

**FAFP Strategic Plan 2017-2020
Implementation & Performance Matrix**

I. ADVOCACY: Be the leading advocate for family physicians and the specialty of family medicine in Florida to promote healthcare excellence for patients.

Goals and Strategies (Committee Assignments)	Performance Measures	Outcomes & Status
A. Legislature and Government		
1. Increase influence and remain positioned as a valuable resource to lawmakers and regulators. - Board, Gov't Relations & Lobbyists	<u>(BM) Pass DPC legislation in 2017</u> <u>(BM) \$50k annually in FFM-PAC</u> <u>(BM) Doc of Day, all 9 weeks of session</u>	<input checked="" type="checkbox"/> Passed House, not Senate due to politics <input type="checkbox"/> In progress, \$25,046 as of 5/18/17 <input checked="" type="checkbox"/> Accomplished
2. Support the economic and fiscal security of family medicine. - Board, ExComm, Gov't Relations & Lobbyists	Prevent scope expansion by non-MD/DO	<input checked="" type="checkbox"/> No significant scope bills passed 2017
3. Expand a key-contact network connecting members with legislators. - Board & Gov't Relations (general membership)	Develop interactive legislative districts map identifying legislators with FP key contacts	<input type="checkbox"/> In progress
B. Public and Patients		
1. Support campaigns promoting public health. - Entire organization		Ongoing
2. Promote access to care. - Gov't Relations	Achieve Medicaid to Medicare payment levels through MMA.	<input type="checkbox"/> In progress, Medicaid funding remains political football between state and feds
3. Vigilantly support family physicians as leaders of the medical team through public perception and policy. - Communications and Gov't Relations Comms	Review media pick-ups annually via tracking grid. Shape pharmacists scope legislation in 2017.	
C. Workforce Pipeline		
1. Advocate for public policy and funding to attract medical students and retain graduating residents in Florida. - RDC, Membership, FMIGs	<u>(BM) Med Student Retention FM 60%</u>	
2. Build and maintain a proactive, promotional relationship between FAFP and the medical schools and residencies. - FMDCC, FMIGs, RDC, ExComm	<u>(BM) Resident/Student retention</u>	
D. Grassroots		
1. Improve member awareness of and engagement in advocacy priorities and achievements. - Gov't Relations, Communications	Exceed FFM-PAC annual donations benchmark	
E. Collaborations		
1. Identify and partner with medical and patient advocacy organizations with complementing interests. - Board and ExComm	<u>(BM) Fill SEFMF delegation</u>	
2. Advocate for membership interests to AAFP and other relevant national organizations. - Board and ExComm	<u>(BM) Fill AAFP/FMA delegations</u> <u>(BM) Fill 2 AAFP Commission slots</u>	<input checked="" type="checkbox"/> Accomplished 2017 (two elected)

Updated 10/2/18

II. **EDUCATION:** Be the premier resource for CME, knowledge exchange and professional development through the FAFP Foundation.

Goals and Strategies (Committee Assignments)	Performance Measures	Outcomes & Status
A. Delivery Methods		
1. Identify educational needs, delivery methods and relevant resources. - CPD (Foundation)	Meeting evaluations, member surveys, and usage of technology (eg, webinars, audience response, small groups)	
2. Ensure the relevance of CME and other educational activities. - CPD	Member evaluations, meeting attendance (e.g., CME, SAM, Part IV, etc), pass rate from board review participants, and ROI.	
B. Programs and Content		
1. Clarify and assist members with the ABFM Maintenance of Certification (MOC) process and CME for medical licensure. - CPD	<u>(BM) SAM, Part IV attendance, Bd Review course attendance.</u> Pass rate from board review participants, and ROI.	
2. Develop and support programs in the following areas: Leadership in organized medicine, healthcare administration (e.g., physician executives and CEO roles), and practice management improvement. - CPD and Membership	Number of programs developed, participants, ROI, attendee evaluations	
3. Develop and support resident and student specific educational activities. - RDC, CPD Committee, Resident and Student Councils	Number of programs developed, participants, attendee evaluations	
4. Provide education to optimize revenue, reimbursement and practice management. - CPD, QPMC	eBYTES open rates, number of sessions provided, feedback, attendance	

III. PRACTICE IMPROVEMENT AND CAREER ENHANCEMENT: Enhance and support members' abilities to fulfill practice and career goals and pursue work-life balance.

Goals and Strategies (Committee Assignments)	Performance Measures	Outcomes & Status
A. Support for Practice Effectiveness		
1. Anticipate, recognize, and educate members regarding evolving delivery systems (e.g., PCMH, Population Health). - QPMC, CPD	(BM) PCMH enrollment in FAFP incentive program. CME weekend ed. Sessions, webinars, e-news.	
2. Anticipate, recognize, and educate members regarding evolving payment models (e.g., MACRA, DPC, CPC+, Population Health, etc.). - QPMC, CPD	Educational sessions at CME weekends, webinars, e-news.	
3. Provide resources to facilitate effective contracting in current delivery systems (e.g., ACOs, Medicare, etc.). - QPMC, CPD	Online resources available through FAFP Online Practice Management site linking to AAFP. Provide referral network for HC attorneys in FL.	
4. Be a resource for information regarding revenue and reimbursement options (e.g., CPT/ICD 10 coding, obesity management, CCM, medical nutrition therapy, AWExams, End of Life, etc.). - QPMC, CPD, and staff	Development of webinars, didactic lectures, e-news	
5. Identify opportunities for funding and grants to support practice improvement. - QPMC and staff		
B. Career Enhancement		
1. Provide networking opportunities for members to grow their careers (e.g., job postings, breakfast roundtables, etc.). - Membership	Membership survey	
2. Identify ways to engage and support employed physicians. - Membership, staff	Membership survey, contact employers (e.g., health systems)	
C. Work-Life Balance		
1. Facilitate opportunities to involve members and their families in FAFP activities. - Membership,	Family oriented activities at CME weekends and attendance.	
2. Support members' health and well-being. - Membership, staff	Healthy activities at CME weekends.	

IV. Member Engagement and Leadership: Emphasize and enhance the value of a united profession through membership.

Goals and Strategies (Committee Assignments)	Performance Measures	Outcomes & Status
A. Infrastructure		
1. Promote membership growth and retention. - Board, Membership	(BM) 3% Membership growth in 2017 1 st & 2 nd year in practice support.	
2. Continually identify and address current and prospective members' professional needs. - Membership, staff	Attrition rates, exit interviews, identify underrepresented/less engaged market segments (e.g., new phy, employeeed, etc.)	
3. Attract and retain students and residents as members. - Board, Membership, RDC, Student & Resident Councils	<i>Pay it Forward</i> grants, Awards of Excellence, Recognize med school for highest retention rate (or above nat. avg)	
4. Promote the positive public relations and charitable activities of members across the state. - Communications	Leverage AAFP resources, Health is Primary campaign, print/online media, volunteer work.	
B. Leadership		
1. Identify and develop FAFP leaders. - Nominating Committee	Continue leadership development program.	
2. Employ professional staff to serve the Academy and family medicine. - Board (for EVP), EVP (for staff)		
3. Ensure committees are aligned with strategic goals. - ExComm, Board, EVP	Ensure charges are current and committee's evaluated annually.	
C. Resources		
1. Sustain and enhance financial strength of Academy. - Board, Finance Comm, staff	(BM) One year op reserve (BM) Reserves above \$750k Diversify investments and refine audit processes	
2. Ensure the Academy has the necessary resources for operations and growth, including technology, headquarters' office, etc. - Staff	Meeting considerations, staff needs assessments (facilities, etc)	
D. Communications		
1. Maximize use of relevant forms of media. - Communications, staff	Social media, news paper, eBYTES (open rates), FAFP Mag, App, web site	
2. Enhance and promote FAFP brand recognition. - Communications, staff		
3. Expand channels of communication and facilitate dialogue with members. - Board, Communications, staff	Periodic surveys, web response form, round table discussions	