



Trifecta: AAFP's Comprehensive Approach to Patient Care

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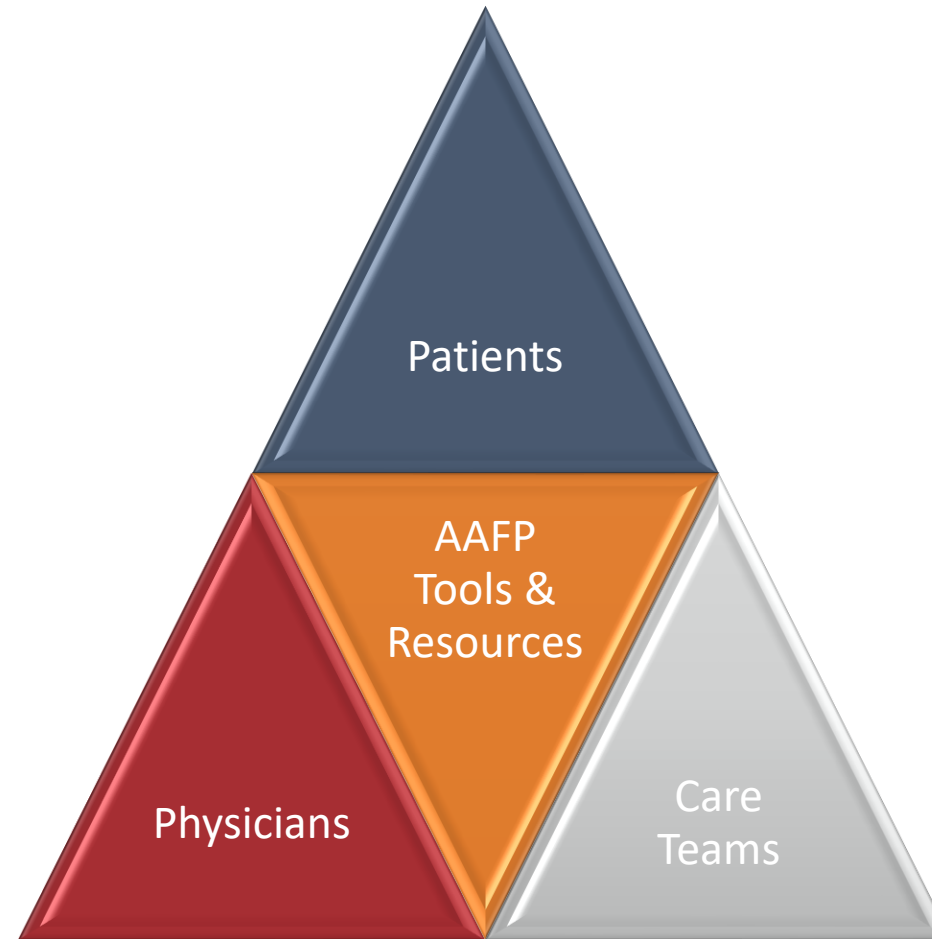


September 26, 2019

AAFP's Mission

To improve the health of patients, families, and communities by serving the needs of members with professionalism and creativity.

Approach to Patient Care: Comprehensive



Approach to Patient Care: Longitudinal

Stages of Life



Approach to Patient Care: Longitudinal

Stages of Care



Wellness &
Prevention



Acute Care



Chronic
Disease



End of Life



CME Innovation

Vince Loffredo, Director, Division of Continuing Medical Education

CME Online

Continuous Education –Longitudinal Plan

- Develop Annual Education Plan From Live Education Plan
- Live Education leads to follow up Online Education
- Online Education Leads to Live Education
- Incorporate Right Time Programming

Current

National Live Courses (NLC)	FMX
Course Chair Choose Topic	FMX Call for Proposals
Write an Entire Educational Plan	Wrote an Education Plan
Contract with Faculty to Develop and Deliver Content	Contract with Faculty to Develop and Deliver Content
Faculty Develops Content	Faculty Develops Content
FMX Staff Reviews, Edits and Formats Presentation	NLC Staff Reviews and Formats Presentation

Future

Harmonization

Developing one Annual NLC/FMX Call for Proposals

Course Chairs Review/Rank with the NLC/FMX Learning Strategist

Write Educational Plan

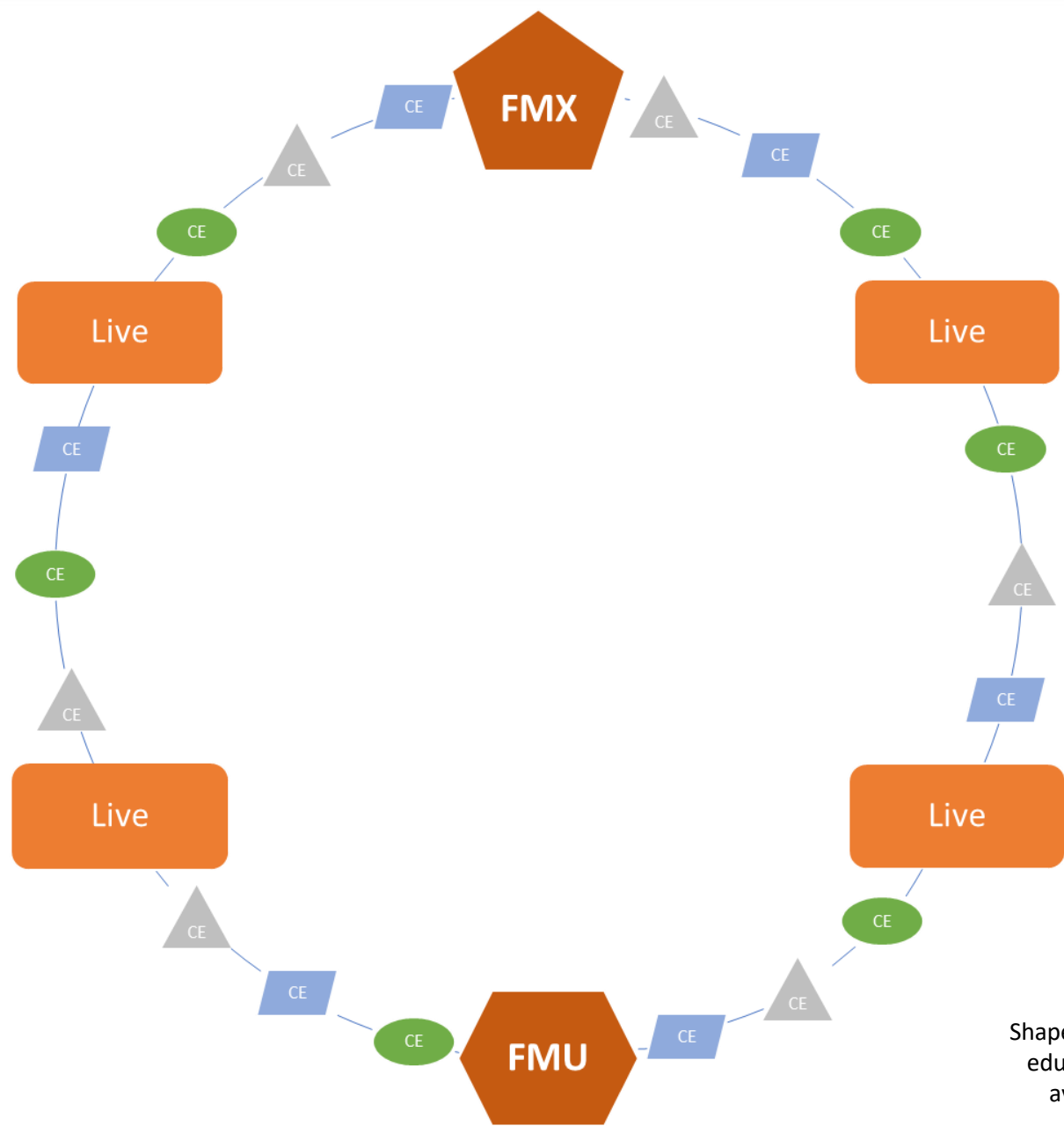
Contract with Faculty to Develop and Deliver Content

Faculty Develops Content for Both NLC and FMX

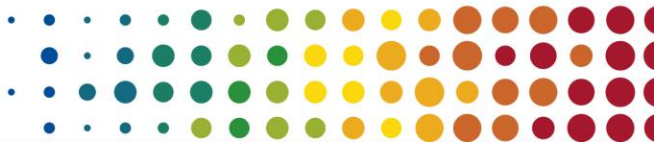
NLC/FMX Staff Review, Edit, and Format Presentation



CME Continuous Engagement



Shapes represent a variety of educational opportunities available to members





FamilyDoctor.org

Dana Nolte, Director, Strategic Engagements & Innovation



AAFP's award winning consumer website, featuring physician-reviewed patient education materials.



familydoctor.org Trusted medical advice from the American Academy of Family Physicians. [ESPAÑOL](#) [Twitter](#) [Facebook](#) [Pinterest](#)

[Diseases and Conditions](#) [Prevention and Wellness](#) [Family Health](#) [Your Health Resources](#) [Visit The Symptom Checker](#)

Monthly Focus: Men's Health

Three men are shown from the side, walking on treadmills in a bright, modern gym setting with large windows.

Men's Guide to Preventive Health Care
Men need to take charge of their health to prevent certain issues and injuries. Follow these tips to help...

Advertisement

Visit our interactive symptom checker
[Get Started](#)

A man with a beard is smiling and eating a bowl of green salad with a fork.

FAMILY HEALTH
Men: Eat Right, Stay Healthy
Eating the right way can keep men's health in check. Here's the advice men need on how to eat...

An older man and woman are smiling and holding a red heart-shaped object together.

FAMILY HEALTH
Does Gender Matter? Heart Health for Women vs. Men
Heart health is different for men and women. Knowing the physical differences and symptoms can help you take preventive...

A hand in a blue glove is holding a yellow test tube labeled 'PSA - Test' over a background of many colorful test tubes.

MEN
Prostate Cancer | Pros & Cons of PSA Testing
Learn about the pros and cons of prostate cancer screening, and why some doctors believe it does more harm...

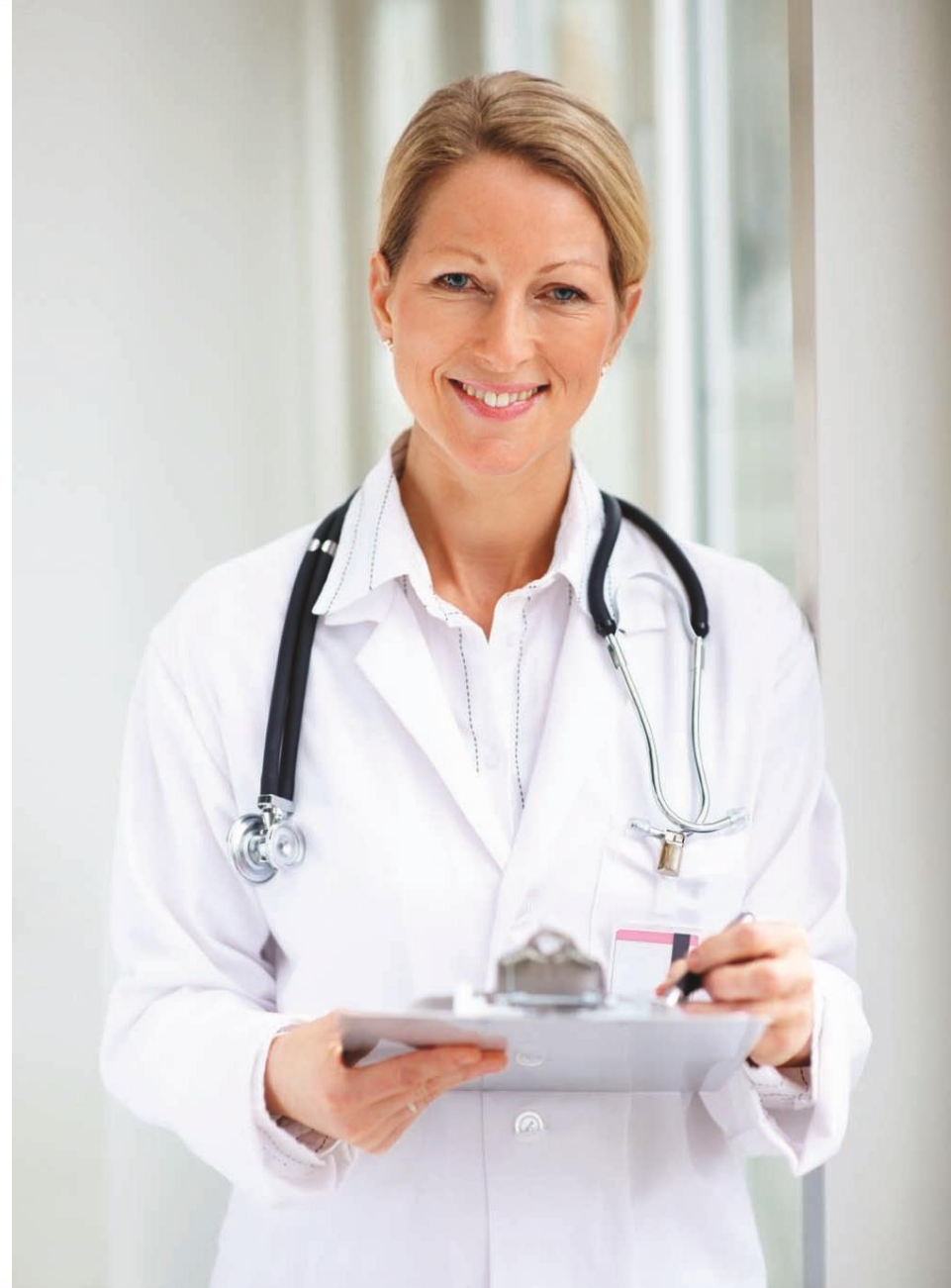
Consistently ranked as a top user-friendly, patient-oriented website

- 4.4 million unique page visitors per month
- 5.5 million page views per month
- 69% of AAFP members consider it a valuable resource
- 78% of AAFP members utilize familydoctor.org for patient education



Why familydoctor.org?

- Trusted medical information from family physicians and supported by the AAFP
- Approachable and authoritative content
- A large, family physician referred audience





The Power of a Referral

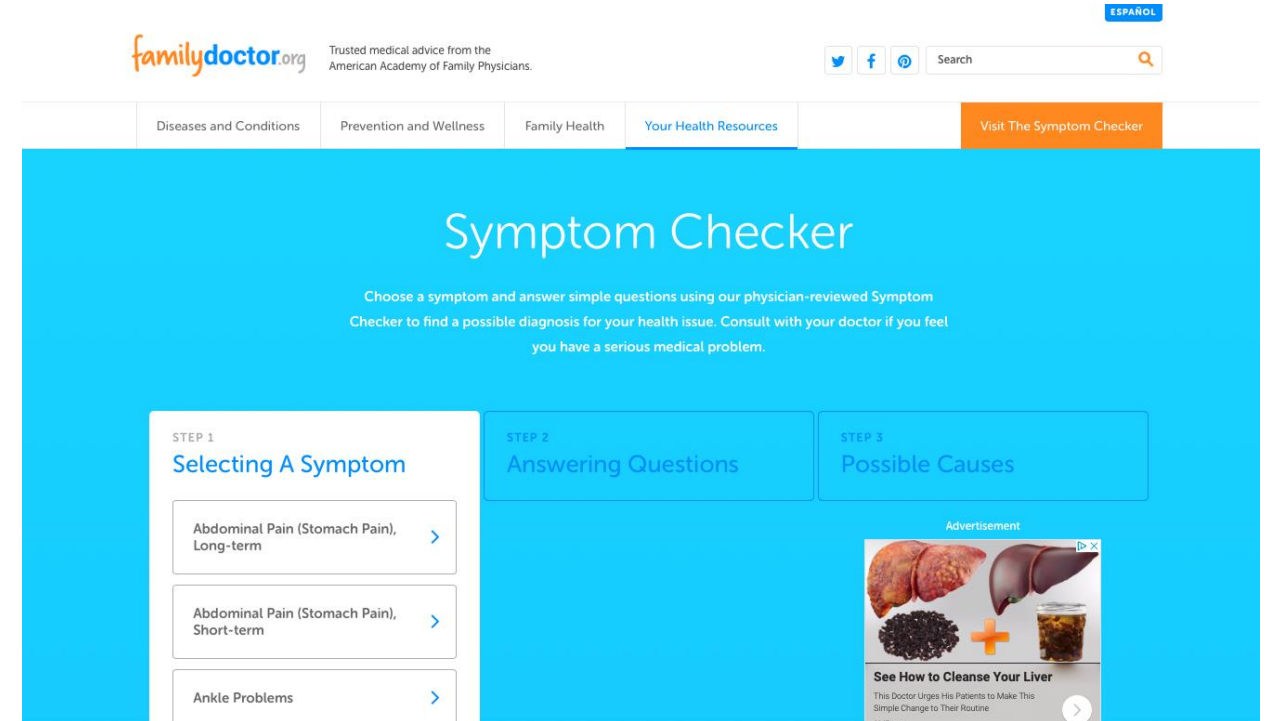
- 92% of consumers trust referrals from people they know – *Nielsen*
- A referred customer is 18% more loyal than a customer acquired by other means
- Familydoctor.org visitors generally know about it as a result of a family physician referral vs. advertising



Opportunities to Leverage

Sponsored Tools

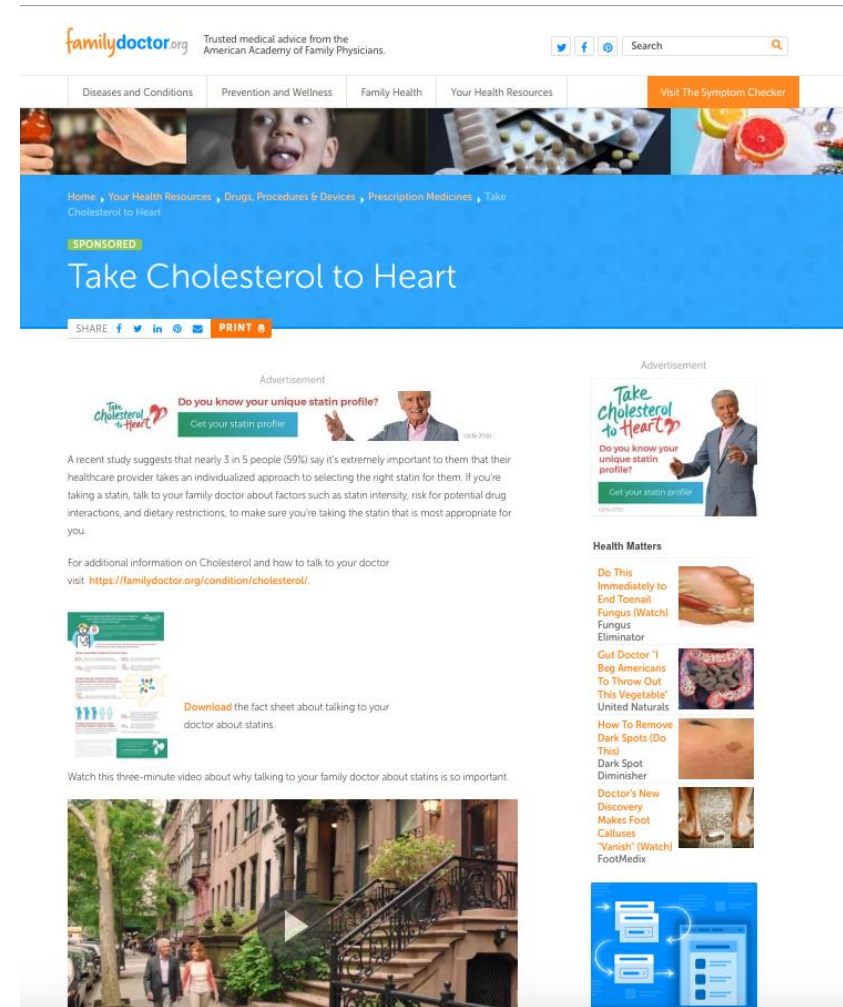
- Tools like the symptom checker can be sponsored or the development of them can be funded.



Opportunities to Leverage

Sponsored Content

- Partners can have their own content featured.
- The content is noted as an advertisement.




Opportunities to Leverage

Collaborative Content

- AAFP developed content that is created in collaboration with a partner on a topic that is editorially relevant to the AAFP.
- Content is integrated into the site and partner is mentioned as a supporter of the content.

Adolescents and Young Adults: Getting the Preventive Services You Need

SHARE [f](#) [t](#) [in](#) [e](#) [p](#) [PRINT](#)



Advertisement

Expert **ER** Care That **Saves More Than Just Time** [Learn More](#) **AdventHealth**

When you are young, you may not think much about going to the doctor unless you're sick or hurt. But your doctor is there for in sickness and in health. He or she can provide "preventive services" that can detect disease or help prevent illness or other problems. It's important to get these services when you are a teenager or young adult. Many conditions that happen later in life get their start when you are younger. For example, about 65% of all deaths in adults are caused by heart disease, cancer, and stroke. In many cases, these diseases are preventable. Many of the behaviors that cause these diseases begin at a young age. For example, teens who use tobacco are more likely to have heart disease, cancer, or stroke in adulthood.

Path to improved health

The preventive service you need might be a test, a vaccine, or advice from your doctor. Which preventive services you need depends on your age, medical history, and family history. For adolescents and young adults, there are several key areas that your doctor will probably focus on. These include:

- Social and behavioral health
- Immunizations (vaccines)
- Healthy habits
- Reproductive and sexual health
- Confidential care

Advertisement

Health Matters

Do This Immediately to End Toenail Fungus (Watch) Fungus Eliminator

Gut Doctor "I Beg Americans To Throw Out This Vegetable" United Naturals

How To Remove Dark Spots (Do This) Dark Spot Diminisher

CBD MEDIC Scores a Touchdown with Gronk, the New Mr. Recovery

Advertisement

Visit our interactive symptom checker

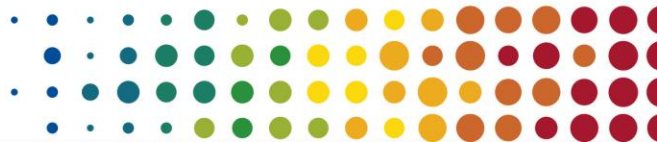
Get Started

Advertisement

See How to Cleanse Your Liver

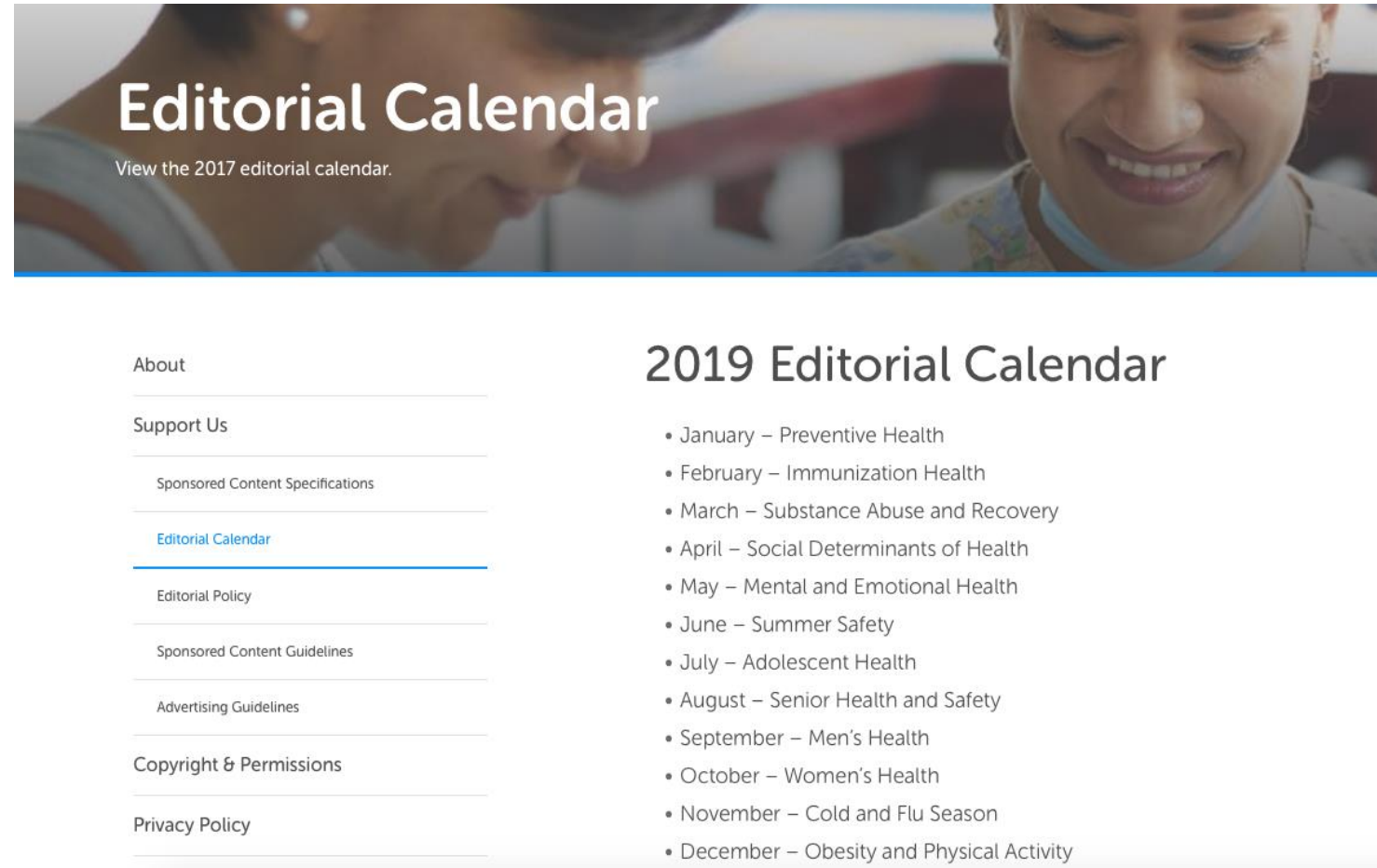
1MD.org
This Doctor Urges His Patients to Make This Simple Change to Their Routine

OPEN



AAFP Aligned Editorial Calendar

- Aligns and links to Patient Care section of AAFP.org
- Cross-promoted on AAFP.org
- AAFP.org receives 3.1M+ number of monthly visitors
- Aligns with AAFP clinical guidelines and policies





AAFP TIPS

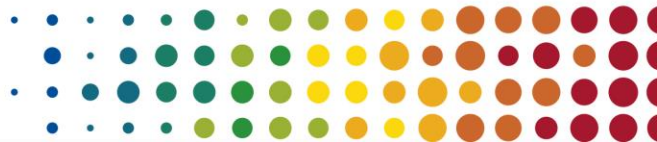
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Vision:

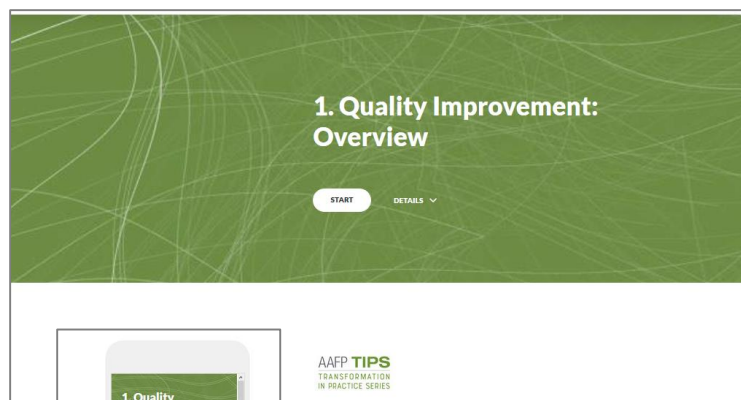
Team-based, practice improvement resources for family medicine, based on best-practice evidence.



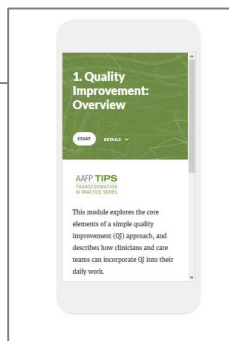
Product Overview

Topic-based resources for individuals and teams to learn and apply new concepts

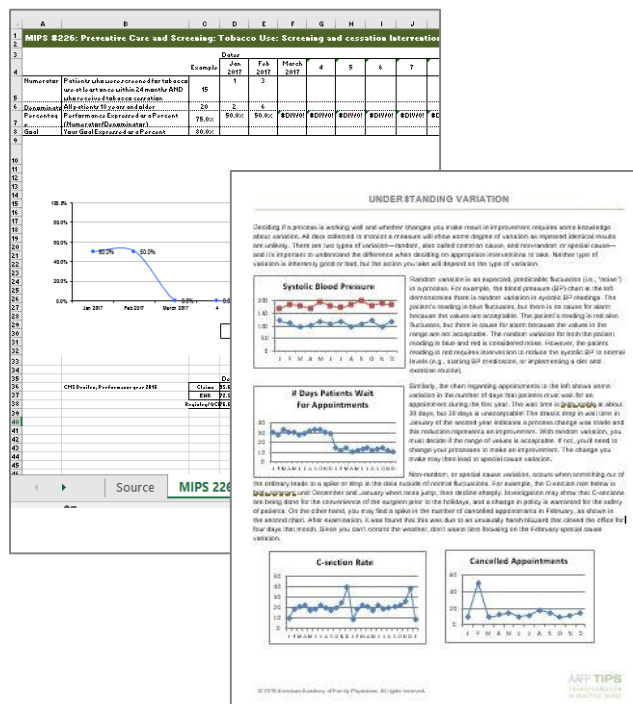
Short, Interactive Learning Courses



Mobile-friendly



Practical Tools



Customizable Team-based Discussion Tools



Example: Agenda Setting

*Bringing Together
Education and Resources
for the Physician, Care
Team, and Patient*

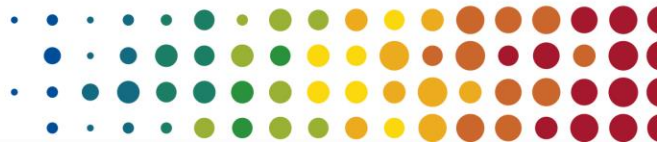
AAFP
TIPSTM

www.aafp.org/aafptips

AAFP national research
— network —

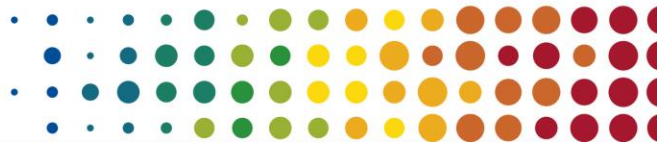


www.aafp.org/nrn



Why Agenda Setting?

“Choosing which issues to discuss in the limited time available during primary care visits is an important task for complex patients with chronic conditions.” Kowalski et al. JABFM. 2018



Critical Elements

Evidence-Based

Advisory Group input

Online training with CME credit

Customizable slide decks for care teams

Ready-to-use implementation tools

Patient education and resources

TIPS™:
Comprehensive set of resources for the care team and patient



Benefits of an Existing Product Line



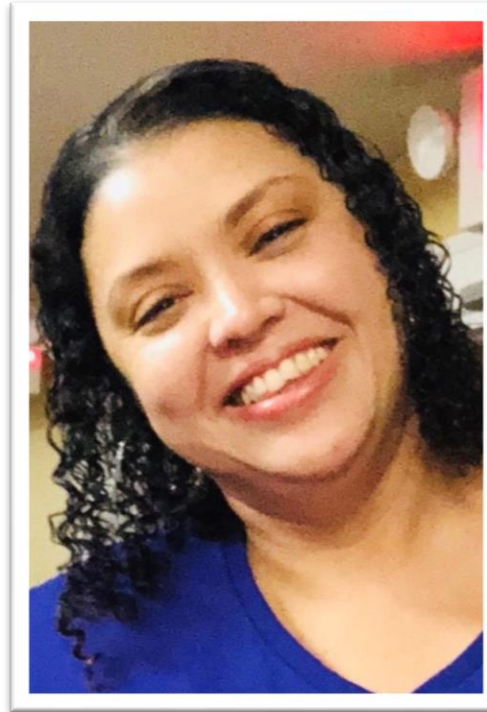
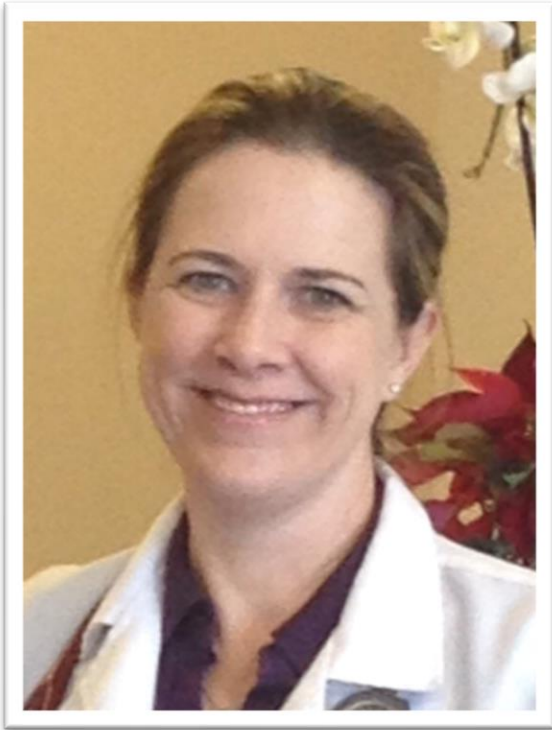
Brand Promotion

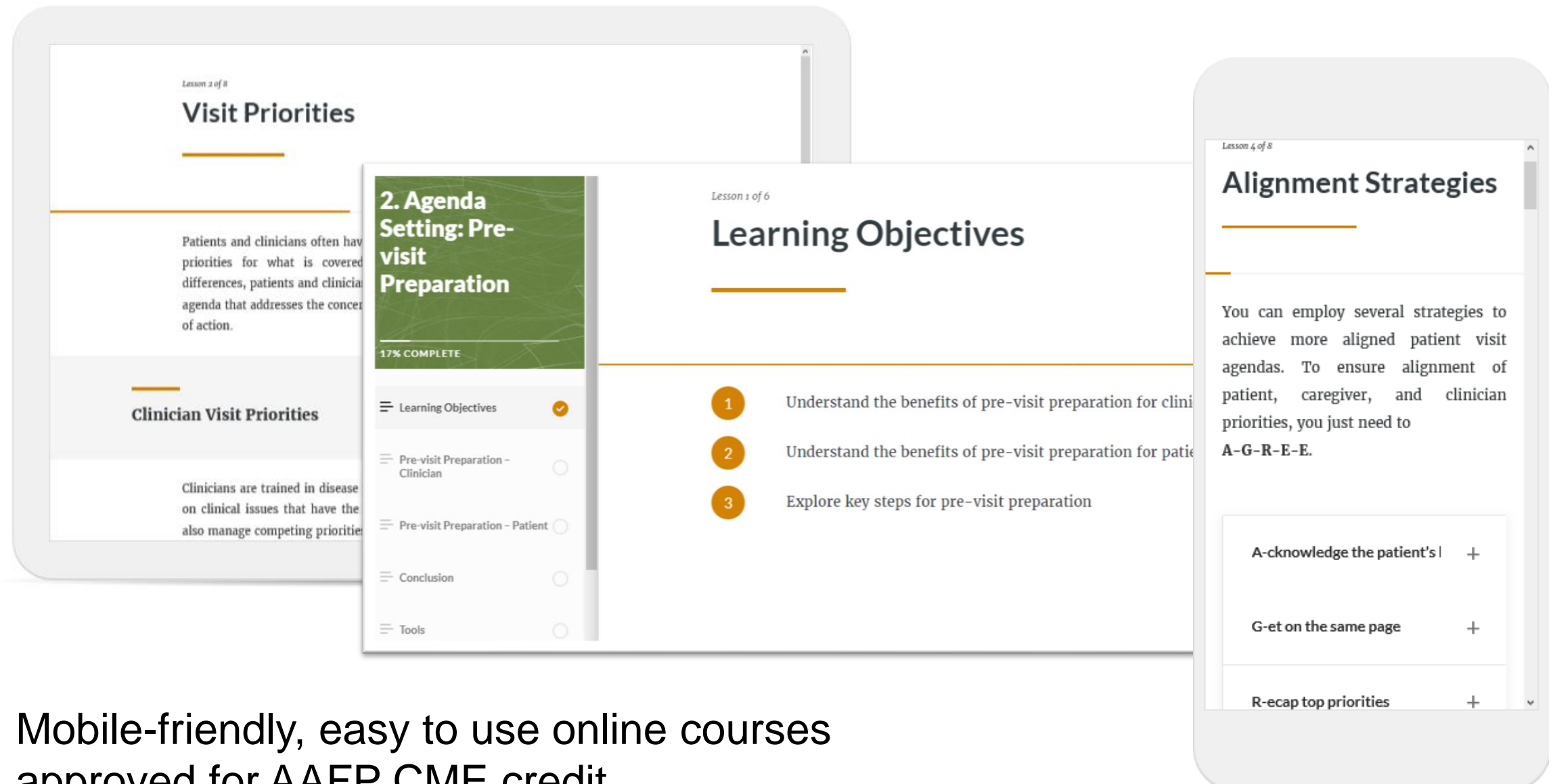
Topic Level Promotion

Product Library



TIPS: Agenda Setting Advisory Group





Mobile-friendly, easy to use online courses approved for AAFP CME credit.



file Home Insert Design Transitions Animations Slide Show Review View Help Tell me what you want to do

Share Comme

strengthens the patient-physician relationship and leads to more effective outcomes for my patient and the visit.

Patient Pre-visit Preparation

- Patient pre-visit preparation is essential to effectively addressing their health concerns and needs during a visit.
- We should help patients learn how to appropriately prepare for a visit, encouraging patients to:
 - Think about the visit in advance
 - Make a list of health concerns and questions
 - Bring health insurance
 - Gather current medications (or list of medications)
 - Talk with family members
 - Email their physician or care team
 - Review their insurance coverage to ensure understanding

Patient Perspective

“ You don't think about [your concerns] when you are right in [the exam] room ... you kind of freeze up a little. ”

Helping Patients Prepare for Primary Care Visits

- Orient patients/caregivers to the agenda-setting process
- Provide pre-visit preparation materials in advance
- Help patients prioritize concerns based on what is clinically urgent and what is most important to them

Patient Pre-visit Checklist

References

Kowalski CP, McQuillan DB, Chavira N, et al. [The impact of the "divorcer" visit agenda setting for complex patients and their primary care physicians](#). J Am Board Fam Med. 2018;31(1):29-37.

Helping Patients Prepare for Primary Care Visits

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7

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We can help our patients prepare for their visits by explaining the agenda-setting process and its benefits from their perspective. For all scheduled visits (not walk-in visits or same-day appointments), we should provide our standard pre-visit preparation materials in advance. Our goal is to share this information with patients at least a week prior to their visit. We may want to explore following up with patients via email/patient portal the day before their visit to remind them to bring their completed forms with them. This will help ensure that what is important to them is covered in the visit. We should also offer to help our patients prioritize their concerns based on our perspective of what is the most urgent or dangerous, while also addressing their most important concerns.

Customizable slide decks to train the team.



13% COMPLETE

Learning Objectives

Visit Priorities

Barriers to Alignment

Alignment Strategies

Case Studies


Conclusion

Tools

References

Script for Addressing Patient Lists (Word document)

View suggested prompts you can use to discuss and agree on an agenda with your patients.




Scriptpatientlists.docx

149.5 KB

Agenda-Setting Clinical Workflow

Use this example during the visit to integrate into a clinical workflow.



Agendasettingclinical.pdf

90.1 KB

TODAY'S VISIT FORM

Welcome to our office – thank you for trusting us with your care!

Please complete this form to make your appointment today as helpful as possible. There is space on the back of this form to write your list of medicines if you did not bring a list with you.

What are the main concerns you would like to talk to your doctor about today?

-
-
-

Have you recently:

- ☐ Had labs or tests done at another doctor's office?
- ☐ Had an x-ray, CT scan, MRI, or other imaging study done?
- ☐ Been to a specialist?
- ☐ Been to urgent care or the emergency room?
- ☐ Been admitted to the hospital?

Please indicate where and on what date these services occurred:

Are you experiencing any of the following symptoms (new or worsening)?

<ul style="list-style-type: none"> <input type="checkbox"/> Black Tarry Stools <input type="checkbox"/> Bleeding <input type="checkbox"/> Blood in Stool <input type="checkbox"/> Breathing Difficulty <input type="checkbox"/> Bruising (unusual) <input type="checkbox"/> Chest Pain or Tightness <input type="checkbox"/> Cough <input type="checkbox"/> Coughing Blood <input type="checkbox"/> Disorganized Thinking <input type="checkbox"/> Excessive Thirst <input type="checkbox"/> Eye Pain <input type="checkbox"/> Falls <input type="checkbox"/> Fatigue (new or worsening) <input type="checkbox"/> Feeling Anxious <input type="checkbox"/> Feeling Down <input type="checkbox"/> Fever <input type="checkbox"/> Headaches (new or worsening) <input type="checkbox"/> Hearing Loss (new or worsening) <input type="checkbox"/> Heartbeat Concerns <input type="checkbox"/> Memory Problems <input type="checkbox"/> Numbness 	<ul style="list-style-type: none"> <input type="checkbox"/> Sexual Concerns <input type="checkbox"/> Skin Changes (recent) <input type="checkbox"/> Stomach Pain <input type="checkbox"/> Swallowing Problem <input type="checkbox"/> Swollen Ankles <input type="checkbox"/> Urination Change <input type="checkbox"/> Vision Change (recent) <input type="checkbox"/> Watery Stools <input type="checkbox"/> Weakness <input type="checkbox"/> Weight Change (unintentional) <input type="checkbox"/> Wheezing <input type="checkbox"/> Other: _____ <input type="checkbox"/> Pain (new or worsening) Location: _____ Severity from 0-10: _____
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Female Patients Only:

- ☐ Breast Changes
- ☐ Menstrual or Vaginal Bleeding Concerns
- Last Menstrual Period: _____

Follow-up plan (Your care team will add any follow-up items at the end of the visit.)

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AGENDA SETTING: ROLE-PLAYING ACTIVITY

Care Team Role: Below is the description of the concern of the visit listed in record (EHR).	Patient Role: Below is the list of concerns you (as the patient) would like to address during the visit.
<p>appointment line reads "rash"</p>	<ol style="list-style-type: none"> You are a 27-year-old man who made an appointment for a slight rash on your arm. The real reason you made the appointment is that you have had testicular pain for the last three weeks, and you think you might have a sexually transmitted infection (STI). You feel uncomfortable and embarrassed bringing this up to your physician. To delay talking about it, you bring up your recent weight gain (about 15 pounds in the last year) and your elevated blood pressure (170-180/90). If your physician doesn't ask up front whether you have any other concerns, you will bring up the testicular pain at the end of the visit to avoid a long conversation.
<p>an, new patient appointment</p>	<ol style="list-style-type: none"> You are a 62-year-old woman here for a new patient appointment. Below is the list of concerns you'd like to cover with your new care team today. You may or may not let the person playing the care team member role know all of these concerns up front. It depends on how well they discuss and agree on the visit agenda with you. A second opinion on the breast lump and your shortness of breath are your most important concerns, but you wrote down your concerns in the following order: <ul style="list-style-type: none"> • Diarrhea for the last two weeks (no blood in your stools or fevers) • Mammogram follow-up: Your last mammogram six months ago found a benign lump, but you think this lump has grown and want a second opinion. • You are on hypertension medication, but your blood pressure has been slowly increasing. You want to confirm your prescription and dosage with your new care team. • You are tired and have noticed shortness of breath when climbing the stairs. You do not have chest pain, but you sometimes feel tightness in your chest. • You sometimes feel sick to your stomach with no warning (happens randomly).

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AAFP TIPS
TRANSFORMATION
IN PRACTICE SERIES

Downloadable tools to ease implementation and educate patients.

Getting the Most Out of Your Doctor Appointment

SHARE      PRINT 



PATIENT PRE-VISIT CHECKLIST

With just a small amount of preparation, you can help make the most of your visit with your family doctor. Please use this checklist to plan for your next appointment.

LISTA DE VERIFICACION PREVIA A LA VISITA DEL PACIENTE

Con solo una pequeña cantidad de preparación, puede ayudar a aprovechar al máximo su visita con su médico de familia. Utilice esta lista de verificación para planificar su próxima visita.

Antes de su cita:

- ☐ Asegúrese de que nuestra oficina haya recibido todos los análisis de laboratorio, pruebas y registros de cualquier especialista que haya visto desde su última visita a su médico de familia, llamando al XXX-XXX-XXXX.
- ☐ Haga una lista de las principales preocupaciones y preguntas que le gustaría discutir con su médico de familia durante su visita.
- ☐ Reúna toda la información y escriba lo siguiente:
 - ☐ Una lista de cualquier cambio en su historial médico desde su última visita a su médico de familia. Esto incluye visitas recientes a la sala de emergencias o hospitalizaciones, cirugías, nuevos diagnósticos, nuevos medicamentos, etc.
 - ☐ Una lista de los nuevos cambios por los que está pasando actualmente. Esto incluye vivienda, transporte, dinero o seguridad.
 - ☐ Una lista de todos los medicamentos que está tomando actualmente. Esto incluye medicamentos recetados, medicamentos de venta libre (OTC over-the-counter), vitaminas y suplementos.
- ☐ Informe a nuestra oficina si necesitará un intérprete para su cita llamando al XXX-XXX-XXXX.

Qué debe traer con usted:

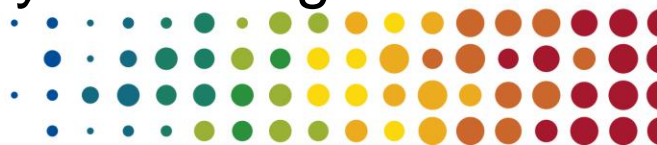
- ☐ Su tarjeta de seguro de salud y licencia de conducir u otra identificación válida con foto
- ☐ Su lista que escribió antes de la cita, incluidas:
 - ☐ Sus principales preocupaciones y preguntas para discutir con su médico de familia
 - ☐ Cambios en su historial médico, si los hay
 - ☐ Nuevos cambios en general, si los hay
 - ☐ Todos los medicamentos que está tomando actualmente
- ☐ Cualquier registro de salud que mantenga, como un registro de presión arterial, un rastreador de síntomas, un diario de alimentos, un diario de sueño, etc.
- ☐ Es posible que desee traer a un amigo o familiar para hacer preguntas o tomar notas durante su cita.

Esperamos verte en su próxima visita. ¡Gracias por confiarnos su cuidado de salud!

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Resources for patients in the online course and on familydoctor.org.



Member Feedback on AAFP TIPS™

Enhances efficiency
in the practice

Relevant topics

Quick and easy to
implement

Small units allow for
efficient use of time

Appealing tools and
features

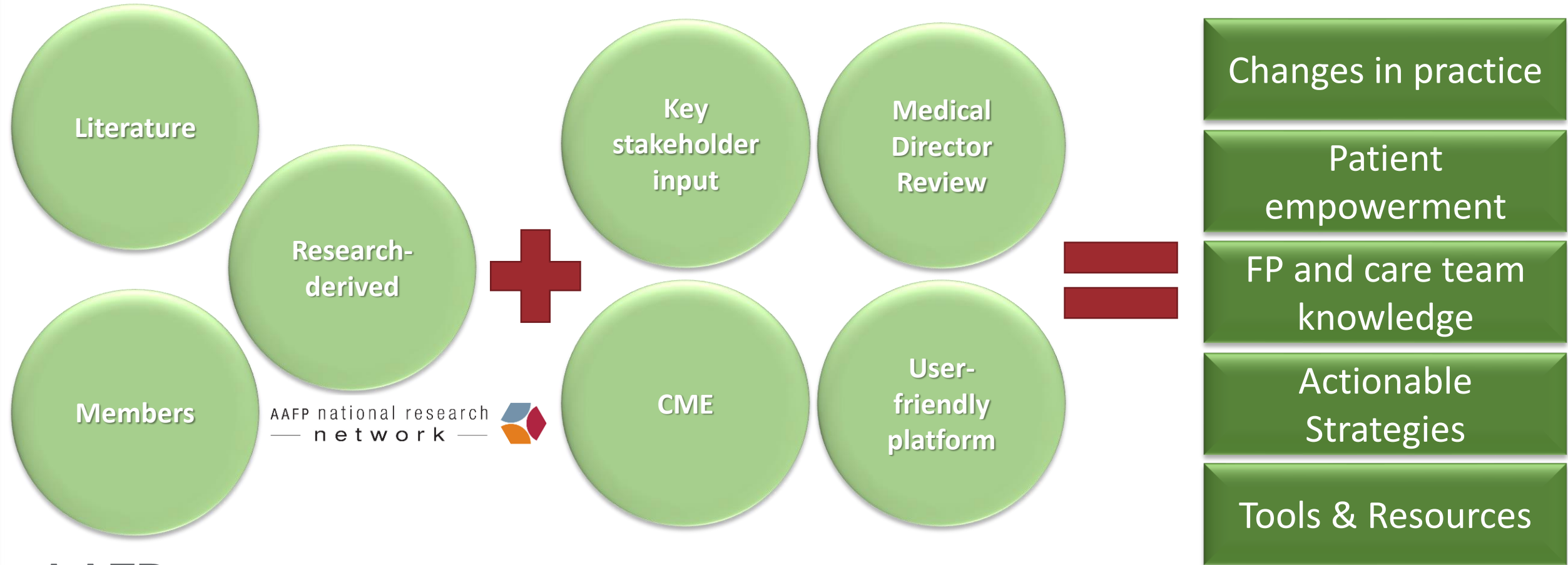
Members trust
AAFP to curate the
best information
from reliable
sources



RELEVANT TOPICS

RIGOROUS CONTENT DEVELOPMENT

PATIENT-CENTERED PRACTICE CHANGE

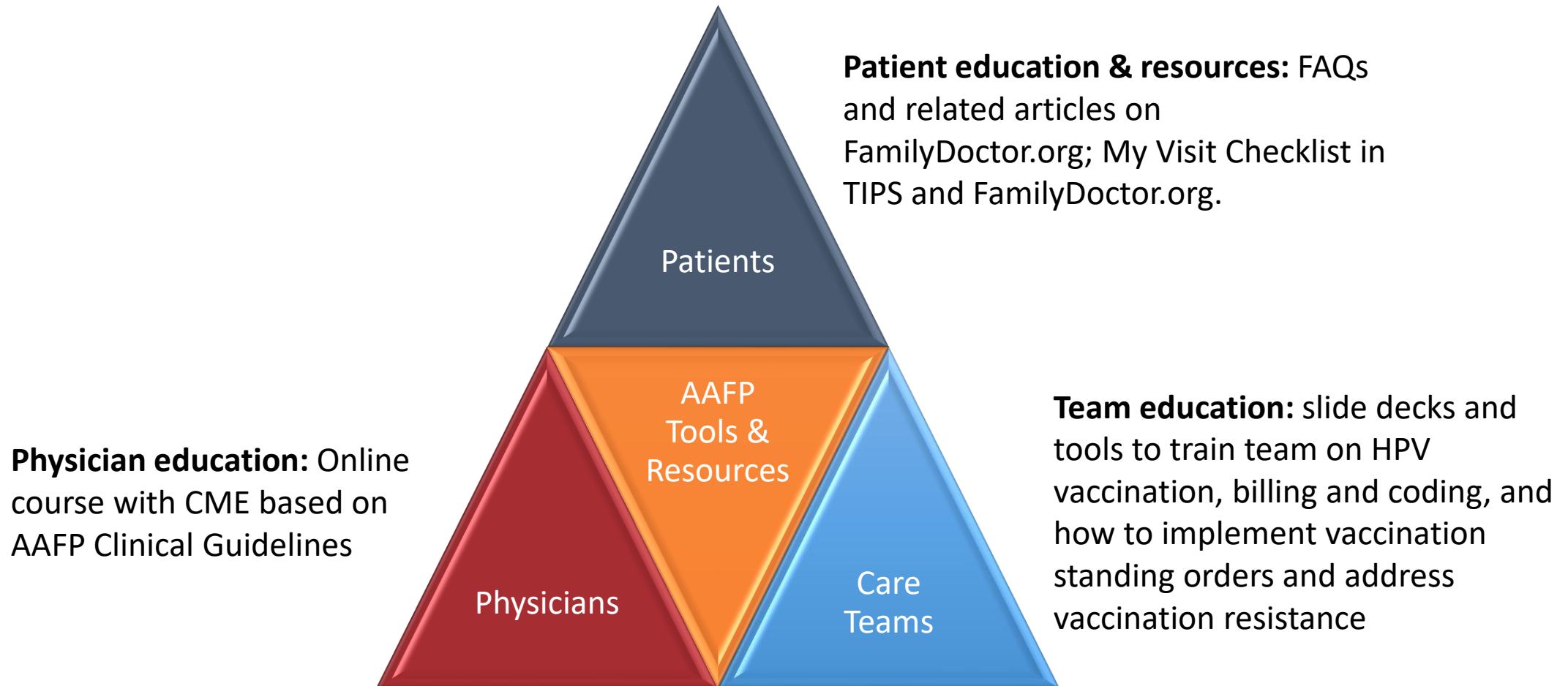


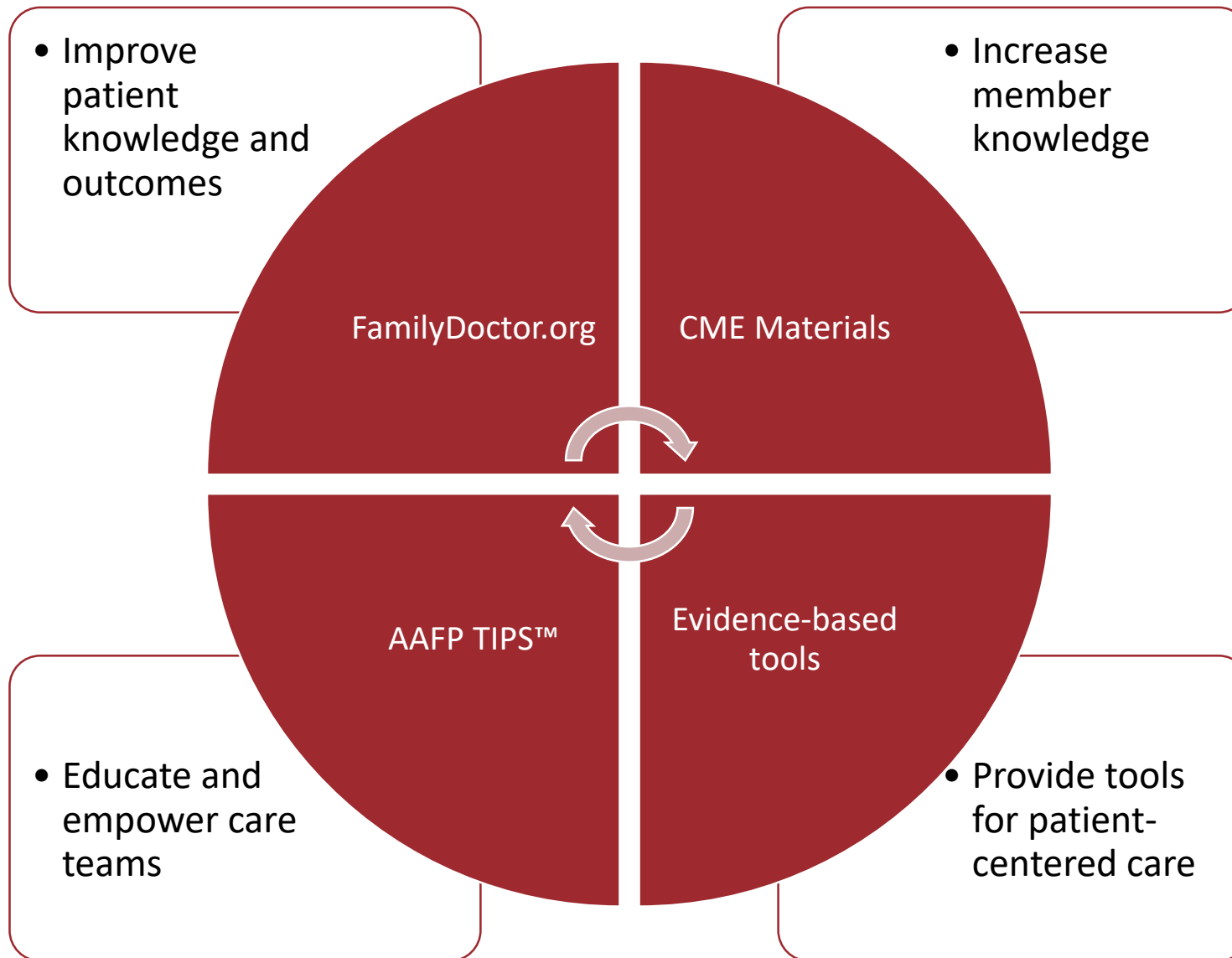
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Approach to Patient Care: Comprehensive





Questions?



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ADVANCING FAMILY MEDICINE TOGETHER