

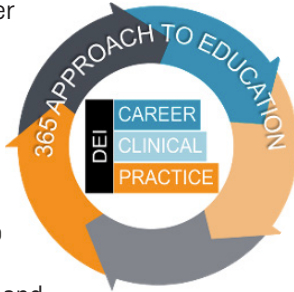


Engage With AAFP

Every day, AAFP and our members work diligently toward a common goal—to achieve the best possible health outcomes for our patients and communities. We invite you to join us. As a partner with the AAFP, our collective resources, interests, and passion unite for the common goal of supporting family medicine.

Partnership Opportunities

Partner with AAFP subject matter experts to deliver education, resources, best practices and thought leadership on topics that support the clinical, career and practice needs of our members. Contact our Strategic Engagements team to learn more about collaborating on projects and supporting new and emerging initiatives.



Engagement Opportunities

Advance family medicine by aligning with AAFP's important work.

Education

Family physicians are constantly advancing their knowledge inside and outside of their specialty so they can provide the best care today and tomorrow. Support AAFP's efforts to create, develop, and improve educational outcomes for family physicians, residents, and medical students as well as the patients they serve.

Tools & Resources

We strive to equip members with guidance and tools that are culturally proficient, person centric, and promote health equity to help family physicians care for patients, families, and communities. Collaboration on clinical and practice resource development can include manuals, checklists, infographics, resource guides, videos, and more.

Media Campaigns

A recommendation from a family physician proves highly influential in patients' decision process. By providing campaign resources and educational materials, family physicians are empowered to lend their voices to public health policy through national and local initiatives. Partner on paid media, social media activation, earned media with media Ambassadors, and activating AAFP members to share messaging.

Content & Marketing Opportunities

Put your message in front of family physicians through trusted media channels. Media kits available upon request.

familydoctor.org

Familydoctor.org, our award-winning patient-focused site, is viewed by more than 3 million unique visitors each month. Through our partnership opportunities, familydoctor.org offers a blend of your patient education with a trusted resource, used at point of care in member offices, and a unique combination of advertising and editorial content.

AAFP Journals

Opportunities include display, online and email advertising, cover tips and inserts, and sponsored content.

- *American Family Physician (AFP)* journal, published twice a month, is mailed to more than 180,000 family physicians and generates more than 4 million page views per month.
- *FPM (Family Practice Management)* journal, delivered bi-monthly in print and digital formats, is sent to over 130,000 family physicians and other allied health care professionals. *FPM* online is viewed by more than 150,000 unique visitors each month.

Sponsored Resource Center

The Sponsored Resource Center is the only opportunity for partners to distribute educational resources directly to our members via our website. We use a multi-channel approach to drive traffic, including e-marketing and digital journals ads, for over 180,000 total impressions.

Member Advantage

AAFP elevates brands who offer member-only discounts on personal and professional products and services. Partnering with best-in-class, rigorously-vetted companies mean our members know exactly where to look when making buying decisions.

CONNECT WITH US – To explore partnership opportunities, contact us today.

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