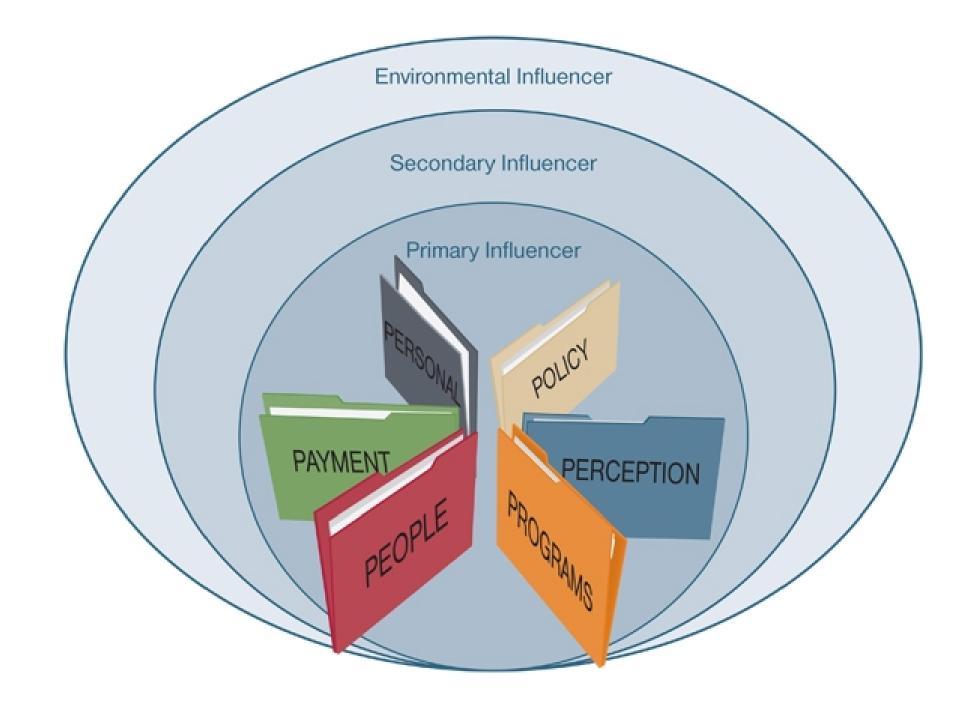
AAFP Student Interest Influencer Portfolio

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)

- 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

- 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

- 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

- 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

- 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

- 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