Clinical Oncology, and National Human Genome Research Institute, and supported by:

Bristol-Myers Squibb Company
Pharmacia Corporation
Novartis Pharmaceuticals Corporation

2003 — Prevention

Developed in cooperation with the Agency for Healthcare Research and Quality; American Cancer Society; American College of Preventative Medicine; American Diabetes Association; Centers for Disease Control and Prevention; National Cancer Institute; National Human Genome Research Institute; and supported by:

Schering Laboratories/Key Pharmaceuticals
Pharmacia Corporation
Aventis Pharmaceuticals
GlaxoSmithKline
Abbott Laboratories
Wyeth Pharmaceuticals
Aventis Pasteur, Inc.
AstraZeneca



ACF Purpose and Mission

- To support AAFP's Mission Statement:
 - To improve the health of patients, their families and the American people
 - To advance and represent the specialty of family practice
 - To serve the unique needs of members with professionalism and creativity
- To identify a clinical subject area in which AAFP members can update their practices to a level of “state-of-the-art”
- To produce and distribute learning aids to all members of the AAFP, including students and residents in training
- To make available high-quality, clearly focused patient education materials to benefit patients and the general public
- To draw attention to the breadth of family practice and increase awareness of the family physician's role
- To partner with other health organizations in a common goal, which would strengthen professional relationships and increase understanding between organizations



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