

 From the Editor

# FPM: Your Partner in Practice

Practicing medicine may be more challenging than ever, but *FPM* is here to help — redesigned and focused on what family physicians need today.

With this issue we proudly begin our 25th year of publication. When the AAFP launched the journal in October of 1993, the nation was embroiled in a heated debate about health care reform, and physicians were facing major changes in the way they were reimbursed, causing much angst and uncertainty. (Some things never change, I guess.)

The challenges we face today may have new names and nuances, but *FPM*'s purpose is largely the same: to help family physicians succeed — clinically, financially, and emotionally. So, to mark this milestone and begin our next chapter, we're introducing a fresh new look and some new features.

The first thing you'll probably notice is our new logo, which features the abbreviated name most of you already know us by — *FPM* — and familiar red color.

We've also adopted a tagline that describes the broad scope of our content: Better Practice. Healthier Patients. Rewarding Career. *FPM* aims to serve *all* family physicians — those who own their practices and those who are employed, those new to practice and those who have seen and done it all. To this end, we offer articles on a wide array of topics, including how to deliver better patient care, how to code and get paid, how to communicate more effectively, how to improve office efficiency, and how to avoid burnout and maintain your sanity and personal satisfaction in a health care system that demands more from you all the time.

In our bimonthly print issues, our extensive web archive, our blogs "Getting Paid" and "In Practice," and a new weekly e-newsletter called "Quick Tips & Insights," *FPM* offers practical, concise, actionable, peer-reviewed advice and inspiration from your fellow family physicians and other experts. Our new e-newsletter and the design updates you see in this issue aim to make *FPM* easier to consume and use.

We hope you enjoy this new issue and the "Quick Tips & Insights" e-newsletter you'll be receiving soon. If you have an idea for an article you'd like to read or write, feel free to contact us at the email address below. And please continue to let us know how we're doing at meeting your needs.

Here's to the next 25 years!



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