



2023 STRATEGIC PLAN

2023-2027 Plan

Approved by the Maryland Academy of Family Physicians Board on February 9, 2023

Mission Statement: The mission of the Maryland Academy of Family Physicians is To support Maryland family physicians in their efforts to promote equity and optimize the health of our State's patients, families and communities.

Areas of Focus

Promote and Advocate for Primary Care Investment (PCI)

Goal 1: Support and advocate for Primary Care Investment in an effort to meet the needs of our patients and help our members be successful.

Projects:

1. Develop communication plan for internal and external stakeholders including members, policy makers and payers.
2. Assist employed members to advocate for PCI within their organization.

Goal 2: Promote and advocate for payment reform in an effort to lower healthcare costs and improve patient care in Maryland.

Projects:

1. Develop resources and tools so members can successfully navigate value-based and other payment models.
2. Build coalitions and leverage outside groups to assist members in achieving and promoting pay equity.

Grow and Maintain a Sufficient Family Medicine Workforce

Goal 1: Identify and promote strategies and opportunities to engage learners' interest in Family Medicine.

Projects:

1. Offer education opportunities for learners to discover a career in Family Medicine
2. Provide medical students and undergrads opportunities to shadow Family Physicians and connect with mentors in Family Medicine
3. Develop a member guide to provide tools and resources needed to mentor, precept and support efforts to promote a career path to Family Medicine.
4. Offer tracks and preconference options for medical students, residents and physician members.

Goal 2: Promote Maryland as an attractive place to practice.

Projects:

1. Promote Preceptor Tax Credit Program
2. Promote Loan Assistance Repayment Program (LARP)

Support and Promote Physician Wellbeing

Goal 1: Improve Family Physician career satisfaction by supporting and promoting physician wellbeing and consider the five factors of wellbeing* at a state level whenever possible

Projects:

1. Offer tools for members to learn about how to increase their value
 - a. Financial – i.e. increased reimbursement, negotiating better rates with payers, contract negotiations, how to achieve financial wellbeing
 - b. Peer support opportunities – i.e. networking/social events, implement empowerment strategies, mentoring
2. Identify and pursue opportunities to partner with other healthcare groups to address wellbeing
3. Create and offer resources for members to advocate for themselves and engage with employers in addressing contributors to burnout (i.e. administrative burnout).

Goal 2: Decrease physician burnout

Projects:

1. Develop tools and resources to allow physicians (employed and independent) have more control over their practice of medicine.

***[Five Factors of Wellbeing](#)**

1. Health Care System
2. Organization
3. Practice
4. Individual
5. Physician Culture