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

We invite you to join us.

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.

To explore the many partnership opportunities through the AAFP or to learn more, contact:
strategicengagements@aafp.org
(800) 274-2237, ext. 4445

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.

We invite you to join us.
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.

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.

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.

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.