

# AAFP Update

Delaware Academy of Family Physicians

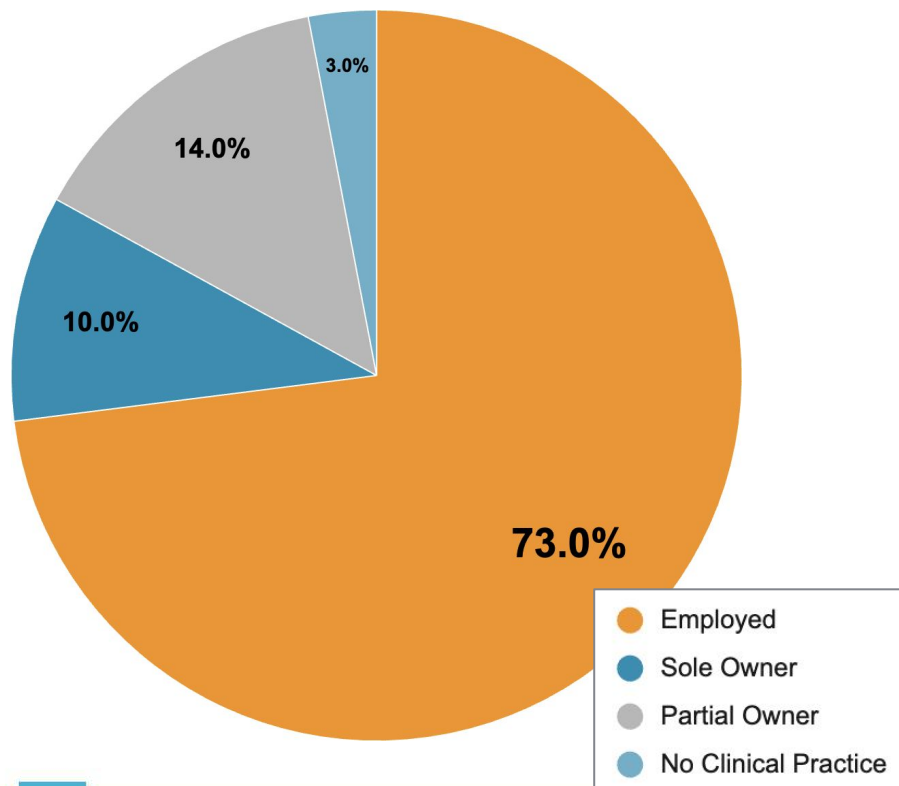
22 April 2023



# AAFP Membership Data

	Previous Benchmark			Current Benchmark	
Active	73,400	Feb 2022	↑	74,300	Feb 2023
Resident	14,600	Feb 2022	↑	15,000	Feb 2023
Student	26,600	Feb 2022	↑	26,800	Feb 2023
<b>Total</b>	<b>127,600</b>	Feb 2022	↑	<b>129,600</b>	Feb 2023

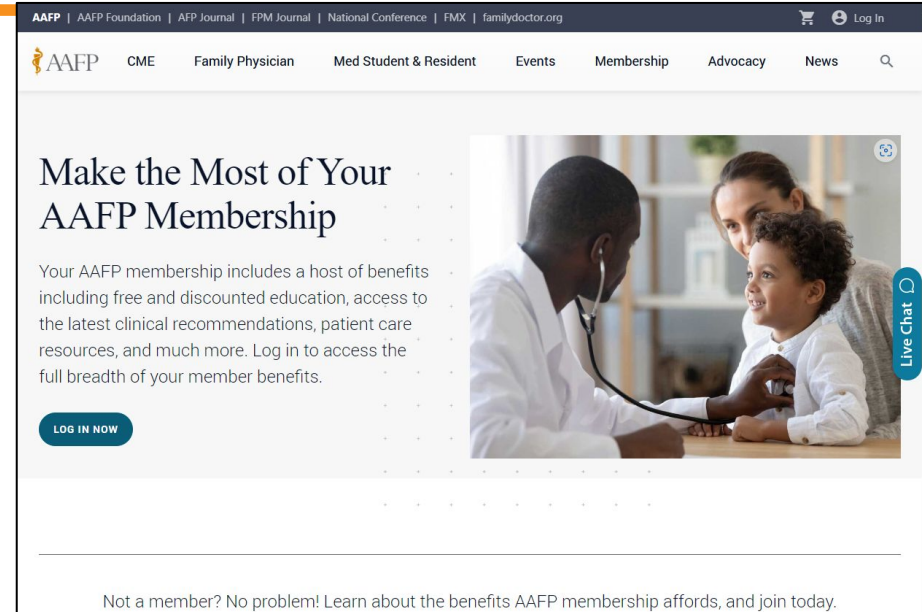
# Practice Environments



Employer	
Hospital or health system	54%
Physician group	18%
FQHC/Community health center	11%
Federal (military, VA, Dept. of Defense)	5%
Insurance or managed care organization	3%
State or local government	2%
Locum tenens groups/staffing organization	1%
Other	6%

# Member Engagement

- ✓ AAFP.org
- ✓ AAFP News
- ✓ Fighting for Family Medicine newsletter
- ✓ AAFP blogs
- ✓ Family Medicine Today
- ✓ Conferences and CME



**Vision:** Transform health care to achieve optimal health for everyone

**Mission:** Improve the health of patients, families, & communities

**Member Value Statement:** Advance the specialty of family medicine, enhance health, strengthen member voices

Increase family physician  
**payment**

Strengthen the **pathway** of  
family physicians

Ensure family physicians can  
**practice comprehensively**

Develop & diversify family  
physician **leadership**

Be the most trusted source of  
**family physician education**

Protect the **well-being** of  
family physicians

Reduce **administrative**  
**complexity**

Be the most effective  
Influencer on family physician  
priority issues in government  
**advocacy**

Understanding, adopting, &  
leveraging **technology** in  
medicine

**DIVERSITY, EQUITY AND INCLUSION**

# Diversity, Equity and Inclusion

## An Integrated Approach

- ✓ Center for Diversity and Health Equity expanded
- ✓ Engagement in National DEI efforts
- ✓ Partnerships with AMA, ACGME and Council of Medical Specialty Societies
- ✓ Intentional integration across all of AAFP's work with contributions and oversight by the Commission on DEI





**Increase family physician  
payment to reflect the  
value of their contributions  
to health**

# Strengthening primary care payment

Improving fee-for-service

Getting value-based payment right



August 31, 2022

The Honorable Chiquita Brooks-LaSure  
Administrator  
Centers for Medicare & Medicaid Services  
Department of Health and Human Services  
PO Box 8016  
Baltimore, MD 21244

**Re: CMS-1770-P; Medicare and Medicaid Programs; CY 2023 Physician Fee Schedule and Other Changes to Part B Payment and Savings Program Requirements**

Dear Administrator Brooks-LaSure:

On behalf of the American Academy of Family Physicians (AAFP), representing more than 127,600 family physicians (FPs) and medical students across the country, I write in response to the request for information (RFI) on the Department of Health and Human Services' (HHS) Initiative to Strengthen Primary Care, as noticed in the June 27, 2022, [Federal Register](#). The AAFP is strongly supportive of HHS' Initiative and appreciates the Department's efforts to improve access to comprehensive, high-quality primary care (PC) for all. To achieve this shared goal, the Department must use its authority to significantly increase our nation's investment in PC, improve patients' access to and connections with PC, grow and diversify the PC workforce, and address the administrative requirements that drive care delays and physician burnout. Below we provide specific recommendations.

The AAFP shares CMS' goals of advancing health equity, improving preventive health services and integrated behavioral health care, and advancing value-based care. Achieving each of these goals is integral to the AAFP's mission.



July 27, 2022

The Honorable Xavier Becerra  
Secretary  
Department of Health and Human Services  
200 Independence Ave SW  
Washington, DC 20201

**RE: Request for Information (RFI): HHS Initiative To Strengthen Primary Health Care**

Dear Secretary Becerra:

On behalf of the American Academy of Family Physicians (AAFP), representing more than 127,600 family physicians (FPs) and medical students across the country, I write in response to the request for information (RFI) on the Department of Health and Human Services' (HHS) Initiative to Strengthen Primary Care, as noticed in the June 27, 2022, [Federal Register](#). The AAFP is strongly supportive of HHS' Initiative and appreciates the Department's efforts to improve access to comprehensive, high-quality primary care (PC) for all. To achieve this shared goal, the Department must use its authority to significantly increase our nation's investment in PC, improve patients' access to and connections with PC, grow and diversify the PC workforce, and address the administrative requirements that drive care delays and physician burnout. Below we provide specific recommendations.

## AAFP Guiding Principles for Value-Based Payment

Family physicians deliver most of the primary care in the U.S. It is essential that they and other primary care physicians take a leadership role in the development and practices that facilitate movement away from fee-for-service and toward new advanced primary care payment models along with other key stakeholders: payers, purchasers, union trusts and government (federal and state) agencies responsible for U.S. health care spending.

These principles are intended to be responsive and adaptable to the changing environment and settings in which family physicians work. We encourage other stakeholders to adopt these principles with the understanding that they must be applied in ways that are:

- ✓ Payer Advocacy
- ✓ Purchaser Engagement
- ✓ State Chapters
  - Learning Communities
  - Toolkits for action



# AAFP Goal: Strengthen Fee-for-Service in 2024

- ✓ Implement Code G2211
- ✓ Strengthen behavioral health payment by increasing the value of CPT Code 99484
- ✓ Ensure strong support for telehealth beyond the public health emergency





Pay prospectively to support team-based care



Actively engage patients in the accountable relationship



Risk adjust payment for medical and social complexity



Evaluate what matters to patients and physicians



Equip primary care teams with timely information



Reward year-over-year improvement as well as sustained high performance

AAFP Guiding Principles for Value-Based Payment

**Strengthen the pathway of  
family physicians to best  
care for our communities**

## Increase family medicine's representation in communities

- ✓ Grow a diverse family physician workforce
- ✓ Increase mentorship opportunities for Underrepresented in Medicine (URiM) individuals
- ✓ Study pathway programs to uncover family medicine best practices
- ✓ HOSA Future Health Professionals: Connecting AAFP members to mentor high school students



# activating the **pathway** to family medicine

## AMBASSADOR PROGRAM



**Program Goal:** Position Ambassadors in the pathway and the process of medical education with information, tools and support to be leaders in health equity, recruit a diverse workforce, and champion a positive vision or the future of family medicine.

**Mentorship Program** pilot in collaboration with 13+ AAFP Chapters

Program participants are AAFP members (students, residents, and practicing physicians) who are interested in learning more so they can be more effective FM champions to early pathway students.

### High School + College

- ✓ HOSA
- ✓ National AHEC Organizations
- ✓ High School STEM Programs
- ✓ Youth Support Groups:
  - Boys & Girls Clubs
  - 4H
  - Y-USA
  - Scouts

### Medical School

- ✓ FMIG
- ✓ NRHA Student Leaders, other rural programming
- ✓ Admissions & Recruitment Offices
- ✓ AAMC

### Family Physicians

- ✓ AAFP Chapter members
- ✓ Residents
- ✓ STFM
- ✓ Pre-health and medical advisors (NAAHP)

**Potential Opportunities:** Sponsoring chapters to support events/meetings/workshops, sponsoring content development & amplification across the markets, assisting community and high school partners



# Strengthen the narrative of family medicine

- ✓ Create a positive family medicine image and expose myths
- ✓ Career options
- ✓ Financial considerations
- ✓ Target messages to students when/where they need them
- ✓ Education and resources
- ✓ FMIG network
- ✓ FM residency application and Match support
- ✓ Strolling Through the Match
- ✓ Residency Directory
- ✓ National Conference



## Expand and support high-quality family medicine GME positions

- ✓ GME funding advocacy
- ✓ Program Resources:
  - Residency Program Solutions and Criteria for Excellence
  - Residency Leadership Summit
  - Curriculum Guidelines
- ✓ Resident Resources for Programs:
  - Chief Resident Leadership
  - Career, practice, leadership and well-being resources
  - Board preparation



# 2023 Match News

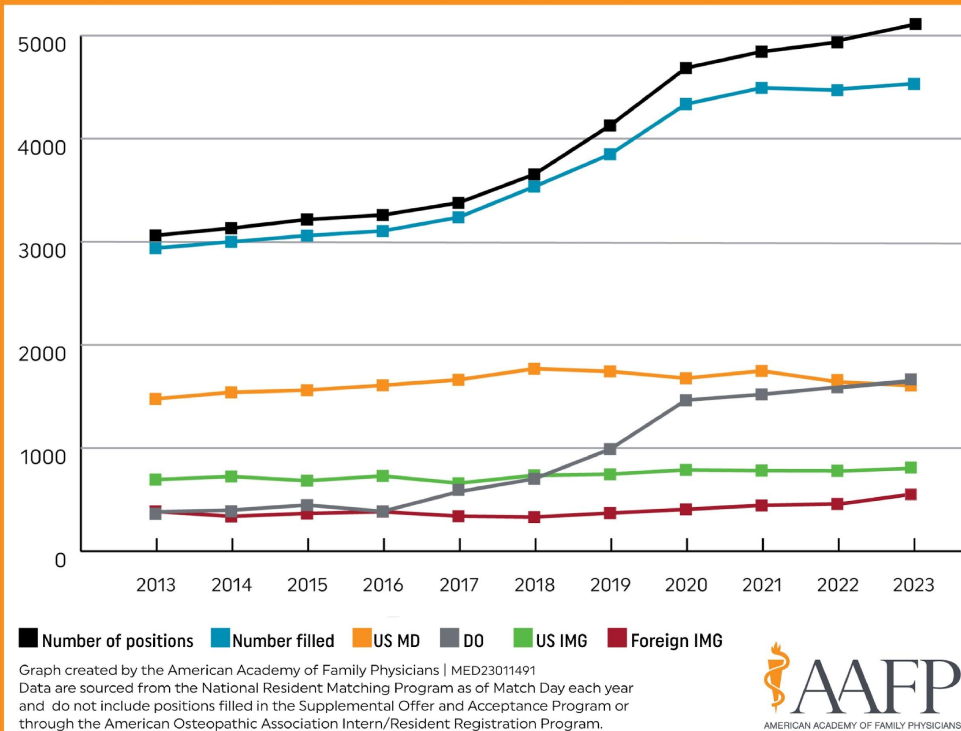
Family medicine continues to grow - best year EVER!

- ✓ 773 categorical family medicine residency programs offered positions, more than any other specialty
- ✓ 5,107 positions offered, up 172 positions from 2022
- ✓ 4,530 applicants matched into family medicine

DO matches surpassed US MD.

Family medicine represents 13% of all students or graduates who matched.

**Family Medicine in the NRMP Match 2013-2023**  
PGY-1 Residency Positions Offered and Filled by Applicant Type



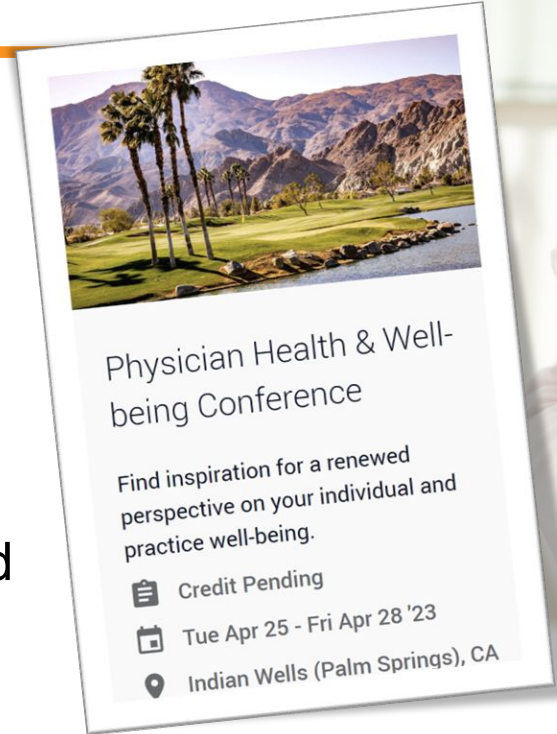




**Protect the well-being of  
family physicians to ensure  
professional fulfillment**

## Reduce factors contributing to family physician burnout

- ✓ HRSA grant to expand our Physician Health First offerings to medical students and family medicine residents
- ✓ 2023 Physician Health and Wellbeing Conference will be in-person in Spring 2023
- ✓ New content is being developed for Physician Health First webpage



# Alleviating Administrative Burden

Launched a new key initiatives page on administrative simplification

Building a member resource “library” (coming soon!) organized by pain point, feat. techniques, technologies and ways to transform the practice environment.

Advocacy Goals:

- ✓ Prior Authorization
- ✓ Step Therapy
- ✓ MATE Act Implementation
- ✓ 42 CFR Part 2

SIMPLIFICATION  
AHEAD



Administrative Simplification



We're fighting to reduce administrative work, allowing you more time to focus on your patients.

SIMPLIFICATION WINS



[Prior Authorization](#) | [Payment](#) | [Documentation and Coding](#) | [Quality Measures](#)

## Prior Authorization

Prior authorization continues to be a leading cause of physician burden. Time-consuming administrative processes encumber family physicians, divert valuable resources from direct patient care, and delay the start or continuation of necessary treatment. This leads to lower rates of patient adherence to treatment, as well as negative clinical outcomes.

The AAFP fiercely drives efforts to reform prior authorization and remains focused on enabling physicians and patients to have access to clear guidelines for prior authorization requirements and timely responses from insurance plans.

- ▼ What is the AAFP doing to help simplify prior authorization?
- ▼ How can I simplify prior authorization?



# Elevating the Importance of Family Medicine

# Consumer PR Project Overview

Beginning in 2019, the AAFP Board of Directors approved the “PR Special Project” as an initiative to elevate the value of family medicine among consumers. It’s important to sustain the momentum, and to continue promoting and evolving the reputation of family medicine. In 2021, the Board approved two years of continued efforts with the potential for two additional years after that.

## Define the Gap

Elevate FPs as subject matter experts in America amid uncertainty of the FP role.

YEAR 1-2

YEAR 3

YEAR 4

FUTURE

## Convene Voices

FPs in the media advance family medicine’s priorities and improve health care.

## Solidify Belief

Americans believe the FP knows best.

## Lead + Influence

FPs drive conversation around hot health topics and influence public behavior around getting care.

We are here



# Public Relations at the AAFP

**Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.**

## Reactive

- Respond to media inquiries
- Monitor and respond to social media engagement
- Issue and crisis communication planning and response

## Proactive

- Pitch stories to media
- Develop talking points and prepping spokespeople
- Write and place Op-Eds
- Develop and execute PR strategy for AAFP initiatives

## Consumer

- Leverage family physicians in the media to address topics of interest to the general public
- Position family physicians as trusted experts
- Three key areas: vaccinations, mental health, preventive care

# MEMBERS IN THE MEDIA

## Coverage Highlights

**HUFFPOST**

**How TO Make Your  
Weekends Feel Longer**

**The New York Times**

*How to Apologize to Your Kids*

**BUSTLE**

**Doctors Explain Why Getting  
COVID Vaccine Side Effects  
Mean It's Working**

**THE WALL STREET JOURNAL.**

**The Smart Way to Catch Up on  
All Your Postponed Doctors'  
Appointments**

**EBONY**

**\$31 MILLION ASTHMA STUDY  
EXPECTED TO INFORM BETTER  
TREATMENT OPTIONS FOR PATIENTS**

**Parents.**

**We Asked the Experts:  
What Will Be the Lasting Effect  
of the Pandemic on Our  
Children?**

**USA TODAY™**

**When talking to kids  
about nuclear weapons,  
parents and experts  
suggest truth**

**abc NEWS**

**Demand for donor milk  
rises amid baby formula  
shortage**

**AP** **Doctors grow  
frustrated over  
COVID-19 denial,  
misinformation**



# Wrapping It Up



# AAFP Foundation

The American Academy of Family Physicians Foundation advances family medicine through philanthropy, using humanitarian, educational, and scientific programming to improve health.

- Family Medicine  
**Cares**
- Family Medicine  
**Leads**
- Family Medicine  
**Discovers**
- Center for the History of  
Family Medicine



# How Can Family Physicians Engage



## Speak Out!

Use the AAFP's online advocacy tool to write your lawmakers.



## Make Phone Calls

The AAFP's online advocacy tool can also provide you with a script and phone number so that you can call your lawmaker.



## Attend a Townhall

Sign up for your lawmaker's newsletter to learn about and attend local events.



## Engage on Social Media

Like or follow your lawmakers' social media accounts so that you can see what they are doing on behalf of family medicine.



## Volunteer for a Campaign

Find a local candidate who is running for office and volunteer for their campaign.



## Meet with Your Lawmaker Locally

Schedule an in-district meeting or invite them to your practice.



## Join the AAFP in Washington, DC

Attend the Family Medicine Advocacy Summit in Washington, DC and lobby your lawmakers on the Hill!



## Become a Key Contact

Work with the AAFP to build a relationship with your federal lawmaker.

**Each of these fun and easy activities help drive the AAFP's legislative agenda forward!**



# How to Support FamMedPAC

Thank you 2022 donors.

**Text FamMedPAC  
to 41444 to  
contribute today!**

# Questions





AMERICAN ACADEMY OF FAMILY PHYSICIANS

**STRONG MEDICINE FOR AMERICA**