

THE AAFP

About us

Standing together—131,400 strong—we are the American Academy of Family Physicians (AAFP). Collectively, our members work diligently toward a common goal—to achieve the best possible health outcomes for our patients and communities.

Our strategic objectives

Clinical Expertise

We equip members with the data, knowledge, competencies, and skills to provide high-quality, evidence-based, safe care of their patients in the context of family and community.

Practice Transformation

We develop practical tools and resources to help all family physicians—regardless of practice type—build and sustain high-functioning primary care practices. We work to enhance patient care and to help every family physician achieve professional fulfillment.

Payment Reform

We work to demonstrate the value family medicine brings to the health care system and increase the investment all payers and employers make in primary care. Our efforts are focused on family physicians and reducing administrative burdens they face, standardizing and harmonizing administrative requirements, and ensuring appropriate value of the services they provide.

Workforce

We are committed to increasing and supporting the family medicine workforce, from the time a student chooses family medicine through the completion of a satisfying career. By advocating for graduate medical education and payment reform, we work to rebalance the composition and distribution of the physician workforce in the U.S.

Engage with us

Every day, the AAFP and our members transform health care.

We invite you to join us.

To explore the many partnership opportunities through the AAFP or to learn more, contact:

strategicengagements@aafp.org
(800) 274-2237, ext. 4445

STP 18081298

Engage with the AAFP

Working together to transform health care



PARTNER WITH THE AAFP

At the American Academy of Family Physicians (AAFP), we work with a variety of health care-focused companies that share our goal of providing family physicians, their care teams, and their patients with the best resources and education tools.

We strive to ensure our partnership delivers a valuable, collaborative, and relevant experience by identifying win-win opportunities for everyone involved.



ADVERTISING AND CONTENT MARKETING

Boost member interest through our trusted and valuable media channels:

- **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.
- **Familydoctor.org**, our patient-focused site, is viewed by more than 150,000 unique visitors per month.
- Further opportunities include the AAFP mobile app, Sponsored Resource Center, and more.

FOUNDATION CORPORATE PARTNER PROGRAM

Deepen your network within the family medicine community. Become a Corporate Partner with the **AAFP Foundation**—the philanthropic arm of the AAFP. Together, with Corporate Partners, we advance the values of family medicine for our members and the patients they serve.

EDUCATION

Collaborate with us on key sponsored opportunities to **create, develop, and improve educational outcomes** for family physicians, residents, and medical students as well as the patients they serve.

We can work together to identify and develop practical, evidence-based tools and resources, as well as build on the AAFP's award-winning familydoctor.org website—a valuable patient and physician resource.

WAYS TO ENGAGE

The AAFP provides numerous ways to connect and collaborate with the Academy and our members.

EVENT MARKETING

Increase your company's visibility and connect with members at high-profile events, including **Family Medicine Experience (FMX)**, the AAFP's largest family medicine event of the year; **National Conference of Family Medicine Residents and Medical Students**; and the **AAFP Chapter Leadership Conference**.

AFFINITY PROGRAMS

Promote your products or professional services through dedicated and frequent promotional marketing channels, including the **AAFP's Member Advantage Program** and the **AAFP Buyer's Guide**.

ADVOCACY, POLICIES, GOVERNMENT

By lending your voice as an engaged advocate and joining us at key AAFP events, you can help us **garner attention at the state and national level** on issues impacting family physicians as well as the need for policy development reducing administrative burden, payment reform, and health equity outcomes.

RESEARCH

Help us strategize ways to advance primary care, as well as cultivate, conduct, disseminate, and advocate for family medicine research **by participating in research programs, development, and marketing opportunities**. Whether it's focused studies on team-based care or marketing research related to practice transformation, there are numerous ways to engage and make a difference for family medicine.