



Leading Physician Well-being Certificate Program

Summary of Challenge

Physician leadership has never been a more important skill for the family physician than it is today. Thoughtful and capable family physician leaders can provide stability in uncertain times for their office teams, among their health system colleagues, and in their communities. This stability enhances the quality of care that teams can provide to their patients, improves team morale, and helps communities stay focused on health-enhancing activities.

Leading Physician Well-being, developed by the AAFP, is a unique certificate program designed to help family physicians build the skills they need to spearhead change among the physicians and other clinicians in their practice or health care organization.

Addressing Needs

This program achieves the Quadruple Aim, which says improving health care professionals' work life is essential to enhancing patients' experience, reducing costs, and improving population health. In short, improving physician well-being is the key to improving the overall state of health care in the United States.

Partnership Opportunities

Opportunity: Leading Physician Well-being Certificate Program

Overview

In 2021, the AAFP launched the Leading Physician Well-being Certificate Program, a unique, 10-month program that helps scholars develop the leadership skills needed to create change in their health care organizations. The program increases family physicians' knowledge and skills in three foundational areas: physician well-being, leadership development, and performance improvement.

The learning experience comprises a mix of livestream and in-person events, along with regular online learning activities—which all combine to foster a supportive learning community.

Goals

Through the Leading Physician Well-being Certificate Program, family physicians:

- **Build practical leadership skills** that equip them to influence the profession, succeed as family physicians, transform systems, and advance well-being advocacy by pairing those skills with performance improvement.
- **Measure and improve well-being**—both their own and that of their organizations—based on a solid understanding of factors that cause burnout and strategies that increase well-being.
- **Enact sustainable well-being initiatives** and analyze the effects they have on everything from morale and institutional values to patient care quality and financial benchmarks.

Audience

More than 150 family physicians join each cohort of the program, mostly new physicians within seven years of residency. The target audience also includes female physicians, physicians from groups that are under-represented in medicine, and those who practice in rural and urban areas.

Previous funding has supported three successful cohorts of Leading Physician Well-being scholars.

Estimated Cost: \$50,000–\$75,000 to support scholarships.