

# *Choose* Community

When you choose family medicine, you choose **community**. When you become a family physician, you become rooted in the lives of the people you care for. You won't just be a doctor; you'll be a confidant, a coach, and a shoulder to lean on. Family medicine is at the heart of it all. Location doesn't matter—urban, rural, hospital, solo practice—take your pick. Family medicine will always mean **community**, because everyone will always need family physicians. Be part of more than you expected, but expect to be part of more.

**Choose more. Choose family medicine.**

*[aafp.org/choosmore](http://aafp.org/choosmore)*



AMERICAN ACADEMY OF  
FAMILY PHYSICIANS

# *choose* Innovation

When you choose family medicine, you choose **innovation**. While the family medicine specialty is steady, enduring, and rooted in tradition, it also continuously evolves to meet the ever-changing needs of health care and the patients it serves. Family medicine means approaching patient care in a team-based manner to establish integrated, comprehensive treatment. Family medicine means leading initiatives to advance patient care in underserved communities throughout the world. Family medicine means **innovation**. Family medicine means more.

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# *Choose* Purpose

When you choose family medicine, you choose **purpose**. It's not for fancy cars. It's not for fortune. It's not for fame. It's for so much more than that. When you choose family medicine, you choose an intangible **purpose** you feel from within. It's for your patients. It's for the future of health care. Family physicians are called to serve, and to transform patients' health and quality of life for the promise of a better tomorrow. Family medicine means **purpose**. Family medicine means more.

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