



**MAFP IS ON TRACK**  
**EXECUTIVE DIRECTOR'S REPORT**  
**June, 2017**

This truly has been a great 6 months for the MAFP and I hope you agree your *MAFP is On Track!* With a redesigned website, additional staff and shifting job duties, your MAFP is aligned with the five strategic goals set by your leadership. Here is a quick break down of what your staff has been doing for YOU and Your Specialty of Family Medicine. I hope you enjoy reading about some of these areas in this Journal.

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

- Mailed 120 membership recruitment packets
- Asked members to recruit for \$200 discount at future meeting
- Hired MAFP Public Awareness Director on February 24
- Staff attended MS Society of Assn Executive Meeting and Public Relations Association meetings
- Leaders and staff made over 100 personal contacts to remind members to renew dues
- Received membership awards at national meeting

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

- Legislative Committee met 10 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
- Attended Information & Quality Healthcare board meeting
- Participated in MS Hospital Association Future in Medicaid meeting
- Participated in CDC call to support Zika reporting

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

- Created quarterly FutureDOX newsletter designed for residents and students
- Mailed 30 new resident packets with MAFP information
- Residents & students campaigned for board positions at MAFPF Spring Fling for first time
- Residents presented quality improvement projects at MAFP Spring Conference

- Hosted William Carey medical students for testing on 2 occasions
- Created and implemented orientation for student and resident board members
- Announced creation and selection of 2 resident scholarships
- Delivered 40 congratulatory packages to resident graduates with MAFP certificate & info
- Record numbers at MAFPF Spring Fling for residents and students
- Applied for grant to promote Academy Ambassador program for medical students
- Presented at Rural Medical Scholars Program at MSU & handed out 25 MAFP info packets
- Presented at the MS Rural Physicians Scholarship Program Orientation at UMMC
- Applied for grant to expand MAFPF Spring Fling

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

- Spring conference schedule change, added workshops, combined students/residents/docs
- Annual meeting invitation 45 days earlier than 2016
- Applied and received \$5,000 grant for teen vaccine project
- 7 attendees to AAFP ACLF and NCCL in April
- 4 Fellow recognitions at MAFP Spring Conference
- Hosted Aledade ACO Board Meeting at MAFP office

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

- New website launched on April 20
- Bi-weekly newsletter with 28% open rate
- Social media marketing growing: Instagram, Facebook and Twitter
- FOODPLAY – MAFP member present at 10 presentations at 8 different Vicksburg Warren School District elementary schools; ad in Vicksburg paper; press release
- Exhibited at UMMC Department of Family Medicine Update meeting
- Presented at MHA Rural Hospital Meeting
- Presented 7 Tar Wars presentations to 225 medical students
- Sent Live Healthy Car Tag postcards to 400 run participants, 950 businesses
- 31 high school students applied for David G. Hall Scholarship, 18 schools
- Press release: Dr. Tami Brooks Resolution, Dr. Diane Beebe's Resolution, Capitol Day
- Color coded MAFP Newsletter to match strategic plan
- Exhibited at MS Osteopathic Medical Association Meeting
- Exhibited at MS State Medical Association
- Promoted Law Enforcement Week on social media
- Designed 5 new MAFP signs for more exposure at conferences