



Primary Care for America

THE PROBLEM

We Must [Re]Prioritize Primary Care

WHY WE EXIST

In 2021, we formed a diverse collaboration of key partners focused on educating policymakers and health policy influencers about the value of comprehensive, continuous and coordinated primary care. Its formation serves as a commitment to our continued effort to help improve the wellbeing of the individuals, families and communities that we proudly serve.

OUR APPROACH & STRATEGIC IMPERATIVES

Through an integrated, multi-channel communications plan, PCfA will become the leading voice and most credible source of information – and truth – about the role of primary care in protecting the health of Americans.

EDUCATE

Educate target audiences on the role of primary care in health care and the value that comprehensive primary care delivers for individuals, families, and communities.

BUILD AWARENESS

Build awareness and increase visibility of PCfA through participation and leadership in health policy conversations through strategic positioning.

ADVOCATE

Advocate with target audiences on broad themes needed to advance primary care (payment, innovation, workforce).

Founding Partners:

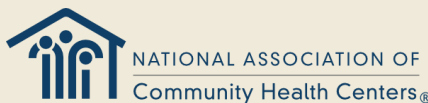
American Academy of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



American College of Physicians
Leading Internal Medicine, Improving Lives



Champion Partners:

Blue Cross Blue Shield Association; Community Care Physician Network; and Humana

Follow us as we change the conversation around primary care.

Website: primarycareforamerica.org
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