

AAFP Update

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Executive Vice President & CEO

Whats on deck..

- Discuss the strategic direction and focus for the American Academy of Family Physicians (AAFP).
- Discuss how the AAFP has been assisting and will continue to support family physicians through the COVID-19 pandemic.
- Discuss how the rapidly evolving healthcare landscape will impact the specialty and family physicians five to ten years in the future.
- Discuss what are the key external factors that could dramatically impact family medicine.



AAFP Strategic Plan

Vision

The Vision of the American Academy of Family Physicians (AAFP) is to transform health care to achieve optimal health for everyone.

Mission

The Mission of the AAFP is to improve the health of patients, families, and communities by serving the needs of members with professionalism and creativity.

Member Value Statement

The AAFP provides value to its members by advancing the specialty of family medicine, strengthening members' collective voice, and providing solutions to enhance the patient care members provide.

Strategic Plan 2020-2021

Advance the specialty of family medicine

Strengthen members' collective voice

Provide solutions to enhance patient care

Support and Sustain Comprehensive Family Medicine Practices

Advocate for models of payment reform that result in greater investments in family medicine.

Drive the widespread adoption and implementation of the five advanced primary care functions in family medicine practices.

Inform, influence and apply the appropriate use of technology and data to facilitate comprehensive care, population management and the implementation of patient-centered practice.

Reduce Administrative Complexity

Reduce point-of-care administrative functions that detract from patient care activities, or do not add value.

Achieve alignment and harmonization of quality and performance improvement measurement among all payers.

Provide clear and ongoing communications to AAFP members regarding the impact of administrative burden on family physicians and their practices and provide timely, detailed updates on steps being taken to modify or reduce this burden.

Equip members with Clinical Expertise to Improve Individual and Population Health

Provide broad scope, personalized learning opportunities for members and other learners through relevant educational venues and formats.

Take a leadership role to train family physicians in addressing health disparities and social determinants of health as they impact individuals, families, and communities across the lifespan and to strive for health equity.

Accelerate the generation and implementation of new knowledge and research in family medicine to improve population and community health.

Grow a Diverse Family Physician Workforce

Develop communications strategy to drive awareness around the importance of family medicine.

Expand and support high-quality family medicine GME positions.

Develop a robust family medicine workforce that is inclusive and representative of those underrepresented in medicine.

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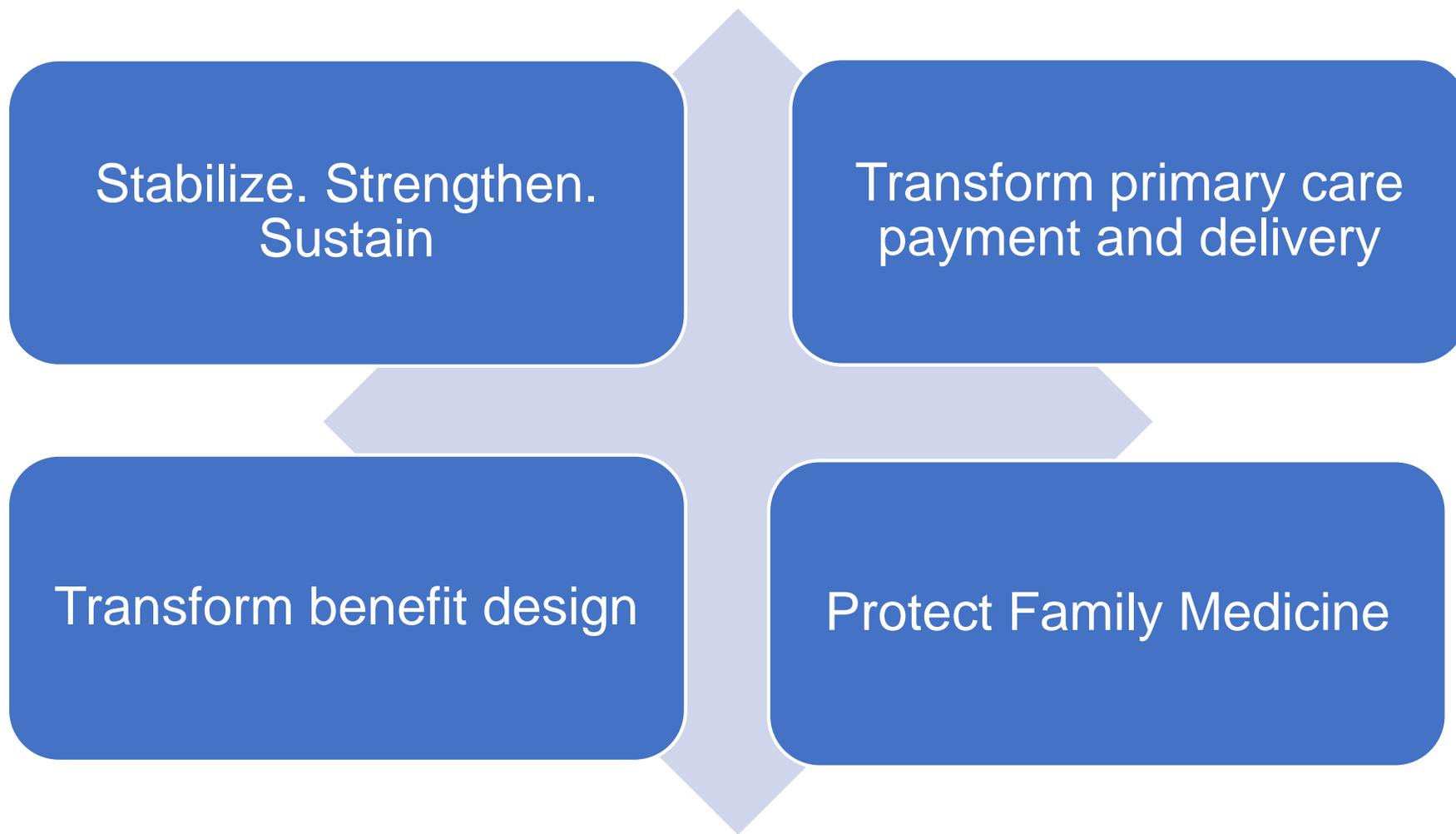
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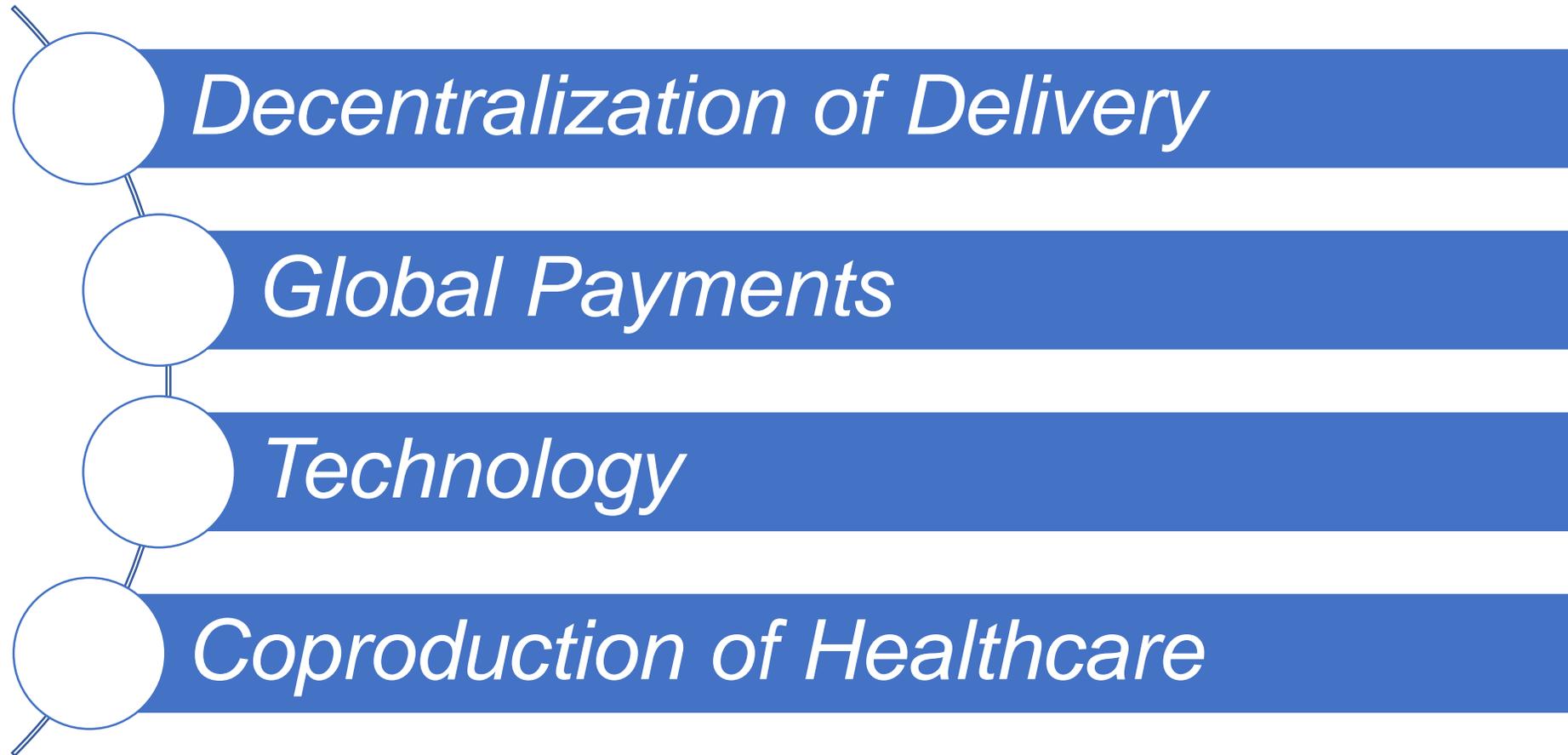
**“Just because you made a
good plan, doesn’t mean that’s
what’s gonna happen.”
-Taylor Swift**

COVID-19 Response



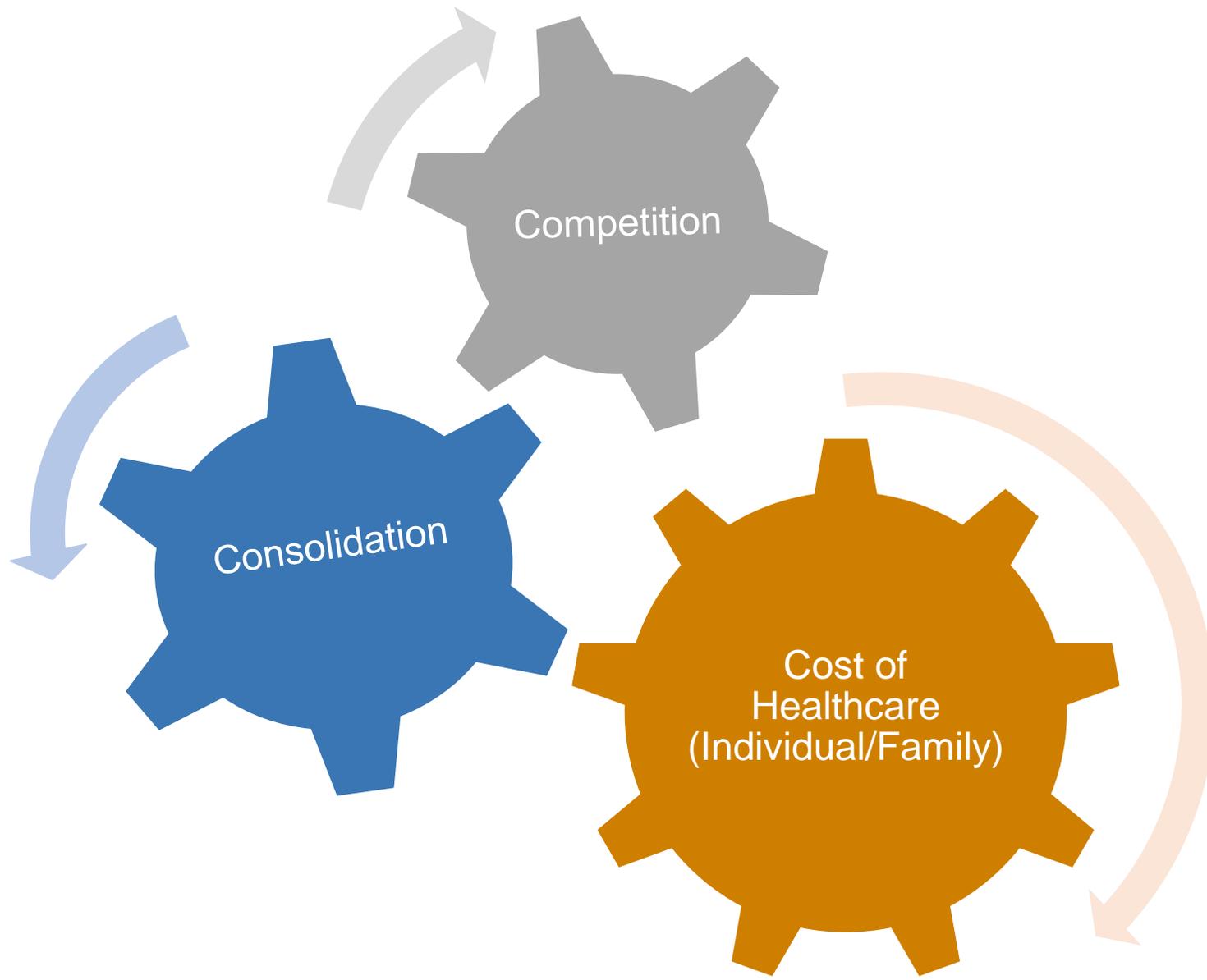
**“You never want a serious
crisis to go to waste. It
provides the opportunity to do
things that were not possible
to do before**

The Future of Primary Care



Moving beyond delivering services to delivering care

- Fee-for-service is incapable of supporting the primary care system that our health care system needs and that patients deserve
- The whole construct of fee-for-service, and especially the resource-based relative value system (RBRVS), has failed primary care.
- Primary care is comprehensive, continuous, holistic, portable and patient-centered.
- The RBRVS is, by design, the complete opposite. It is focused on units of care, units of time and sites of service.
- Fee-for-service has always been an illogical payment structure for primary care. The COVID-19 pandemic simply put a giant spotlight on its deficiencies.
- **It is time that we demand a more equitable and appropriate financing structure for primary care. Primary care is best supported by a financing structure that provides prospective, risk-adjusted payments for an attributed population of patients.**



External Factors Impacting Family Medicine

AAFP Resources

- New! [The AAFP Telehealth toolkit](#)
- [AAFP 2021 Office Visit E/M Documentation Changes Resources](#) (aafp.org/emcoding)
- [AAFP COVID-19: Clinical Resources & Patient Education](#)



Questions

