



The Future of Family Medicine

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Introduction

New initiative to bring the voice of family physicians to the forefront of what's relevant to today's consumers

CURRENT STATE

Ever-rising practice of urgent care-first and direct-to-specialist consumer practices has diluted the voice of the family physician



DEFINED OPPORTUNITY

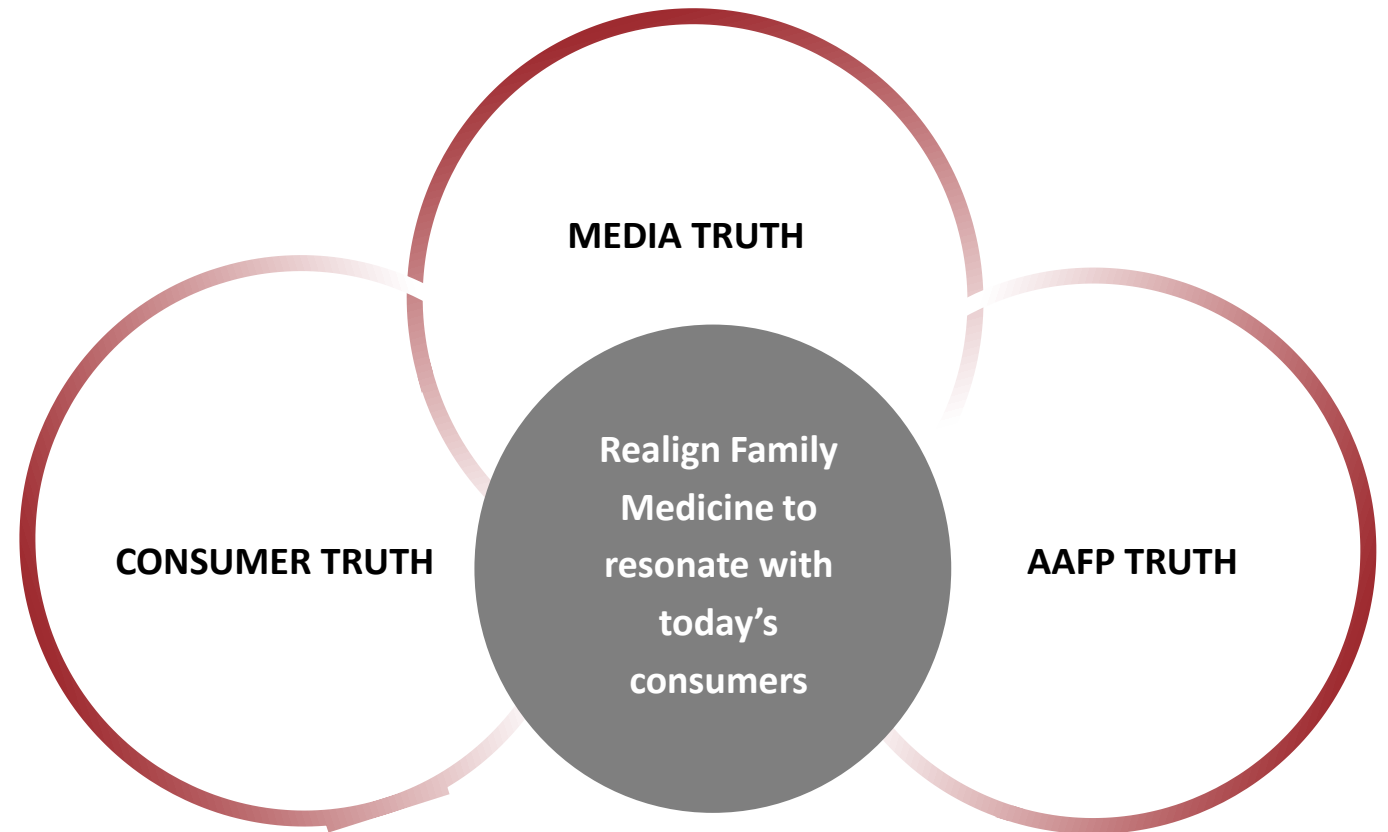
Amplify the voice of family physicians to speak to the needs of today's modern families and re-establish the national voice of family medicine as "America's Doctor"



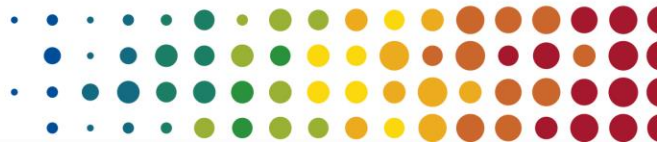
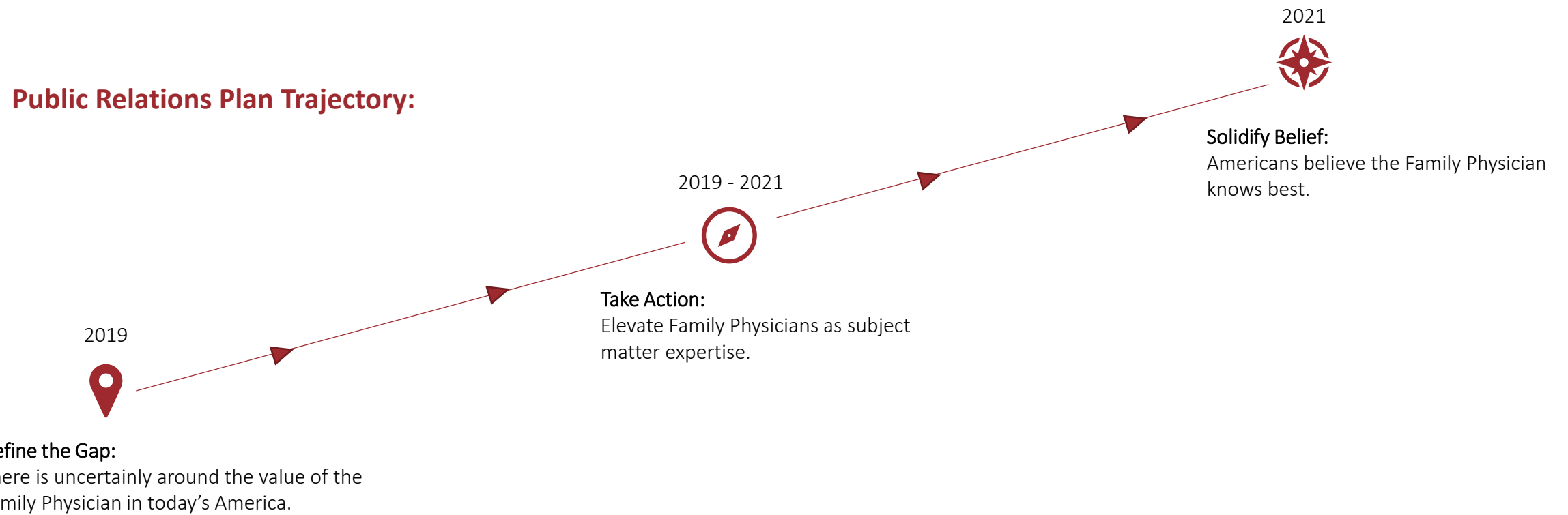
Millennial Health Matters

Public relations initiative that aims to directly elevate the voice of Family Physicians among consumers

- Prompt consumers to rethink the way they are caring for themselves and their families via “sickcare” and look to family physicians as their go-to resource for long-term wellness
- This elevates the unique capabilities of the family physicians as opposed to the general practice of primary care
- Specifically targeted to Millennial patients and caregivers; it does not include extensions to physicians, students, payers, etc. which have very different needs and messaging



Shifting the Dialogue for Today's Health Decision Makers



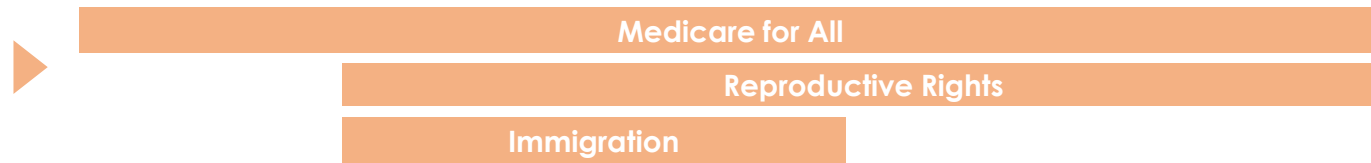
Address Audience Relevant Topics

Content platform focused to insert the voice of Family Medicine across themes that directly resonate with a Millennial audience; in the context of external drivers (macro and electoral themes):

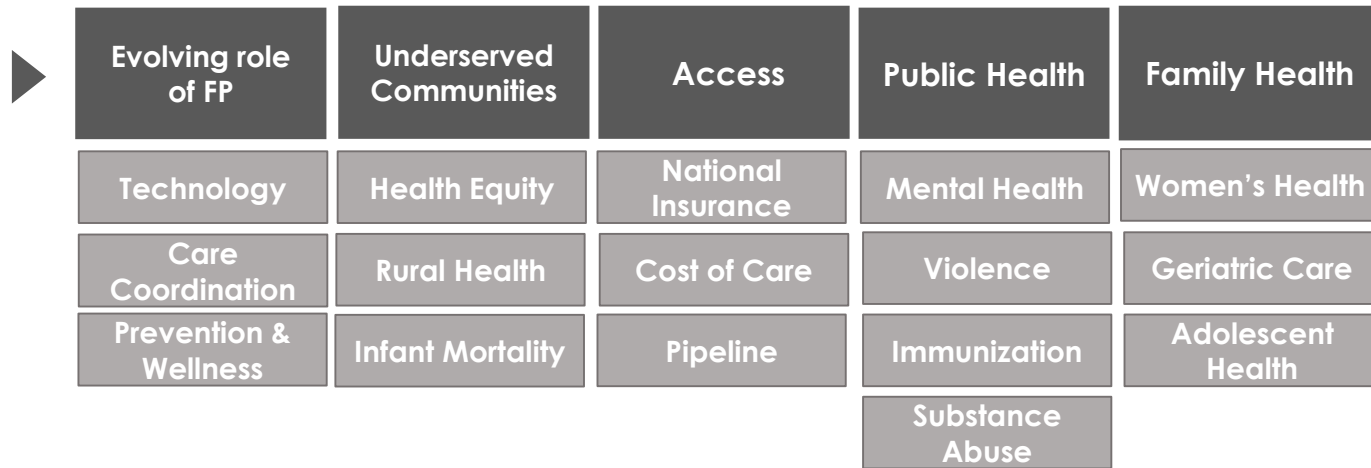
EXTERNAL THEMES
What's driving today's healthcare dialogue?



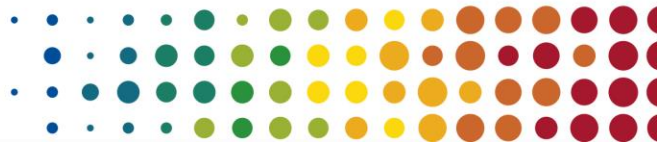
ELECTION THEMES
What's at the forefront of POTUS 2020?



AAFP policy-based content pillars



Thematic focus will shift over time based on external trends



Leverage Media Ambassadors

AAFP Experts speak to media from the experienced lens of Family Medicine



Drew Miller, MD
Lakin, KS



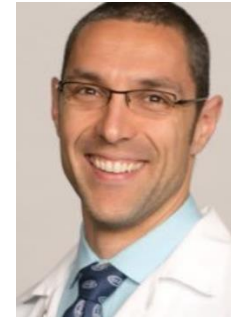
Alexa Mieses, MD, MPH
Durham, NC



Jay Lee, MD
Los Angeles, CA



LaTasha Perkins, MD
Washington D.C.



Alex McDonald, MD
San Bernardino, CA



Beth Oller, MD
Stockton, KS



Natasha Bhuyan, MD
Phoenix, AZ



Anita Ravi, MD
NYC, NY



Kim Yu, MD
Los Angeles, CA



Mike Sevilla, MD
Salem, OH



Strong Coverage to Date



Newsweek [20,000 LGBTQ Teens Will Undergo Conversion Therapy by the Age of 18: 'These Practices Need to End'](#)

Fatherly [The Measles and HIV Have a Lot of Similarities, According to Doctors](#)

Parents.com [I'm Black, Pregnant, and Afraid of Dying During Birth](#)

Working Mother [7 Things Working Moms Need to Know About the Measles Outbreak](#)

Bustle [Can Vaping Cause Lung Disease? We Asked Doctors About The Warning Signs](#)

SELF Magazine [6 Health-Care Providers on How They Talk to Vaccine-Hesitant Patients](#)

Healthline [Mom Posts Photo of Infant Battling Measles to Encourage Vaccination](#)

Huffington Post [11 Times A Low Sex Drive Might Be Something More Serious](#)

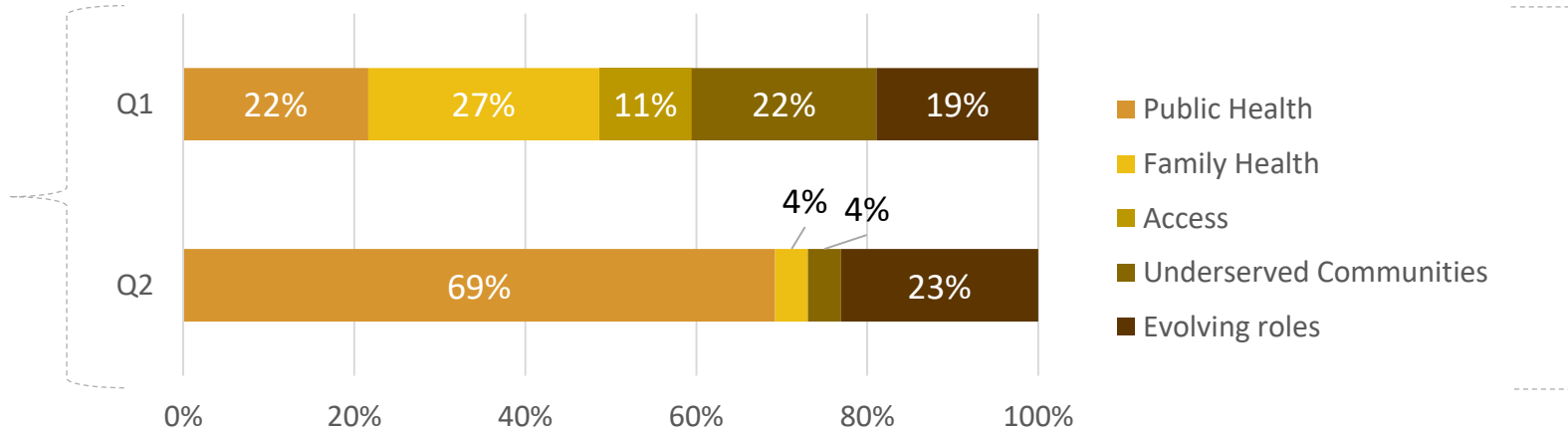


COVERAGE BY TOPIC: H1 2019

Online News



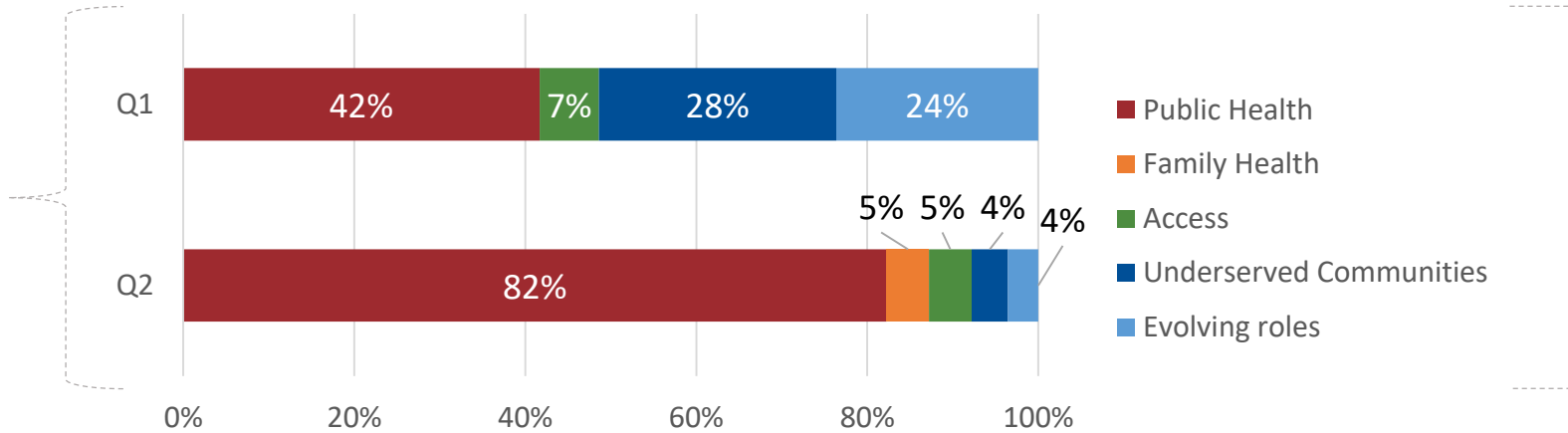
63 { Q1: 37
Q2: 26
News and Blogs Mentions



Social Media



213 { Q1: 72
Q2: 141
Twitter Mentions



25 x 2030 Student Choice Collaborative

America Needs More Family Doctors

PURPOSE

Ensure that **by the year 2030, 25 percent** of combined U.S. allopathic and osteopathic medical school seniors **select family medicine** as their specialty.

GOAL

Support the 25 x 2030 mission by **highlighting family physicians' stories** about why they chose family medicine as a specialty in consumer media outreach.



Activation Approach

Leverage Current Media Ambassadors

- Target physicians that fit in the ‘new physicians’ category (0-7 years)

Media Outreach

- Conduct a multi-pronged outreach approach to reach various audiences:
 - Physicians’ local and hometown papers
 - University and alumni papers
 - Gen Z targeted media

Slated Story Angles

- Profile piece on physician in hometown paper
- “How I chose my career path” in a career-focused publication
- Compelling feature story of overcoming adversity in a Gen Z targeted magazine

Sample Media List

LOCAL	UNIVERSITY	GEN Z
Durham Herald Sun	The Duke Chronicle	Teen Vogue
Queens Gazette	DukeMed Alumni News	Seventeen
The Georgetowner	Medicine at Michigan	The New York Times Upfront
Washington Business Journal	Pennsylvania Gazette	Discover
	Careers and Colleges	Ebony



AAFP
FOUNDATION
Partner Program

ADVANCING FAMILY MEDICINE TOGETHER