

Vision Statement

Family Medicine—*the* foundation for health care in Arizona



ARIZONA ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR ARIZONA

Values Statement

Arizona Academy of Family Physicians supports the values expressed by American Academy of Family Physicians for patient care*, and leadership and staff are guided by these state organizational values:

- Excellence in health care for all
- Empowering and inspiring Family Physicians
- Positioning Family Medicine as a critical specialty.

* AAFP and its Members are Committed to Care that is...

- Equitable for all people;
- Centered on the whole person within the context of family and community;
- Based on science, technology and best available evidence;
- Supported by lifelong professional learning; and
- Grounded in respect and compassion for the individual

Strategic Plan *2010-2012*

Mission Statement

The mission of the
Arizona Academy of Family Physicians
is to enhance the health of the people in Arizona by promoting the specialty of Family Medicine and by supporting our members' professional development and scope of service

The Four Goals for 2010-2012

Member Service and Practice Enhancement

- **Comprehensive Review of Programs and Activities**—Appoint a task force to identify, review and analyze all Academy activities, events and services, with the intent to streamline operations, reduce costs and increase value of ROI.
- **Member Growth and Retention**—Set a recruitment goal of 75 percent market share achieved by the close of this strategic plan; 2012. Maintain member retention rate of 85 percent or higher. Use physician testimonials to promote value and importance of membership.
- **Self Assessment Modules**—Provide sessions by Academy to increase member interaction and learning outcomes. Create model so the SAMs generate positive income, i.e. Virginia's successful model.
- **Communications and Technology**—Survey member preferences for Academy communications; and use of technology. Promote access to social media, website and technology to enhance communications and reduce costs.
- **Publications**—Review agreement for publication of the newsletter and propose a royalty to the Academy; or publish in-house by staff.
- **Benefits and Services**—Periodically survey members to determine needs and Academy satisfaction. Enhance benefits and relevance through affinity program.

Advocacy; the Voice of Family Medicine

- **Emerging Leader Day**—Modify format to reduce cost and maintain effectiveness in representing Family Medicine at the Capitol. Use as a means to empower physicians as leaders in public policy.
- **Lobbying**—Maintain lobbyist position to monitor, influence and report on state issues. Collaborate with AAFP to maximize resources and information for effective government relations. Maintain AzAFP Political Action Committee (PAC). Promote member participation and understanding of grassroots politics. Continue weekly updates on issues during Legislative Session. Representation at AAFP's Washington DC Capitol visit.
- **Leadership in Family Medicine**—Strategically inform and position physicians, residents and students to serve on boards and publicly appointed panels. Monitor the government appointments and inform members of opportunities to serve.

- **Workforce Development**—Monitor Family Medicine workforce needs in the state and work with medical schools, residents and students.

Professional Development and Education

- **Annual Clinical Education (ACE) Conference**—Use Task Force review of programs and activities to modify format and purpose of annual conference; develop a 3 year plan for the Conference.
- **Practice Enhancement Education**—Develop and offer education and resources for practice management enhancement, i.e. billing Medicare requirements, compliance, technology use, etc. Position Academy as a primary resource in keeping members informed of the requirements associated with national health care reform. Keep members informed of the Patient-Centered Medical Home Model.
- **On-Line Education**—Transform conference and seminar content into webinars and videos (when possible and authorized by the speakers). Provide on-line, members-only resources; i.e. Family Medicine Library,.
- **National Leadership Promotion to AAFP**—Study cost to Academy for promoting physicians to AAFP leadership positions; seek funding sources and means to allocate appropriate resources for state support. Determine if a special dues assessment allocated for "Leadership Development in the Academy" could be undertaken as a dues check off on renewals.

Strong, Sustainable State Academy

- **Strategic Direction**—Rely on the mission, goals and strategies of the three-year strategic plan to guide board, committees and successive presidents. Review the plan annually for progress. Promote key elements of the plan to members and stakeholders for awareness of the Academy's objectives.
- **Board and Committees**—Promote highly effective Academy with a fully engaged board of directors. Rely on committees and task forces to advance the work of the Academy. Provide board members with leadership manual.
- **Financial Resources**—Evaluate all programs and services to determine if they should be modified or eliminated to reduce operating costs. Identify new sources of income, such as grant applications, on-line education, newsletter advertising or publishing royalties, etc. Set a goal and plan to work towards a reserve savings equal to 50 percent of the annual operating budget.