

# MAFP EXECUTIVE DIRECTOR'S REPORT

By Beth Embry

What a year MAFP has already had. The legislature kept us on our toes with issues on vaccines, scope, and Medicaid. Our **Keep the Team** message regarding expanding scope was successful in the legislature. Your voice was heard again and again in the opioid prescribing hearings and your President, Dr. Katie Patterson testified on your behalf.

I must share an email I just received that has made my day. The AAFP Membership Department staff announced our MAFP is in the top 5 chapters for growth for this year. I want to personally thank each of you for renewing your membership.

Our staff and leadership has worked hard in the five areas of our strategic plan to make sure family medicine is *Doing Well* in Mississippi. I have outlined our achievements below.

## ACADEMY

### *Maintaining a sustainable association through engaged membership and leadership*

- Held 3 committee meetings prior to MAFP Spring Conference
- Officers, board and committee members, and staff made personalized contact with outstanding dues members through text, email, postcards and calls reminding members of renewal deadline
- Received 2nd highest membership retention rate of all states for 2017
- For medium size chapters in membership, MAFP received 1st place in increase in student membership percentage; 2nd place for active membership retention percentage; 2nd place for new physician retention percentage; 100% of resident membership
- 2018 Online MAFP Membership Directory offered on June 6
- Offered a MAFP members-only Facebook page in May
- Created and sent survey for new physicians to get ideas of how to engage them
- Recognized new physicians on registration list of meetings for awareness

## ADVOCACY

### *Serving as the unified voice of family physicians in Mississippi*

- Applied and received Pfizer grant for MAFP advocacy efforts
- MAFP sent letter to MSBML for Specific Compromise on opioid prescribing regs on January 23
- Dr. Katie Patterson testified before MS Board of Medical Licensure on the proposed opioid prescribing regulations on March 7
- Dr. Katie Patterson testified before the MS Board of Medical Licensure regarding collaboration on March 21
- MAFP rolled out "Keep the Team" message at the legislature regarding collaborative agreements
- MAFP held successful Capitol Day on March 7
- Met with Dept of Health State Health Officer, Dr. Mary Currier on March 7
- Met with U.S. Senator Roger Wicker's staff on April 2
- 2 MAFP members attended AAFP Advocacy Summit in DC and met with MS Congressmen in May

## **WORKFORCE**

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

- Presented MAFP opportunities to NMMC Family Medicine Residents over lunch meeting on January 26
- Presented MAFP opportunities to Forrest General Family Medicine Residents over lunch meeting on January 29
- MAFP Foundation awarded 2 WCUCOM travel scholarships to attend ACOFP
- MAFP Foundation applied and received two externships at UMMC
- MAFP staff present at UMMC Match Day
- Met with MACM to discuss strategic plans for expanding workforce
- Elected 4 residents and 4 students to MAFP and Foundation Boards
- Residents presented quality improvement projects at MAFP Spring Conference
- Hosted William Carey medical students for testing at MAFP headquarters
- Delivered 30 congratulatory packets with free registration for Annual Meeting to graduating residents at all 4 MS residencies

## **PROFESSIONAL DEVELOPMENT**

### *Providing education through a variety of delivery mechanisms*

- Sponsored 7 attendees to AAFP, ACLF and NCCL in April
- Offered one day prescribing controlled substance CME in conjunction with spring fling
- Revamped spring fling schedule for maximum attendance
- Dr. Katie Patterson moderated Chapter Presidents Session at AAFP meeting
- 217 Total Attendance at Spring Meeting; 53 physicians, 89 residents and students, 36 exhibitors, 19 family members, 15 speakers, and 5 staff.
- Press releases: Dr. Charles Ozborn, National Country Doctor of the Year; Dr. Begum, Fellow; Capitol Day

## **PUBLIC AWARENESS**

### *Improving public awareness of the roles and position of family physicians*

- Bi-weekly newsletter sent to 700 people with 39% open rate
- Received 40 applications from 25 different high schools for David G. Hall Scholarship with 2 winners of a total of \$2,500
- Offered MAFP logo quarter zip shirts and rain jackets at spring conference
- 4 Tar Wars presentations made to more than 140 medical students and 5 dentists
- Over 3,400 4th and 5th graders have been reached with Tar Wars message
- Press releases: Dr. Charles Ozborn, National Country Doctor of the Year; Dr. Begum, Fellow; Capitol Day
- Awarded Dr. Robert Smith with the 2018 MAFP Humanitarian Award
- Awarded Dr. Ed Hill with Hill Conference Room at MAFP Headquarters
- Lunch and learn tobacco cessation presentations made to 59 residents, faculty, and staff
- Exhibited at MS State Medical Association meeting
- Exhibited at UMMC Department of Family Medicine Update meeting
- Created New Physician award to announce at MAFP Annual Meeting

*Summer 2018*