



Vision

The Vision of the **Missouri Academy of Family Physicians** is that:
Every Missourian has a family physician.

Mission

The **Missouri Academy of Family Physicians** is dedicated to optimizing the health of the patients, families and communities of Missouri by supporting family physicians in providing patient care, advocacy, education and research.

Strategies That Guide the Missouri Academy of Family Physicians

Advocacy for Family Physicians To powerfully advocate for quality health care for all Missouri families with elected officials and policy makers.	Public Awareness about Family Physicians To develop a public awareness campaign so that all Missouri families recognize the need to have a family physician.	Pipeline for Family Physicians To intentionally strengthen the pipeline for the best & brightest Missouri students to become Missouri family physicians.
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Advocacy for Family Physicians

<u>PAC Development</u>			
Who	Who Else	What	By When
PAC Board	MAFP Exec Commission	Determine current level of PAC investment with possible increase & sources of those dollars	ASAP
PAC Board	MAFP Exec Commission & Board	Determine level of investment in PAC for 2019	Nov Board Meeting
PAC Board	MAFP Exec Commission	Raise Dollars for 2019 PAC investment	July 1, 2019

<u>Lobbying</u>			
Who	Who Else	What	By When
MAFP Exec Commission & Board	Lobbyist	Advocate & Lobby for two specific issues: 1. Preceptor Tax Incentive 2. Primary Care Spend	2019 Legislative Session
MAFP Exec Commission & Board	Lobbyists	Be prepared for whatever issue might arise that needs advocacy and lobbying	2019 Legislative Session
MAFP Exec Commission & Board	Lobbyist	More intentional advocacy and lobbying. Develop initiatives and issues of importance early	July 1, 2019

Public Awareness about Family Physicians

Public Awareness Capacity Building			
Who	Who Else	What	By When
MAFP Exec Commission	Kathy	Research & Select Ad Agency	ASAP
New Commission/ Sub-Committee	Sarah Kathy Ad Agency	Develop Capacity Building Plan for Public Awareness (may include some of the social media & activities below)	Feb Board Meeting 2019
New Commission/ Sub-Committee	Sarah Kathy Ad Agency	Intentionally communicate & partner with other Family Physician Groups especially DO Group	2019

Build Public Awareness “Virtually”/Social Media			
Who	Who Else	What	By When
Sarah	Kathy webpage consultant	Public/Non-Member Section of MAFP Website • Intentionally more “outward” focused	Jan 2019
Sarah		MAFP Mission Possible Hashtag#	Jan 2019
Sarah	Ad Agency Jacob	Find existing blogs, twitter accounts, e-mail distribution lists to “connect with” and to “like” – gain followers & become a follower	Jan 2019 & ongoing
New Commission/ Sub-Committee	Sarah Kathy webpage consultant	MAFP “Find a Family Physician/Family Doc” section of MAFP webpage	July 2019
New Commission or Sub-Committee	Sarah Kathy webpage consultant	Create a “Ask a Family Doc?” Question & Answer interactive section of MAFP webpage	July 2019

Build Public Awareness Actions			
Who	Who Else	What	By When
New Commission or Sub-Committee	Sarah Kathy	Present & have a presence at the Heartland Conference – High School Career Day	Sept 2018
Sarah	Kathy	MAFP/Family Physician print materials for: • Waiting rooms • Board Members • Conferences	Jan 2019
Sarah	Kathy	Research & buy billboards	July 2019
New Commission or Sub-Committee	Sarah Kathy Ad Agency	TED Talk(s)	Jan 2020

Pipeline of Missouri Family Physicians

<u>Develop the Pipeline</u>			
Who	Who Else	What	By When
Education Commission	Kathy Becki	Externships – go from 4 to 6 Externships Provide Externships to those most likely to become Family Physicians	Nov 2018
Education Commission	Becki	Set of Standard Materials & PowerPoint presentation to allow Family Doc Talks to be done more efficiently	Jan 2019
Education Commission	Becki	Speakers/Series of Talks <ul style="list-style-type: none"> • At each Medical School • Provide “quality incentives” 	Aug 2019
Education Commission	Kathy Becki	Student Coalition/Group Development at Medical Schools <ul style="list-style-type: none"> • Write grants to provide mini-grants to these Students Groups 	Aug 2019 Ongoing
Education Commission	Kathy	Develop Plan to go Beyond Missouri Medical Schools to build pipeline <ul style="list-style-type: none"> • Other States • Colleges • High Schools • Middle Schools 	2021
Education Commission	Kathy	Explore increasing residency slots	2021

<u>Grants to Build the Pipeline</u>			
Who	Who Else	What	By When
MAFP Exec & Educ Commission New Ad Hoc Commission	Kathy Grant Writer	Write grants for MAFP projects, programs & initiatives focused on the Pipeline of Missouri Family Physicians <ul style="list-style-type: none"> • Develop list with background materials of possible funders • Write 1st Grant that will also become “model” proposal • Create Ad Hoc Grants Team 	July 2019
MAFP Exec & Educ Commission New Ad Hoc Commission	Kathy Grant Writer	Write grants to fund MAFP Mini-Grant Programs <ul style="list-style-type: none"> • Develop list with background materials of possible funders • Write 1st Grant that will also become “model” mini-grant proposal 	Jan 2020

Missouri Academy of Family Physicians Capacity Building

<u>Develop the Pipeline</u>			
Who	Who Else	What	By When
Executive Commission	Kathy	Research & Hire Fund Development Staff or Consultant	Jan 2019
Education Commission	Kathy	Research & Hire Grant Writer Staff or Consultant	Jan 2019