



# Mississippi Academy of Family Physicians

## Strategic Direction 2018

The MAFP supports Family Medicine Physicians  
as they improve the health of all Mississippians.

The leadership and staff of the Mississippi Academy of Family Physicians met at Eagle Ridge Conference Center in Raymond, MS on Friday, December 14 to set a roadmap for family medicine in the state. Prior planning sessions were held in 2003, 2007, 2011 and 2015.

MAFP was founded in 1949 and is an affiliated chapter of the American Academy of Family Physicians. The MAFP is a medium size chapter (401-1001 Active members) of the AAFP with 1277 total members (as of November, 2018) which includes 563 Active members representing 83.2 percent of potential members paying dues. The retention rate for Active members is 96.5%. There are 82 Resident members and 521 Student members. The Academy recognizes the importance of engaging first-year new physicians and offers a 50% discount to this member segment. 80% of MAFP graduating Resident members converted to Active membership. The MAFP dues are \$300 and AAFP dues are \$450.

The IRS has designated MAFP as a 501(c) (6) trade association or professional society and it is affiliated with the Mississippi Academy of Family Physicians Foundation, designated as a 501(c) (3) charitable organization.

Planning participants:

- David Wheat, MD, President
- William Grantham, MD, President-Elect
- James Griffin, MD, Vice President
- Carlos Latorre, MD, Secretary
- Katie Patterson, MD, Immediate Past President and AAFP Delegate
- Susan Chiarito, MD, AAFP Alternate Delegate, Past President
- John Mitchell, MD, AAFP Alternate Delegate, Past President
- Paul Pavlov, MD, District 1 Director
- Chrystal Sumrall, MD, District 2 Director
- Evelyn Walker MD, District 4 Director
- John Vanderloo, MD, District 5 Director
- Stephen Hammack, MD, District 6 Director
- Bruce Longest, MD, District 7 Director
- Chris Park, DO, District 8 Director
- Brent Smith, MD, Director At Large
- Christy Vowell, DO, Director At Large
- Lindsey McCormack, DO, Resident Member
- Adam Purvis, Student Member
- Will Casey, Student Member
- Mary Gayle Armstrong, MD, Past President
- Jennifer Gholson, MD, Past President
- Sue Simmons, MD, Past President

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- Beth Embry, Executive Director, staff
- Kristen Kern, Public Awareness Director, staff
- Ashley Thompson, Legislative Consultant, staff
- Jason Dees, DO, Facilitator

Existing mission statement: Dedicated to advancing the specialty of Family Medicine and improving the health of all people in Mississippi.

Proposed mission statement: **Support Family Medicine Physicians as they improve the health of all Mississippians.**

Existing vision statement: For every person in Mississippi to have access and availability to a well-trained family physician to manage their medical care.

There were no suggested changes to the vision statement.

Existing values:

- Responsiveness
- Accountability
- Integrity
- Sustainability
- Excellence

Tagline: MAFP – RAISE

Suggested: **Drop the Tagline and use #msafp**

Goals – The Core Competencies of MAFP

Five goals were set to position the profession, promote patient care and advance the mission and value statements.

- I. Advocacy – Serving as the unified voice of family physicians in Mississippi.
- II. Academy – Maintaining a dynamic association through an engaged membership, leadership and sufficient resources.
- III. Workforce – Expanding the family physician workforce to meet patient and community needs.
- IV. Professional Development – Providing relevant education through a variety of delivery mechanism.
- V. Public Awareness – Improving public awareness of the roles and position of family physicians.

**I. ADVOCACY** – Serving as the unified voice of family physicians in Mississippi. (legislative committee)

- A. Enhance legislative committee
- B. Expand Interests of members to legislative process

- C. Maintain visibility of Family Physicians in government affairs
- D. Educate legislators and statewide leaders on the importance of family medicine
- E. Maximize and utilize FAMDOC PAC for betterment of family medicine
- F. Build relationships to promote family physicians on all boards that deal with healthcare, patient care and professional development
- G. Strengthen all relationships to improve the quality of patient care in Mississippi

II. **ACADEMY** – Ensure a sustainable, engaged and organized association (bylaws, budget, nominating committees)

- A. Develop leadership track
- B. Continue member recruitment and retention
- C. Continue financial stability
- D. Review organization periodically

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

- A. Enhance shadowing and mentoring opportunities for students and residents
- B. GME training
  - a. Competition with NP/PAF for training locations
  - b. Full scope training
- C. Engage and retain new physicians
- D. Assist in physician happiness and well being
  - a. Programs to enhance satisfaction
  - b. Foster strong connections outside of the three big meeting each year (interest groups)
  - c. Training on leadership roles and ways to improve the system
- E. Continuous Involvement

IV. **PROFFESIONAL DEVELOPMENT**- Providing timely education through a variety of delivery mechanisms.

- A. Continue CME offerings while working with AAFP to eliminate/overhaul Maintenance of

## Certification

- B. Focus at CME session on population health and its importance including how to manage populations within our practices
- C. Educate members on use of all social media outlets and how to use this both as a public education tool as well as a business development tool
- D. Educate members on faculty development in the clinical settings to encourage members to become more involved with students and residents
- E. Promote Degree of Fellow members and educate on the benefits of the designation

**V. PUBLIC AWARENESS** – Improving public awareness of the roles and position of family physicians. (awards committee)

- A. Evolution and revolution of the website (mobile technology)
- B. Promote journal as a resource for members, legislature, community, media
- C. Utilize social media to tell the story of the family physician
- D. Promote family physician presence on statewide committees/local organizations to their community
- E. Create pod casts and blogs for patient education
- F. Awards

It was suggested at 2016 session members of the board will serve as chairman of the following committees.

Academy – President-Elect

Advocacy – Delegate or Officer

Workforce – Vice President

Professional Development – Secretary

Public Awareness – Delegate