



2026 Strategic Plan

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.

Able, Responsive, Family Physicians Serving Their Communities

Pillar 1 - Promote and Advocate for Primary Care Investment (PCI)

Goal 1: Influence state health policy to increase investment in primary care infrastructure and physician compensation.

Objectives:

- Participate in AHEAD model discussions with the state agencies
- Maintain seats on the Maryland AHEAD model stakeholder advisory committee and PCI committee.
- Continue and form new partnerships with 3+ organizations (physician and other provider associations, hospital systems, payer groups, patient advocacy organizations).

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

Objectives:

- Build coalition with primary care stakeholder groups to increase Value-Based Reimbursement
- Increase primary care's share of total healthcare spending by at least 1% annually and up to 10% by 2030 (from current 5%) and achieve 7% by 2028.

Pillar 2 - Grow and Maintain a Sufficient Family Medicine Workforce

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

Objectives:

- Expand primary care awareness opportunities with pre-med and early medical students.
- Engage 3-6 new student champions from each of the 3 medical schools in MDAFP activities
- Increase social media engagement rate by 25% through content highlighting day-in-the-life stories and career paths

Goal 2: Develop and promote Maryland as an attractive place to practice.

Objectives:

- Promote new Non-Compete law to members and develop a webinar/presentation
- Increase funding for Loan Assistance Repayment Program (LARP) through advocacy and increase the number of FP applicants by 20%.

Goal 3: Support expanding opportunities to grow family medicine workforce

Objectives:

- Conduct structured engagement visits with all FMIGs resulting in 20% increase in student members
- Continue formal visits and engagement with Residency Programs resulting in additional 10 residents engaged in MDAFP committees/workgroups annually.

Pillar 3 - Support and Promote Physician Wellbeing

Goal 1: Improve Family Physician career satisfaction by addressing wellbeing across health system, organizational, practice, individual, and cultural dimensions.

Objectives:

- Update and promote Public Health Dashboard quarterly with new wellbeing resources and policy updates to provide members resources.
- Continue working relationships with public health colleagues

- Launch quarterly webinars with MACHO reaching 25 physicians per session.

Goal 2: Decrease physician burnout

Objectives:

- Continue Work-Life Balance gatherings in geographic regions of the state - Host 4 gatherings annually with 25+ attendees each.
- Growth and promotion of mentorship program (5+ matches in year 1 of the program)