



D P C
SUMMIT

FIND YOUR PEOPLE (and Grow Your Practice)

Phil Boucher, MD

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- ▶ Navigate to <https://aafp1.cnf.io/> and tap the session titled "Find & Help Your People, Niche Edition"
- ▶ OR just point your phone's camera at the QR code to join directly



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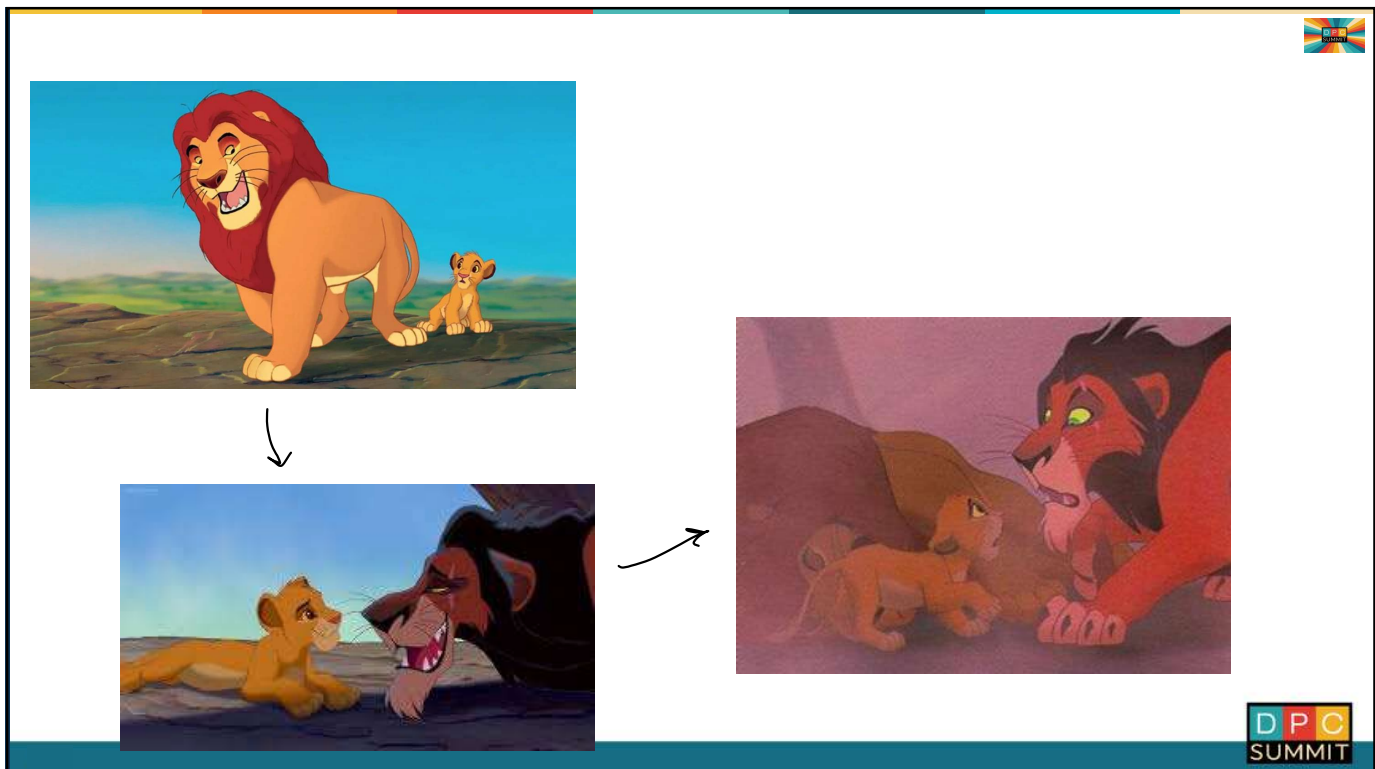
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Learning Objectives

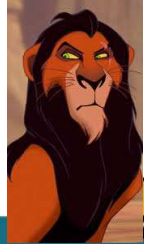
1. Identify a viable niche or area of expertise aligned with their strengths, passions, and community needs.
2. Develop a clear brand message that communicates their niche and differentiates their practice.
3. Implement a content and outreach plan (social, local, and referral-based) that consistently attracts and retains their ideal patients.



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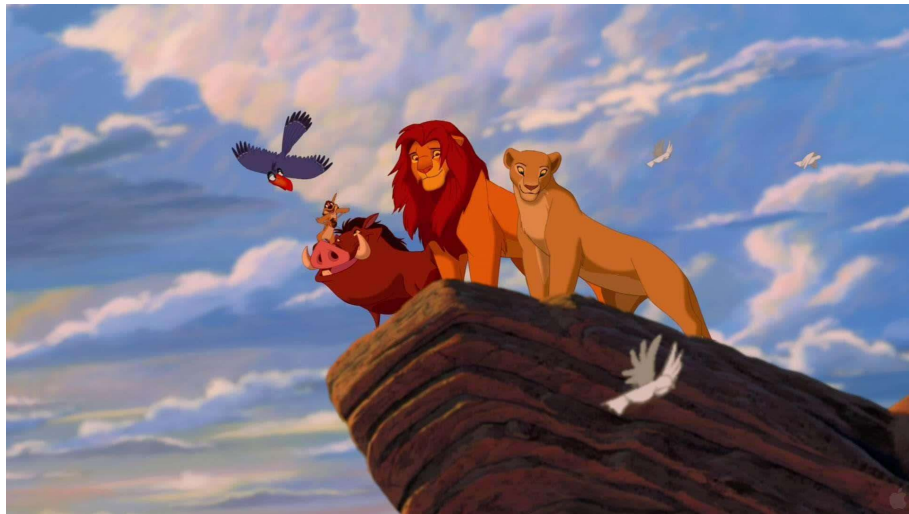
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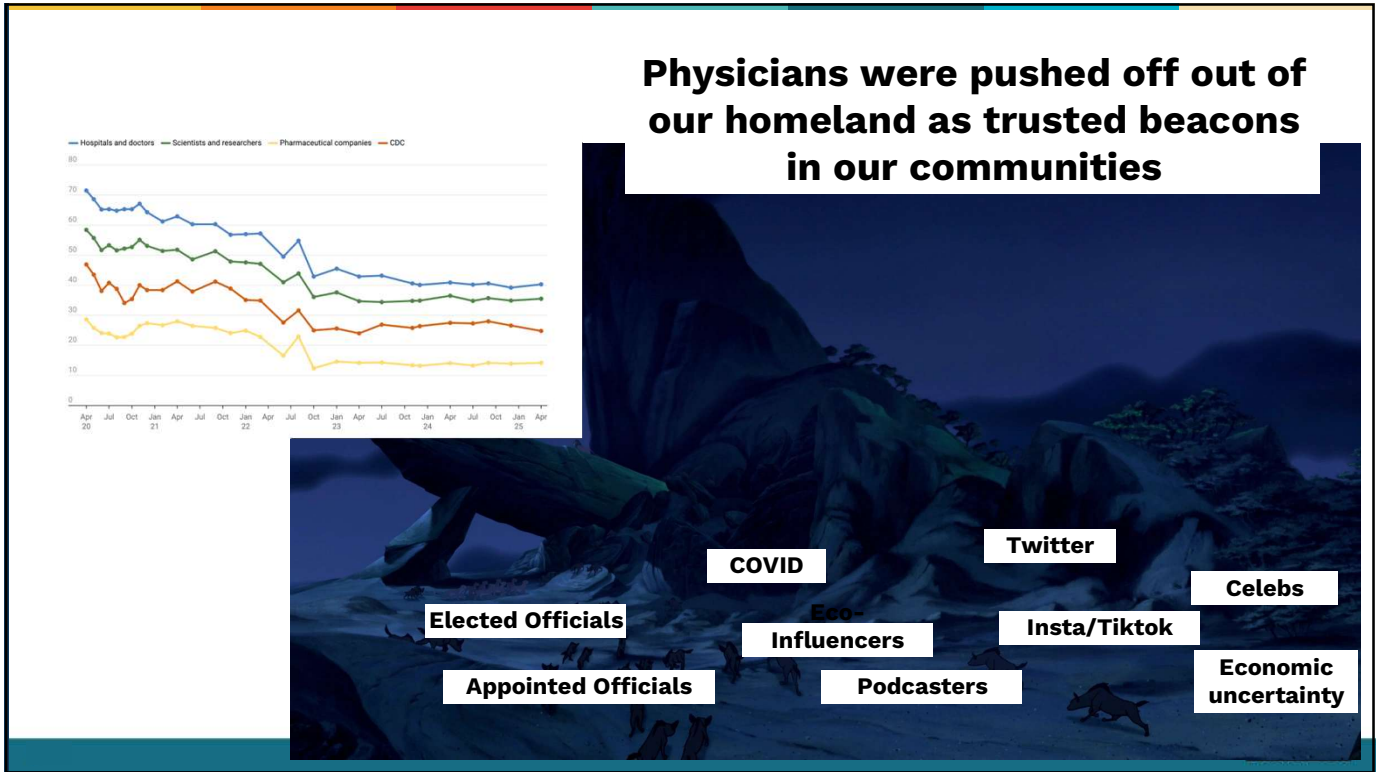
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HEALTH

Can you trust health advice on social media? Doctor warns of misinformation risks

A survey from a pediatric neuropsychologist in New York found 70% of respondents, including teenagers, believe social media to be an effective way to gain medical or clinical knowledge but less than half have done research to verify that the health care specialist is legitimate.

Findings

Of the 120 videos, which together had more than 45.7 million views, most were created by self-identified parents (48%) or influencers (32%). Healthcare professionals accounted for only 12% of content creators.

Researchers found that:

- Misinformation prevalence:** 61% (n=73) of videos contradicted AAP or CDC guidelines.
- Common themes:** Vaccine hesitancy (36%), natural remedies for illness (29%), breastfeeding and infant nutrition myths (18%), and rejection of conventional pediatric care (17%).
- Examples of misinformation:** Claims of vaccine toxicity, promotion of herbal remedies in place of antibiotics, and assertions that "natural immunity" is superior to vaccination.
- Engagement:** Videos containing misinformation attracted significantly higher engagement, averaging 583,000 views per video compared with 214,000 views for accurate, evidence-based content.

The study also found that 80% of misinformation videos were produced by parents and influencers, compared with 20% created by healthcare professionals.

Press Release
 AI Chatbots Can Run With Medical Misinformation, Study Finds, Highlighting the Need for Stronger Safeguards
Researchers suggest ways to reduce risk of chatbots repeating false medical details

DPC SUMMIT

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nature

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NEWS FEATURE | 07 April 2026

Scientists invented a fake disease. AI told people it was real

Bixonimania doesn't exist except in a clutch of obviously bogus academic papers. So why did AI chatbots warn people about this fictional illness?


Bixonimania didn't exist before 15 March 2024, when two blog posts about it appeared on the website [Medium](#). Then, on 26 April and 6 May that year, two preprints about the condition popped up on the academic social network SciProfiles (see <https://doi.org/qzm5> and <https://doi.org/qzm4>). The lead author was a phoney researcher named Lazljiv Izzgubljenovic, whose photograph was created with AI.

Even if readers didn't make it all the way to the ends of the papers, they would have encountered red flags early on, such as statements that "this entire paper is made up" and "Fifty made-up individuals aged between 20 and 50 years were recruited for the exposure group".

The problem was that the experiment worked too well. Within weeks of her uploading information about the condition, attributed to a fictional author, major artificial-intelligence systems began repeating the invented condition as if it were real.

In mid-March, Microsoft Copilot said that bixonimania "is not a widely recognized medical diagnosis yet, but several emerging papers and case reports discuss it as a benign, misdiagnosed condition linked to prolonged exposure to bluelight sources such as screens".

The experiment's reach has now spread into the published medical literature. The bixonimania research has been cited by a handful of researchers, including a study that appeared in *Cureus*, a journal published by Springer Nature, the publisher of *Nature*, by researchers at the Maharishi Markandeshwar Institute of Medical Sciences and Research in Mullana, India (S. Banchhor *et al.* *Cureus* **16**, e74625 (2024); *retraction* **18**, r223 (2026)). (*Nature's* news team is editorially independent of its publisher.) That study cites one of the fake preprints and says: "Bixonimania is an emerging form of POM [periorbital melanosis] linked to blue light exposure; further research on the mechanism is underway."



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Medscape Medical News

AI Chatbot Prescribing Psychiatric Medications Raises Red Flags

A Utah pilot program that will allow an AI-powered system to authorize prescription refills for select psychiatric medications is raising patient safety concerns and doubts about its compliance with federal statutes.

The state's Department of Commerce entered into a 1-year [agreement](#) with the telehealth company Legion Health in March. Utah said it is waiving professional licensing requirements and will forego enforcement during the pilot, so long as the company adheres to state rules for telehealth providers.

When researchers gave the AI prescribing system adversarial prompts, it recommended methamphetamine for social withdrawal and more than tripled a patient's oxycodone dose, among other misfires.

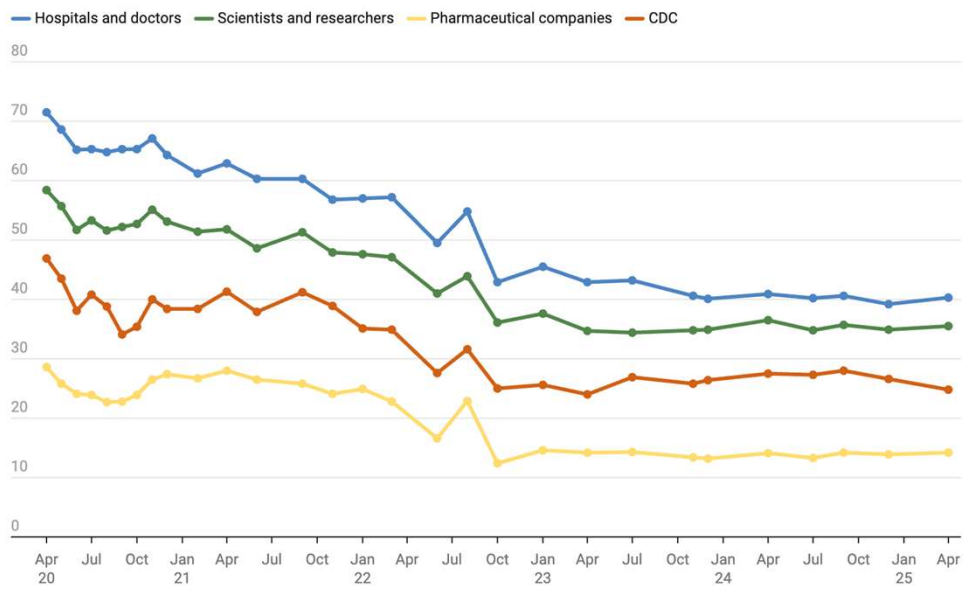


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Pause & Ponder



15



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Stark Divide: Americans More Confident in Career Scientists at U.S. Health Agencies Than Leaders

Posted on March 5, 2026



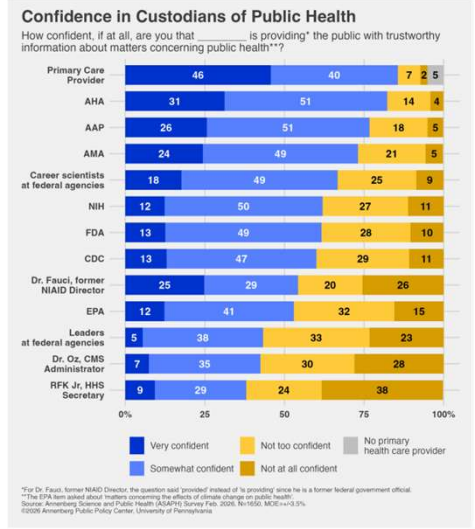
Annenberg Public Policy Center of the University of Pennsylvania
ASAPH W28 Government vs Non-Government Organizations Comparison Items

March 3, 2026

1 Overview

These studies were conducted for the Annenberg Public Policy Center of the University of Pennsylvania via web and telephone by SSRS, an independent research company. Interviews were conducted among a nationally representative probability sample drawn from SSRS's Opinion panel. Data were weighted to represent the target U.S. adult population. Summaries of the sample size, field dates, and estimated design effects (Deff) of the particular waves can be found in the table below.

ASAPH panelists are quarantined from other survey panel membership to avoid being affected by the content of other surveys. Data used in Wave 11, however, contains 19 respondents who self-reported membership in other opinion panels. Diagnostics revealed no significant differences in the responses of these 19 panelists and the results presented in this report are unaffected by their exclusion.



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AA10ALL.

AA10A/AA10. In general, how confident, if at all, are you that the following are providing the public with trustworthy information about matters concerning public health? – Dr. Mehmet Oz [added Feb 2026., Administrator of the Centers of Medicare & Medicaid Services (CMS)]

Wave	N	NET Unconfident	Not at all confident	Not too confident	NET Confident	Somewhat confident	Very confident	Not sure	Refused
(B) 02/17/26	1650	58 ^{ab}	28 ^{ac}	30	42 ^{ab}	35 ^{ab}	7 ^{bc}	0 ^{cd}	0
(x) 04/28/25	1653	66 ^b	39 ^{ab}	27 ^{ac}	33 ^b	28 ^b	7 ^{bc}	1 ^b	e
(w) 02/10/25	1716	67 ^b	34 ^{ab}	33 ^a	32 ^b	28 ^b	4 ^{ab}	1 ^b	e

AA8ALL.

AA8A/AA8. In general, how confident, if at all, are you that the following are providing the public with trustworthy information about matters concerning public health? – Robert F. Kennedy Jr. [added Aug 2025., Secretary of Health and Human Services; collapsed across half-samples in Aug 2025]

Wave	N	NET Unconfident	Not at all confident	Not too confident	NET Confident	Somewhat confident	Very confident	Not sure	Refused
(B) 02/17/26	1650	62	38	24	38	29	9	e	e
(A) 12/23/25	1604	63	43 ^f	20	37	29	8	0	e
(z) 12/01/25	1637	62	41	21	38	29	9	0	e
(y) 08/18/25	1699	60	37 ^A	23	39	30	10	0	e
(w) 02/10/25	1716	62	38	23	38	27	11	e	e

AA15.

AA15. In general, how confident, if at all, are you that the following are providing the public with trustworthy information about matters concerning public health? – Leaders at federal health agencies like the CDC, NIH, and FDA (overseen by Robert F. Kennedy, Jr., Secretary of Health and Human Services)

Wave	N	NET Unconfident	Not at all confident	Not too confident	NET Confident	Somewhat confident	Very confident	Not sure	Refused
(B) 02/17/26	1650	57	23	33	43	38	5	0	0



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In general, how confident, if at all, are you that the following are providing the public with trustworthy information about matters concerning public health? – The American Medical Association (AMA)

Wave	N	NET Unconfident	Not at all confident	Not too confident	NET Confident	Somewhat confident	Very confident	Not sure	Refused
(B) 02/17/26	1650	27	5	21	73	49	24	e	e

In general, how confident, if at all, are you that the following are providing the public with trustworthy information about matters concerning public health? – The American Heart Association (AHA)

Wave	N	NET Unconfident	Not at all confident	Not too confident	NET Confident	Somewhat confident	Very confident	Not sure	Refused
(B) 02/17/26	1650	18	4	14	82	51	31	0	e

In general, how confident, if at all, are you that the following are providing the public with trustworthy information about matters concerning public health? – The American Academy of Pediatrics (AAP)

Wave	N	NET Unconfident	Not at all confident	Not too confident	NET Confident	Somewhat confident	Very confident	Not sure	Refused
(B) 02/17/26	1650	23	5	18	77	51	26	0	e

- AAP vs. CDC: On vaccinating newborns for hepatitis B, Americans say they are more likely to accept the advice of the American Academy of Pediatrics than the CDC by nearly a 4-1 margin.



AA3.

AA3. In general, how confident, if at all, are you that the following are providing the public with trustworthy information about matters concerning public health? – Your doctor, nurse, or other primary health care provider [collapsed across half-samples in Apr & Aug 2025]

Group	N	NET Unconfident	Not at all confident	Not too confident	NET Confident	Somewhat confident	Very confident	I have no primary health care provider	Not sure	Refused
(a) Feb 17, 2026	1650	9 ^{gk}	2 ^{ef}	7 ^{gk}	83 ^{gk}	40 ^h	46 ^h	5	0	e
(b) Dec 22, 2025	1604	8	3 ^{cdh}	6	87 ^k	42 ^h	45 ^h	5	0	0
(c) Dec 1, 2025	1637	7 ^a	1 ^{ab}	6	89	41 ^h	48 ^h	5	0	0
(d) Apr & Aug 2025	1674	8	1 ^b	7 ^d	88	44	45 ^{hk}	4	0	e
(e) Feb 2025	1716	7	1	6	88	42 ^h	46 ^h	5	0	0
(f) Sep 2024	1744	7	1 ^{abi}	6	88	42 ^h	46 ^h	5	0	e

Confidence in one's own health provider remains highest

A strong majority of Americans have confidence that their own primary health care provider is providing trustworthy information about matters concerning public health. The survey shows that 86% are confident that their doctor, nurse, or other primary health care provider is providing trustworthy information. Confidence in one's own health care provider remains the highest of all measured items, including U.S. agencies, their leaders, and career scientists, and is significantly higher than confidence in the major professional health organizations (AMA, AHA, and AAP).



AA3.

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(e) Feb 2025	1716	7	1	6	88	42 ^h				
(f) Sep 2024	1744	7	1 ^{abi}	6	88	42 ^h				

**“I’m good enough.
I’m smart enough.
And DOGGONE IT
PEOPLE LIKE ME!”**

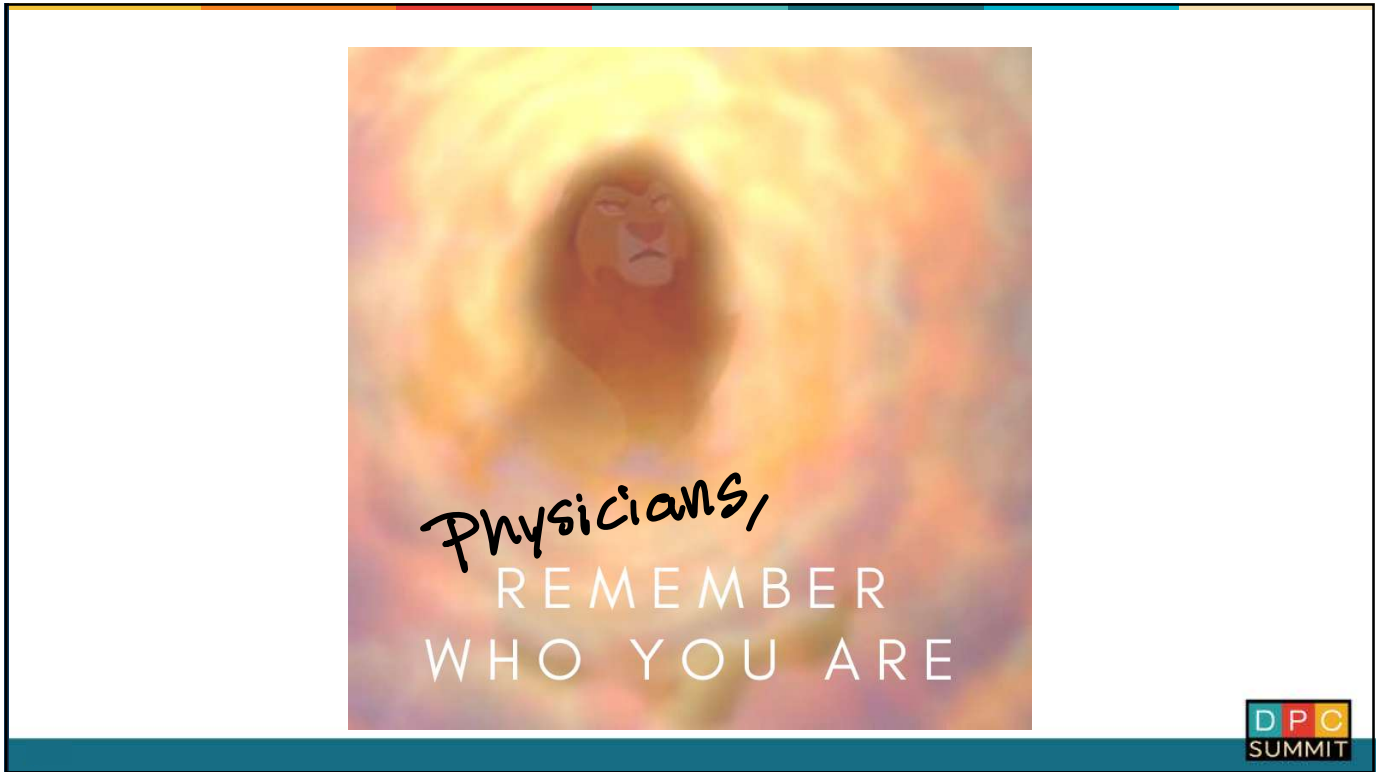


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People trust you.



22



23



24

Actual Experts



25

Distinguishing Differences:

- Training + experience
- Practice their craft
- Synthesize data over anecdote
- Thrive in nuance



26

"We don't want meds"



27

Our Expert Approach



28

"We don't want meds"

I think let's start on the new supplements over break. Then, once we get back, we can figure out a date to come in and meet. I think a virtual appointment would be fine. I will order the supplements now. In your opinion, how long does it take to see these levels come increase/or make a difference in kiddos? I know when my vitamin d levels were low it took a while for it to increase

Ok we changed our minds. I think we would like to schedule a virtual visit before Christmas if we can. He is really struggling the last two days. Can I just go onto your website to do that now?

12/18/25 at 12:40 PM



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Shocked and bewildered and holding onto hope. We are seeing a new side of [redacted]. The last two days, school has been done so well. He has been so thoughtful, hard working, articulate. His tics are improving a lot. He has been on the medication for not quite two weeks. He was very tired the first week, but we really wanted to give it a chance to get into his system. I'm so glad we did. I could just cry. His personality is still the same and his energy and appetite are great. Just wanted to give you this update!

"We don't want meds"

We are pretty thrilled as well! We are actually starting some new confidence building strategies with him, mostly things he and [redacted] are doing together one on one, so I'm excited about that!

His tics continue to be very under control. He is going to sleep well and sleeping fine. He is thinking about choices before he makes them, school I think is improving with being more willing to do it. We also got a vibration plate and put that under his feet while he sits and we talk out school and work through lessons and that seems to help! We are really please with how he is doing!



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Pause + Ponder



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Experts have evolved.



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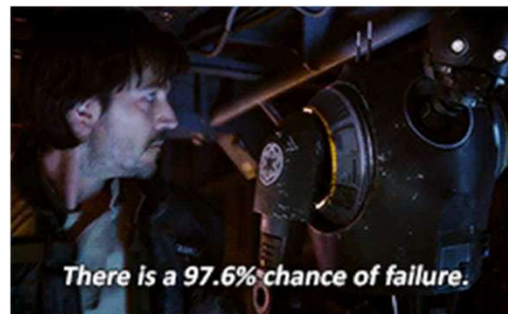
Experts 1.0



33



Experts 2.0



34



Experts 3.0



35



36

"They told us to go fly a Kite."



37

How to (re)claim your
expertise and grow your
practice



38

Q: What do you want to
be known for within
the next 6 months?



39

Pick One Area



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Pick One Area

Lactation Starting Solids Depression NICU Grads
Asthma Developmental Delays ADHD
Post-NICU Integrative Home Care Fussy Infants Acne Anxiety
Picky Eaters ASD



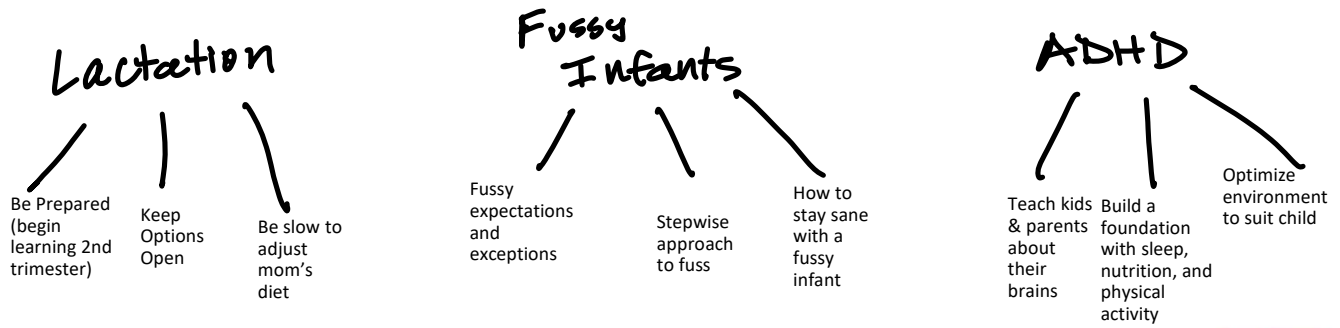
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Decide on 3 Pillars



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Decide on 3 Pillars



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ADHD

- How I tell kids they have ADHD
- Lifetime natural history of adhd
- Common strengths/special abilities of kids with adhd
- Reframing obedience, willpower, and choice

Teach kids & parents about their brains

Build a foundation with sleep, nutrition, and physical activity

Optimize environment to suit child

- down hour**
- What iron does for ADHD brains
 - Studies on omega 3s and how to supplement
 - Why every kid with adhd needs non-structured play after

- after school homework**
- Morning visual checklist
 - School supports for wiggles
 - How to manage screentime in kids



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- How I tell kids they have ADHD

- Reframing obedience, willpower, and choice

- Why every kid with adhd needs non-structured play after school

- What iron does for ADHD brains

- Using time timers for after school homework



45

Know → Like → Trust → Need



46



Know → Like → Trust → Need

Unaware → → → → Know → Like → Trust → → → → → → Need



47



Know → Like → Trust → Need

Unaware → → → → Know → Like → Trust → → → → → → Need

Unaware → Know → Like → Trust → Need



48

Show Up Where You
Feel Comfy(ish)



49

IRL



50

Online



51

Clinician Referrals



52

P2P Referrals



53

Don't wait, expert.



54

When You Show Your
Expertise, They Show UP
Ready to Trust.



55

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And DOGGONE IT
PEOPLE LIKE ME!”**



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Live Content Slide

When playing as a slideshow, this slide will display live content

Social Q&A for Find & Help Your People, Niche Edition

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Thank You, Friends!

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