

Caring for America's Aging Population



exercise *continence*
immunizations *mental status*
diabetes *heart disease*
nutrition *cancer*

2004

Annual Clinical Focus Annual Summary

Based on data from
October 2003 – March 2005

Supported by educational grants from:

Merck/Schering-Plough
Joint Venture
sanofi aventis
AstraZeneca
Bristol-Myers Squibb/Sanofi
Pharmaceuticals Partnership
Forest Pharmaceuticals, Inc.
Ortho Biotech

ACF Annual
Clinical
Focus



American Academy
of Family Physicians

ACF 2004 Aging

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/DVD/Monograph CME programs, *American Family Physician* monographs, patient education handouts, lectures and courses at the Annual Scientific Assembly, articles, announcements, and house ads in AAFP publications, recognition of ACF topics at national CME courses, a public relations campaign, ACF Web page and a CD-ROM compilation of ACF products and programs.

Benefits to Supporters

- Opportunity for industry to partner with the AAFP
- Targeted more than 94,000 family physicians, family medicine 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
- Announcements in *American Family Physician* and *Family Practice Management*
- Special recognition at annual events
- Opportunity to fund additional program elements



Supporting and Cooperating Partners

ACF 2004 Caring for America's Aging Population was developed in cooperation with:
AARP

Agency for Healthcare Research and Quality
American Cancer Society
American Diabetes Association
American Geriatrics Society
American Heart Association
National Cancer Institute
National Institute on Aging

The program is supported by educational grants of \$200,000 each from the following companies for a total of \$1,200,000.

Merck/Schering-Plough Joint Venture

sanofi aventis

AstraZeneca

Bristol-Myers Squibb/Sanofi

Pharmaceuticals Partnership

Forest Pharmaceuticals, Inc.

Ortho Biotech

Supporters also funded additional elements, which included chapter lecture series, CME programs at Family Medicine Board Review Courses, *CME Bulletins* and more. Additional elements totaled \$1,023,692 for a grand total of \$2,223,692 in support of "ACF 2004 Aging."

ACF 2004 Survey Results

Members responding to pre- and post-initiative surveys about ACF 2004 reported they felt confident caring for the nation's aging patients. Results of the surveys, each of which included 2,000 active members, show that respondents felt they had benefited from ACF 2004 programs and that the programs heightened their interest and awareness of aging issues. In addition, members said they felt it was worthwhile for the AAFP to devote educational resources to an ACF each year.

Survey results show members had increased confidence in their ability to manage psychosocial and physical changes associated with aging and multiple chronic health problems.

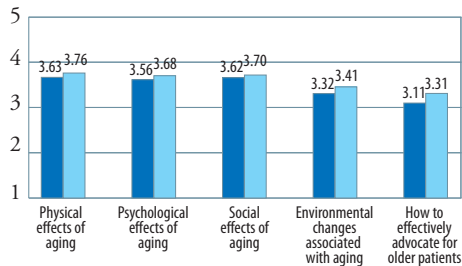
Members also listed the most important clinical and management issues they face in treating aging patients.

- Cost of medications
- Drug interactions/polypharmacy

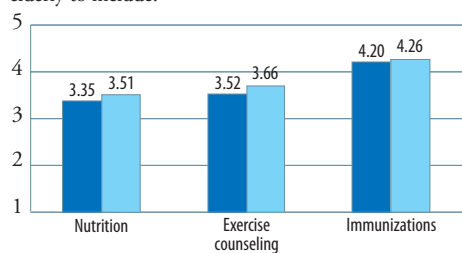
- Reimbursement issues (time spent vs reimbursement)
- More time to spend with elderly patients
- Communication with family/caregivers and continuity of care
- Patient limited finances to afford treatment of multiple and chronic health problems
- Assessing and obtaining community resources, assistance and advocacy services for patients
- Assessing competency (memory impairment/cognitive dysfunction/autonomy)
- Education of family/caregivers about palliative care and end-of-life issues
- Assessing risk/cost vs benefit of testing and treatment (quality of life vs quantity of life)

This information has been shared with AAFP leaders as an additional resource for identifying and prioritizing key advocacy and practice management issues.

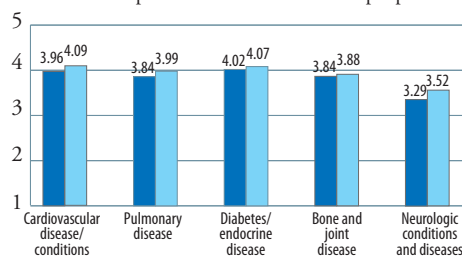
Q1 – How confident are you in your knowledge of the following:



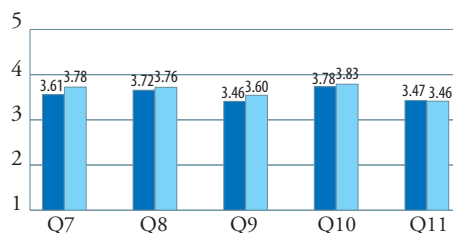
Q3 – How confident are you in your knowledge of specific prevention and screening procedures appropriate for the elderly to include:



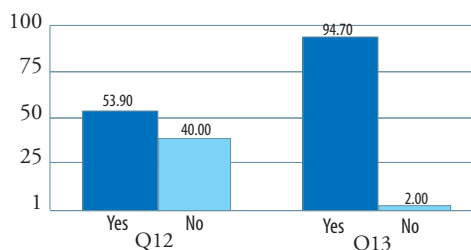
Q4 – How confident are you in your knowledge of how to evaluate options for management and treatment of chronic health problems common in older people such as:



- Q7** – How confident are you in your ability to assess and manage the use of medications and troubleshoot for overmedication and drug interactions?
- Q8** – How confident are you in your knowledge of the various pharmacologic and non-pharmacologic treatments available for chronic pain management?
- Q9** – How confident are you in your ability to assess and approach ethical challenges faced by older patients involving the principles of autonomy, beneficence, and justice?
- Q10** – How confident are you in your ability to evaluate options for palliative care and end-of-life care in the context of family and individual values?
- Q11** – How confident are you in your ability to provide interdisciplinary leadership to improve continuity of care in the home and during transition between assisted living, nursing home, rehabilitation settings and hospice?



- Q12** – Did ACF 2004 Aging heighten your interest and/or awareness to pursue other educational programs pertaining to aging topics?
- Q13** – Do you feel it is worthwhile for the AAFP to devote educational resources to an Annual Clinical Focus each year?



■ Pre-Survey Current ■ Post-Survey Current
Graphs based on a 5-point scale (1=low / 5=high)



Promotion Report

Total exposure per medium for dissemination of ACF information and materials plus totals for participation in live events. Target audience is 94,000 AAFP family physicians, family medicine residents and medical students, as well as patients and the general public.

Total pieces of ACF materials

6,577,953

American Family Physician Journal
(22 issues)
Monographs (3 programs)
House Ads (AFP – 5; FPM – 2)

Thank You Announcements (2)
Video CME Programs (1 program)
Prevention CD-ROM (6,000)

CME Bulletin (10 issues)
Patient Education Handouts
(8 handouts)

Total ACF Promotion/Exposure (10/03 – 3/05)

4,772,857

AAFP Publications:

Family Practice Management
(5 issues)
FP Report (9 issues)
AAFP Catalog (2 issues)
AAFP Direct (18 issues)
Annals of Family Medicine
(5 issues)
Press Kit — (1)

Residency Assistance Program
Newsletter (1 issue)
ACF News (2 issues) online
CME Activities Update (1 issue)
CME Course Brochure (1 issue)
AAFP Foundation Bulletin (1 issue)
News Release — What to Expect
Entering the Golden Years (1)

AAFP This Week member e-mail
(39 issues)
AAFP Service & Product Monthly
Update (10 issues)
AAFP Recognition in various
print media
Insurance Services Newsletter
Banner Ad (1 issue)

2003 AAFP Scientific Assembly Promotion:

Official Program
On-Site Addendum
FP Report
ACF Notepads
News Release Packet

AAFP Dateline Segment
ACF Press Event
ACF Ribbons
ACF Brochures
ACF/CME Video Program Coupons

Free Video CME Program
Doctor's Bag Flyers
2003 Lectures Online
AAFP Coupon Book

Other Promotion:

Decisions About Driving Promo
ACF Flyers
On-hold Messaging

Annual Summary
ACF Web site
Chapter Update Modules

Partners in Health Education —
e-mail list
AAFP Constituent Chapter Mailings
Aging Survey

Total participants in ACF live events

12,570

Assembly Main-stage Lectures
(2 lectures/5,036 participants)
Assembly 3-hour Courses
(2 lectures/884 participants)
CME Video Viewing
(1,894 participants)
Chapter Lecture Series
(1,401 participants)
Board Review
(2,130 Participants)

CME Course — Case Studies in
Family Medicine
(84 participants)
CME Course — Selected Internal
Medicine Topics for Family
Physicians (184 participants)
CME Course — Women's Health in
Primary Care
(189 participants)
CME Course — Geriatric Medicine
for the Family Physician
(132 participants)

CME Course — Skin Problems
& Diseases
(270 participants)
CME Course — Emergency
and Urgent Care
(326 participants)
National Conference of Family
Medicine Residents and
Medical Students "Prevention
of Diabetes Complications"
(40 participants)



Core Elements

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

American Family Physician Monograph

“Caring for the Elderly: A Case-based Approach”

24-page monograph

2 Prescribed credits

2,835 quiz cards returned

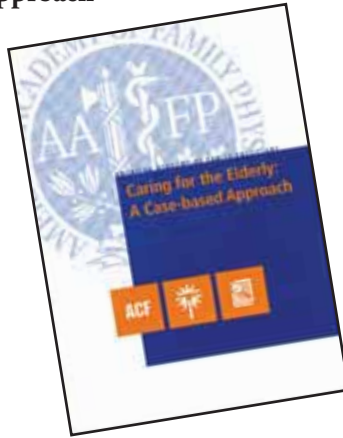
Available online at

<http://www.aafp.org/x28915.xml>

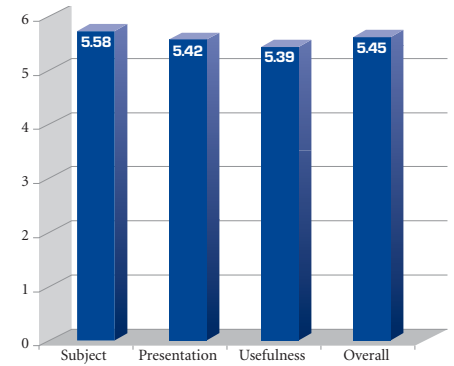
Total Web visits: 2,586

Complimentary distribution to 94,000

AAFP members in August, 2004



Monograph Evaluation Scores



Graph based on 6-point scale.

745 evaluation cards received.

Video/Monograph CME Program

“Aging and Health Issues: The Family Physician’s Role”

30-minute videotape

18-page monograph

4.75 Prescribed credits

1,918 quiz cards returned

Available online at

<http://www.aafp.org/x26384.xml>

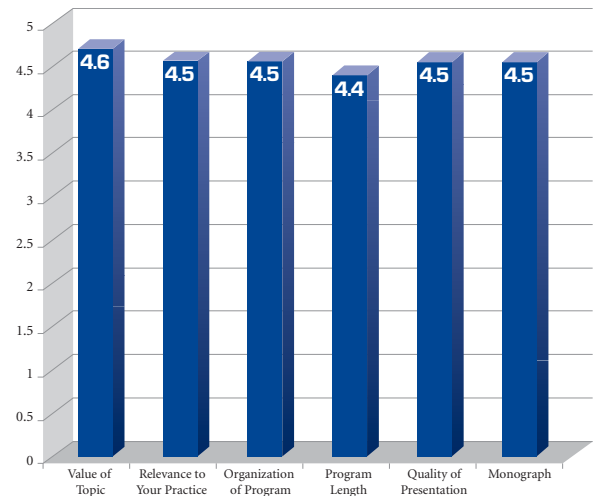
Total Web visits: 2,060

Complimentary distribution to 94,000

AAFP members in February, 2004



Video Evaluation Scores



Graph based on a 5-point scale.

437 evaluations received.



Core Elements (Continued)

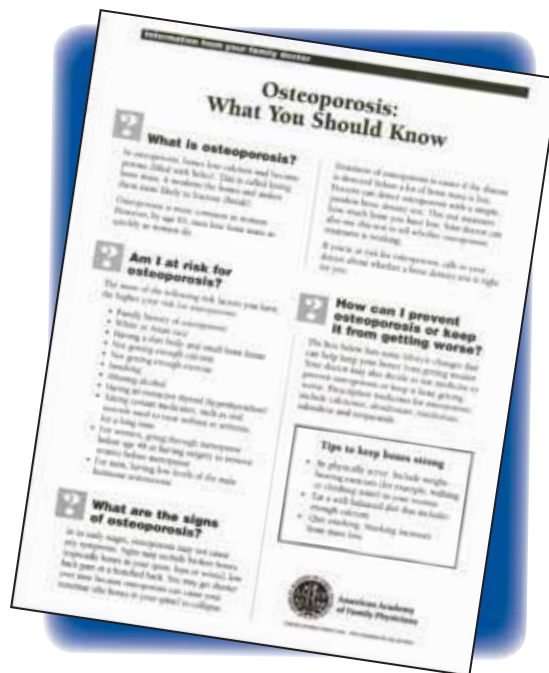
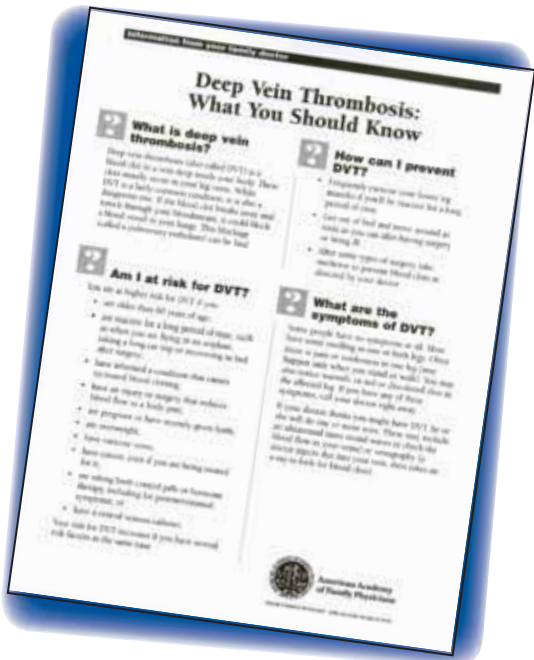
Patient Education handouts

Eight patient education handouts were distributed to 94,000 AAFP members in August 2004.

Topics covered:

- Seniors and Cholesterol-lowering Medicines
Total Web visits: 5,758
- Seniors and Blood Pressure Medicines
Total Web visits: 8,388
- Seniors and Oral Diabetes Medicines
Total Web visits: 6,248
- Seniors and Prescription Pain Medications
Total Web visits: 2,803
- Osteoporosis
Total Web visits: 27,198
- Deep Vein Thrombosis
Total Web visits: 4,412
- Glaucoma
Total Web visits: 8,887
- Good Health Habits at 60 and Beyond
Total Web visits: 4,955

<http://familydoctor.org>



Core Elements (Continued)

Annual Scientific Assembly

Approximately 4,400 members attended ACF lectures, courses and participated in the launch of “ACF 2004 Aging” at the Annual Scientific Assembly in New Orleans, LA, in October 2003. The “kick-off” began with a press release/public service announcement. Information on the ACF program was available to members at the ACF Booth in the AAFP Marketplace on the Assembly exhibit floor. ACF events at Assembly are listed below:

Two main-stage lectures (Total Attendance: 5,036)

“Sex After 60”

Total Web site visits: 2,786

“HRT Dilemma”

Total Web site visits: 1,793

Two three-hour courses (Total attendance: 884)

“Caring Without Curing: It’s Okay to Die”

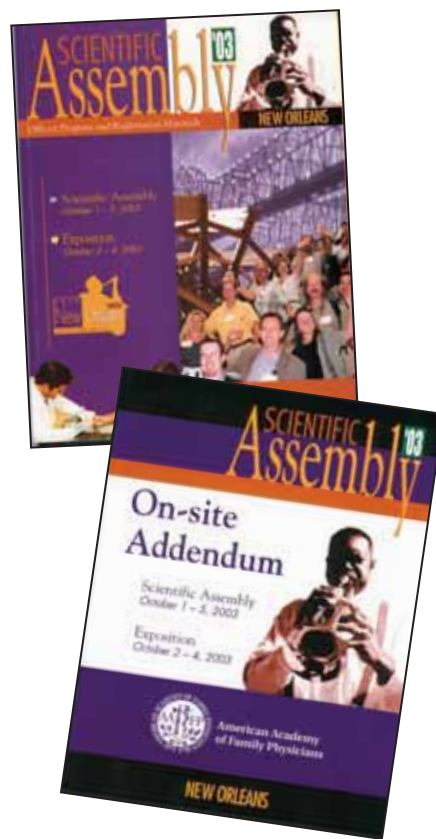
“Family Centered Care of the Elderly for Home, Office and Hospital”

Not available online

Video CME, **“Aging and Health Issues: The Family Physician’s Role”**

260 participants viewed at Assembly

94 quiz cards returned



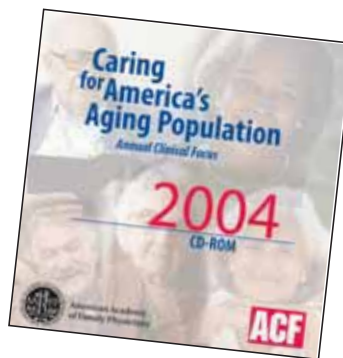
CD-ROM of ACF Elements

“ACF 2004 Caring for America’s Aging Population”

This CD-ROM is a compilation of products and programs for the ACF year, which includes:

- two main-stage lectures from the 2003 Annual Scientific Assembly
- three *American Family Physician* monographs
- one Video CME program
- eight patient education handouts
- 90 *AFP* scientific articles
- six issues of CME Bulletin
- special section of *FP Report*

The CD-ROM is distributed free to members by request and at all major AAFP courses and conferences. It is promoted in *AAFP News Now* both electronically and print, AAFP Services and Products, AAFP Catalog, AAFP Internet and Intranet.



Core Elements (Continued)

ACF Web Site

The ACF Web site provides information about the ACF program (www.aafp.org/acf.xml)

E-mail can be sent to ACF staff at acf@aafp.org.

Total Web visits: 19,608



Announcements and House Ads in AAFP Publications

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

Total circulation: 188,678 per issue

Seven ACF House ads appeared in *American Family Physician* and two ads appeared in *Family Practice Management*.

Total circulation: 188,678 per issue for AFP

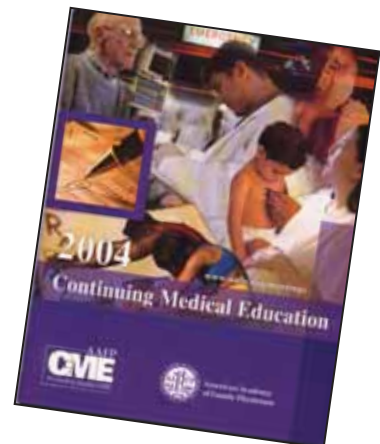
106,165 per issue for FPM



National CME Courses

Approximately **1,185 physicians participated** in aging-related lectures during six national CME courses:

- Case Studies in Family Medicine
- Selected Internal Medicine Topics for Family Physicians
- Women's Health in Primary Care
- Skin Problems and Diseases
- Geriatric Medicine for the Family Physician
- Emergency and Urgent Care



Additional Elements

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

Chapter Lecture Series

Two topics on Aging were available to AAFP constituent chapters for a one-hour didactic program with questions and answers for inclusion in their annual meetings. Support for each topic includes 12 one-hour lectures, and speaker honorarium and travel expenses. Twenty chapters participated for an overall attendance of 1,401 with some lectures still to be held in 2005.

“Latest Advances in the Management of Cholesterol”

*Supported by Merck/Schering-Plough
Joint Venture*

“Type 2 Diabetes: Insulin Resistance and Beta Cell Dysfunction”

Supported by Amylin

Evening Lecture At Board Review Course

CME lectures were held at each of the three Family Medicine Board Review Courses in Kansas City, MO; Seattle, WA; and Greensboro, NC, with an overall **total attendance of 2,130**. Support for the programs included a one-hour lecture with complimentary dinner, speaker honorarium and travel and meeting expenses.

“Latest Advances in the Management of Cholesterol”

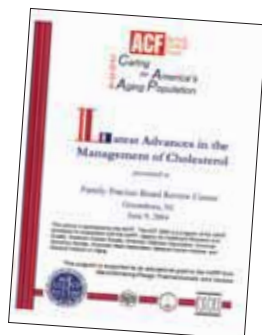
*Supported by Merck/
Schering-Plough
Joint Venture*

“Stroke/PAD”

*Supported by Bristol-
Myers Squibb/Sanofi
Pharmaceuticals Partnership*

“Acute Coronary Syndrome”

*Supported by Bristol-Myers
Squibb/Sanofi Pharmaceuticals Partnership*



CME Bulletins

Cholesterol-Lowering Therapy

*Supported by Merck/Schering-Plough
Joint Venture*

Metabolic Syndrome and Associated Cardiovascular Disease Risk:

Assessment Tools

Supported by LipoScience

B-Type Natriuretic Peptide in Congestive Heart Failure – Diagnosis and Management

Supported by Biosite

Postmenopausal Hormone Therapy

Supported by Solvay Pharmaceuticals, Inc.

Treating Normal Pressure Hydrocephalus

Supported by Codman

Preventing Cardiovascular Disease

*Supported by Merck/Schering-Plough
Joint Venture*

Incretin Hormones

Supported by Amylin

Metabolic Syndrome Part II

Supported by LipoScience

Stroke Prevention

*Supported by Bristol-Myers
Squibb/Sanofi Pharmaceuticals Partnership*

Peripheral Arterial Disease

*Supported by Bristol-Myers
Squibb/Sanofi Pharmaceuticals Partnership*



Additional Elements (Continued)

American Family Physician Monograph

“From Page to Practice: Improving Care of Type 2 Diabetes”

24-page monograph

2 Prescribed credits

4,155 quiz cards returned

Available online at

<http://www.aafp.org/x26766.xml>

Total web visits: 5,286

Complimentary distribution to 94,000

AAFP members

Supported by sanofi aventis

American Family Physician Monograph

“Management of Herpes Zoster and Postherpetic Neuralgia”

24-page monograph

2 Prescribed credits

4,090 quiz cards returned

Available online at

<http://www.aafp.org/x30190.xml>

Total web visits: 2,375

Complimentary distribution to 94,000

AAFP members

Supported by Pfizer, Inc.

Diabetic Foot Workshop

at 2004 National Conference (attendance 40)

Supported by American College of Foot and Ankle Surgeons

A lecture on Osteoporosis

was given at a CME Luncheon at the Women’s Health course. (attendance: 189)

Supported by sanofi aventis

A lecture on Atrial Fibrillation, Preventing Thromboembolism and Ischemic Stroke

was given at a CME Luncheon at the Selected Internal Medicine Topics course (attendance: 145) and at the Geriatrics Course in September (attendance: 132)

Support by AstraZeneca



A lecture on Hormone Therapy and Menopause

was given at a CME Luncheon at the Case Studies in Family Medicine course (attendance 84)

Support by Solvay Pharmaceuticals, Inc.

A pre-conference symposium on aging topics

was held at the 2003 Geriatrics course (attendance 265)

Support by American Medical Directors Association

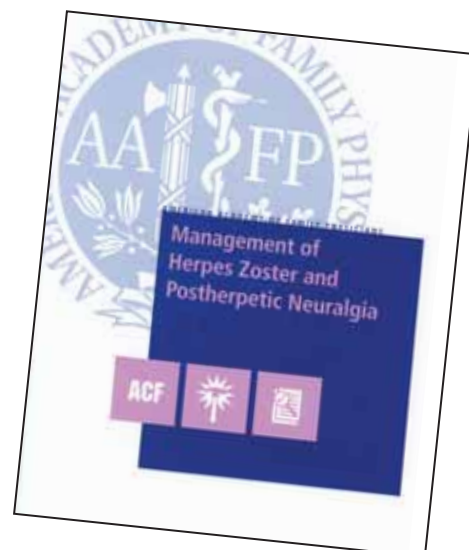
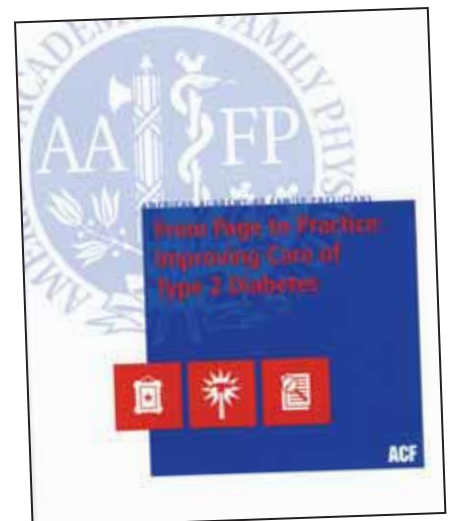
Support of new Case Studies in Family Medicine course

(attendance 168)

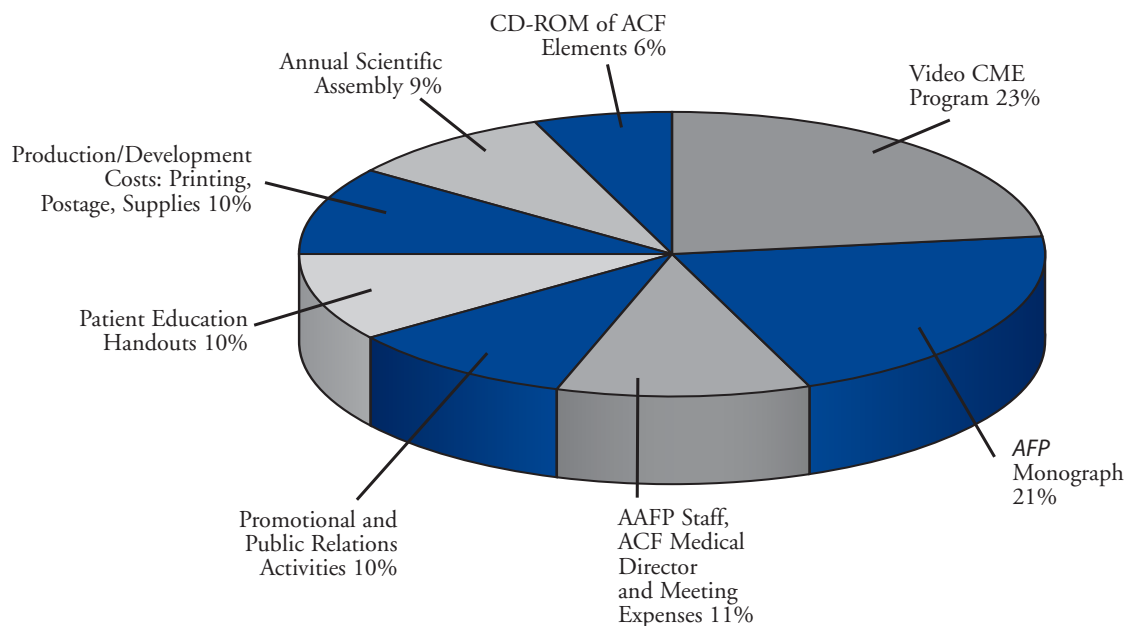
Schering

Bristol-Myers Squibb/Sanofi

Pharmaceuticals Partnership



ACF 2004: Expenditure Percentages



ACF 2005 — Genomics

The 2005 ACF program on genomics is made possible by the generous support and participation of the Maternal and Child Health Bureau, HRSA; National Human Genome Research Institute; National Coalition for Health Professional Education in Genetics; GlaxoSmithKline; Roche; American Cancer Society; National Heart, Lung, and Blood Institute, National Institute of Child Health and Human Development and the Susan G. Komen Breast Cancer Foundation. Other participating partners include the American Academy of Nurse Practitioners, American Academy of Pediatrics, American Academy of Physician Assistants, American College of Medical Genetics, American College of Physicians, American Heart Association, American Society of Human Genetics, Centers for Disease Control and Prevention, March of Dimes and the National Society of Genetic Counselors, Inc.

ACF 2006 — Caring for Children and Adolescents

Developed in cooperation with the American Academy of Pediatrics and the Society for Adolescent Medicine and is supported by:

sanofi pasteur
Cephalon
Abbott Laboratories





Annual Clinical Focus

ACF Purpose and Mission

- To support AAFP’s Mission Statement:

The mission of the AAFP is to improve the health of patients, families and communities by serving the 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 medicine 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.



**American Academy
of Family Physicians**