



Strategic Plan FY23–25

VISION

The Vision of the American Academy of Family Physicians (AAFP) is to transform healthcare to achieve optimal health for everyone.

MISSION

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.

MEMBER VALUE STATEMENT

The AAFP provides value to its members by advancing the specialty of family medicine, strengthening members' collective voice, and providing solutions to enhance the patient care members provide.

Strategic Objectives

Increase family physician payment to reflect the value of the contributions to health

Strategy Statements

- Increase the availability of value-based and other alternative payment models for family physicians
- Advocate for greater investment into primary care by public and private payers
- Ensure family physicians are appropriately compensated for all services provided within the current fee-for-service system
- Increase family physician adoption of comprehensive value-based care models in their practices

Strengthen the pathway of family physicians to best care for our communities

Strategy Statements

- Increase family medicine's representation in communities through the creation of a mentorship program aimed at removing barriers to entry so more individuals can pursue educational opportunities and careers in family medicine
- Provide resources that educate and inform future and current students about student loan debt and expose existing myths about family medicine
- Increase the total number of graduate medical education (GME) training positions for family medicine to facilitate overall growth in the family medicine workforce

Ensure family physicians can practice comprehensively and to the full extent of their training

Strategy Statements

- Ensure care teams are family physician led and fully equipped to meet the needs of their patients and communities
- Assist AAFP state chapters in their efforts to advocate for family physicians and fight scope of practice threats from non-physician clinicians
- Allow member to foster a competitive practice environment

Strategic Objectives, continued

Develop and diversity family physician leadership

Strategy Statements

- Create new and equal opportunities for family physicians to lead
- Educate members about accessing leadership opportunities and serving
- Identify and provide leadership education resources

Be the most trusted source of family physician education for each of our key member segments

Strategy Statements

- Develop education to assist with technology implementation and optimization in family medicine practices
- Ensure that AAFP faculty is diverse and represents the full experiences of family physicians and increase DE&I topics in education delivered to members
- Ensure that *American Family Physicians (AFP)* and *FPM* continue to be the most valued resource for information for family physicians

Protect the well-being of family physicians to ensure professional fulfillment

Strategy Statements

- Work towards the reduction of contributing factors to burnout
- Identify factors that may contribute to or predict physician and/or practice staff burnout by physician demographics, geography, practice type, and population served

Reduce administrative complexity to create career satisfaction

Strategy Statements

- Gain payer alignment on key functions
- Increase member communications about administrative simplification to ensure progress is known and increase engagement with resources
- Evaluate solutions in practice, determine results, and measure impact by type, geographic location, and population

Be the most effective influencer on family physician priority issues in government advocacy

Strategy Statements

- Coalition strategy
- Member communications strategy enhancement related to advocacy efforts
- PAC strategy

Understanding, adopting, and leveraging technology in medicine

Strategy Statements

- Integrate the voice of family physicians into health technology development
- Increase adoption and implementation of telemedicine/telehealth in family medicine practices
- Ensure inclusive language is available in electronic health records (EHR)