AAFP Student Interest

Influencer Portfolio

Division of Medical Education
Influencer Definitions

- **Primary**: first or best in degree, quality or importance
- **Secondary**: of the second rank, occurring later in time, minor or lesser.
- **Environmental**: relating to the external conditions or surroundings
PAYMENT as Influencer

• **Primary**
  – Physician Payment Gap

• **Secondary**
  – Actual payment (Medicare, Medicaid, Cognitive vs. Procedural Valuation)

• **Environmental**
  – Political process
  – Government regulation
  – Private Payer changes
PEOPLE as Influencers

- **Primary**
  - Peers (Students)
  - Family (Parents, Spouse)
  - Pre-med Advisors
  - Medical School Faculty
  - FMIG Faculty Advisors
  - Personal Physician
  - Patients

- **Secondary**
  - Department Chair
  - Community Preceptors
  - Financial Aid Officers
  - Residents

- **Environmental**
  - Physicians in the media
  - Physician Leaders (AAFP, AMA, Other)
  - Non-FM Faculty, Deans, Medical School
PROGRAMS as Influencers

• **Primary**
  - Pre-Admissions programs or other experiential programs in primary care (summer experience, AHEC, HCOP, shadowing)
  - FMIG
  - Scholars programs in Family Medicine
  - NHSC/State Scholarship or Loan Repayment Programs
  - Chapter programming

• **Secondary**
  - Family Medicine Clerkship (3rd or 4th year)
  - PCMH Pilots -- Student Run Free Health Clinics
  - Global Health Experience

• **Environmental**
  - Funding for these programs - Medical School Mission
POLICY as Influencer

• **Primary**
  – Medical School Admissions policies
  – Federal/State Loan Repayment/Scholarship policies

• **Secondary**
  – Patient Centered Medical Home Policies
  – Income Tax and Deferment policies for loans

• **Environmental**
  – Health Care Reform
  – Workforce Policies
  – Community Medicine/Public Health Policies
PERCEPTION as Influencer

• **Primary**
  - Too Smart (Too Easy)/Too Hard Paradox
  - Scope of Practice Paradox (only colds and coughs)
  - Salary does not support lifestyle
  - Lifestyle – can’t do it all (take call, deliver babies, etc)
  - Physician Bashing (all specialties)

• **Secondary**
  - Specialty is not research oriented
  - Specialty of minorities, women & IMGs
  - Back-up plan specialty
  - Specialty or rural or urban underserved practice only

• **Environmental**
  - Medical School – lack of exposure to FM
  - Payment Gap
PERCEPTION as Influencer

- **Primary**
  - Diverse and complex patients (never bored)
  - Multitude of fellowship options (tailoring career over a lifetime)
  - Family and Life-friendly specialty

- **Secondary**
  - Highest recruited specialty since 2007
  - Specialty for all environments/settings- practice options
  - Specialty is patient/clinical focused- not research oriented

- **Environmental**
  - Data on countries with primary care based health care systems
  - U.S. Government & Industry support of Primary Care
PERSONAL Characteristics

- Female
- Married
- Second career, Non-traditional students (older/mature)
- Broad undergraduate background
- First generation college students
- Non-physician parents
- Lower income expectation
- Rural
- Interest in diverse populations & health problems