

Transformational Practice Leadership Certificate Program

Summary of Challenge

As health care payment continues to evolve toward a value-based approach, primary care practices must build new skills and implement new capabilities to achieve success. These include building and leading integrated care teams and leveraging information and technology. With the majority of family physicians employed, many within large complex organizations, this also includes “leading up” within their own organization to ensure their practice and team have the resources needed to succeed. Many family physicians have adapted their skills and learning to value-based payment and care, despite the absence of this content in their formal training. However there continues to be a strong need for expanded learning and skill-building across the community of family medicine physicians.

Addressing Needs

Equipping physicians to serve as transformational leaders and change agents on behalf of their practices is the AAFP’s goal in establishing the **Transformational Practice Leadership Certificate Program**. This is increasingly important as family physicians are employed by organizations that do not appreciate the needs of family physicians and their care teams who seek to be successful under value-based care models. The leadership program will provide core knowledge, leadership skill development, and practical guidance that can be applied in a variety of practice and organizational settings.

Partnership Opportunities

Opportunity: AAFP Transformational Practice Leadership Certificate Program.

Overview

The AAFP Transformational Practice Leadership Certificate Program will help practicing physicians build and strengthen leadership skills that are essential to success in a practice environment focused on value and outcomes. The certificate program will be physician-led with input from key industry stakeholders.

The curriculum will leverage the AAFP Value-Based University Toolkit and focus on implementing advanced primary care capabilities that are crucial for success in value-based care, such as care coordination, proactive population management, integration of behavioral health services, and addressing health-related social needs. The program will guide participants through the design and implementation of improvement projects and also offer peer connection and coaching as they seek to enhance their leadership skills. Health equity will be emphasized by developing and diversifying family physician leadership and facilitating practice-level interventions to address local health disparities.

The certificate program will be based on self-study and shared virtual educational experiences, including in-person meetings organized around major AAFP conferences. The curriculum will be delivered using a variety of teaching strategies, including didactic sessions, learning communities, gamification, and other emerging engagement strategies. The program will not include clinical experiences but will feature best practices in action that could be presented by sponsoring organizations virtually.

Goals

Expanding the pool of family physicians who are empowered and equipped as change agents in their practice settings is necessary to:

- **Increase adoption and implementation** of high-quality advanced primary care capabilities in a wide range of practice settings.
- **Improve employed physicians' work environments and staff well-being** for primary care practices in large organizational settings.
- **Improve the ability of small, independent practices to benefit** from well-designed value-based payment models that sustainably support independent practice, such as Making Care Primary.

Estimated Cost: \$80,000

Support the development of the program over the next 12 months.

Future Opportunities:

Support family physician participation in the program, once launched, by funding scholarships starting in 2025.