



EXECUTIVE DIRECTOR'S REPORT FIRST QUARTER, 2017

ACADEMY – *Maintaining a sustainable association through engaged membership and leadership*

- Mailed 120 Membership Recruitment packets
- Asked members to recruit for \$100 discount
- Hired Public Awareness Director on February 24
- Staff attended MS Society of Assn Executive Meeting

ADVOCACY – *Serving as the unified voice of family physicians in Mississippi*

- Legislative Committee met 8 times during the legislative session by phone
- Capitol Day was a success with 30 docs, students, residents and 85 legislators attending reception
- Waiting room message: DOH budget; Vaccines Keep Strong Laws

WORKFORCE – *Expanding the family physician workforce to meet patient and community needs*

- Created FutureDOX newsletter designed for residents and students
- New resident packets mailed to 30 newly-announced Mississippi residents in Family Medicine
- Residents and students will now campaign for positions on MAFP and Foundation boards at Spring Fling
- Residents presenting Quality Improvement Projects at Spring Conference
- Hosted William Carey medical students for testing

PROFESSIONAL DEVELOPMENT – *Providing education through a variety of delivery mechanisms*

- Spring Conference schedule change, added workshops, combined students/residents/docs
- Annual Meeting invitation out early 45 days earlier than last year
- Applied and received \$5,000 grant for Teen Vaccine Project
- 7 Attendees to AAFP ACLF and NCCL end of April
- NCCL – Dr. Simmons, Dr. Vowell
- ACLF – Dr. Patterson, Dr. Wheat; MAFP Staff: Beth Embry, Kristen Kern, Claire Rome
- 4 Fellow Recognitions at Spring Conference
- Hosted Aledade Board Meeting at MAFP Office

PUBLIC AWARENESS – *Improving public awareness of the roles and position of family physicians*

- Weekly newsletter with 28% open rate
- Social Media growing
- FOODPLAY – MAFP member present at 10 presentations at 8 different Vicksburg Warren School District elementary schools; Ad in Vicksburg paper
- Added “feature a MAFP member” in newsletter
- Exhibited at UMMC Department of Family Medicine Update meeting
- Presented at MHA Rural Hospital Meeting on ROMP
- Presented 4 Tar Wars presentations to 150 medical students
- Sent Live Healthy Car Tag postcards to 400 run participants
- 31 Students applied for David G. Hall Scholarship, 18 schools
- Press release: Dr. Tami Brooks Resolution
- Press release: FOODPLAY Comes to Vicksburg
- Press release: Capitol Day
- Color coded Newsletter to match Strategic Plan
- Interviewing MSU Intern for Public Awareness projects
- New Website launched on April 20