



## 2022 STRATEGIC PLAN

### 2019-2022 Plan

*Approved by the Maryland Academy of Family Physicians Board on February 10, 2022*

#### **Mission Statement:**

The mission of the Maryland Academy of Family Physicians is to support and promote Maryland Family Physicians in order to improve the health of our State's patients, families and communities.

#### **Vision Statement:**

Able, Responsive, Family Physicians Serving Their Communities

#### **Color Key**

*Complete/ongoing as part of routine*

*In progress*

*Time needed to develop*

*Priority in 2022*

#### **Areas of Focus**

### **Create opportunities for Member Involvement and Member Engagement**

#### **Goal 1: Increase member engagement by creating more opportunities for member participation and involvement**

1. Identify and utilize measurements to evaluate member engagement i.e. community service, website traffic.
  - a. Each month measure how many members were engaged (existing and new)
  - b. Identify members to be focused on
2. Explore and promote opportunities to partner with other groups to provide professional resources that add to member value i.e. education, advocacy and executive training.
  - a. Associations and other stakeholder groups with a public health focus
  - b. **Pediatrics**
3. Offer tools for members to connect with one another outside of live activities (i.e. group forums, community service opportunities, etc.)
  - a. Increase engagement with residency programs.
4. Promote engagement in Public Health issues.
  - a. Support public health beyond COVID
  - b. Provide public health connections for employed physicians
  - c. Encourage members to mentor students
5. Promote engagement in Implicit Bias Training.

### **Support and Promote Physician Wellbeing**

#### **Goal 1: Improve Family Physician career satisfaction by supporting and promoting physician wellbeing**

1. Explore and implement activities and programs to encourage peer support and mentoring i.e. regional meet ups
  - a. Informed decision-making sessions for students
  - b. Focus on financial well-being
2. Encourage member participation in wellbeing programs.
  - a. Incorporate wellbeing programs in Annual Meeting and through other Educational Offerings.

- b. Promote wellbeing programming and resources. Identify what contributes to administrative burden.
  - c. Consider platforms for expression at meetings to capture member stories, pictures, etc.
- 3. Create and implement strategies to engage employers in addressing wellbeing.
  - a. Identify and engage employers in addressing wellbeing and administrative burden.
  - b. Promote and improve the loan assistance program.
- 4. Identify and pursue opportunities to partner with other healthcare groups to address wellbeing (i.e. MedChi)
- 5. Create wellbeing mentor programs for residents.
- 6. Offer support to help members with contracts (negotiation, non-compete clauses, etc)

## Grow and Maintain a Family Medicine Workforce

**Goal 1:** Identify and promote strategies and opportunities to engage early interest in FM

- 1. Develop Maryland specific strategies for 25 by 30. (Promote strategies that already work)
- 2. Connect with undergraduate facilities.
- 3. Create and implement strategies to engage high school students.
- 4. Educate FM residents on how to interact with medical students.
- 5. Reenergize the Foundation to support pathways to FM programs.
- 6. Promote and support family medicine interest groups.

**Goal 2:** Create opportunities to engage pre-med students

- 1. Create and maintain a mentorship program.
- 2. Develop a recruitment strategy for mentors.

**Goal 3:** Promote Maryland as an attractive place to practice.

- 1. Promote and explore enhancement of Preceptor Tax Credit Program
- 2. Promote and explore expanding MD State Loan Repayment Program to part-time physicians.
- 3. Investigate and promote a new physician tax credit for relocating to MD.

## Promote and Advocate for Family Medicine Payment Reform

**Goal 1:** Continue to promote and advocate for payment reform in an effort to lower healthcare costs and improve patient care in Maryland.

- 1. Develop resources and tools on how to successfully navigate the MD All-Payer Model
- 2. Explore involvement in the promotion of "Primary Care Investment".
- 3. Build coalitions and leverage outside groups (i.e. ACLU and EEOC) to assist members in achieving and promoting pay equity.
- 4. Collaborate with insurance companies regarding quality payment metrics.
- 5. Identify and engage in strategies to improve health care cost and increase payment.

*See 2022 Themes document for specific activities for the 2022 Strategic Plan Matrix*