



**GEORGIA ACADEMY OF
FAMILY PHYSICIANS
SPECIALIZING IN ALL OF YOU**

Strategic Plan 2021-2024



**1. Enhance Georgia's Family Physician
Community/ Social Networking/
Engagement**

Action Plan:

- A. District Meetings
- B. Social Engagement
- C. Other Activities

Goals:

- A. Inform more members of GAFFP activities
Increase local connections between members and their state officials

B. Continue to provide a connection with prior leaders

Bring Leaders/Members together post-COVID to celebrate family medicine

C. Update Members on latest CME needs and include family/
Social Engagement as well as honor leaders/awardees

Expose Members/Leaders to AAFP professional development offerings
Connect Interested Medical Students with Family Physician Superstars

Activities:

District 7 Virtual Meeting

Advocacy Dinner Meetings with Local Legislators

Past President Event

Celebration of Family Medicine

Moment of Remembrance of Patients/Colleagues Passed

Social Event Committee Conclaves

Reception with Medical Students

Summer CME

November Annual Meeting/ CME

ACLF/NCCL Leadership meetings

Member Interest Group Meetings

AAFP Board Candidate Outreach to AAFP Leaders for Vice Speaker Campaign

Day at the Capitol Virtual 2022

March/August Committee Conclave

New FTE- Manager of Operations and Membership

Student Meeting and Workshop

GAFFP Website Update

Advancing/Increasing Social Media Footprint

New to Practice- 1 Free CME Registration Annually

AAFP ACLF Joint Chapter Dinner



2. Advancement of Practice Excellence

Action Plan:

- A. Education- CME
- B. Practice Management Committee
- C. Other Activities

Goals:

Offer Implicit Bias Training
Annually to members

Activities:

Summer CME

Annual CME (Including Business Solutions Track

Public Health Contract/Lectures

KSAs- Maintenance of ABFM Certification

Virtual Journal Clubs

Future of Primary Care in New Normal Lecture

Research Poster Competition

Thrive Bootcamp

Aging resources in GA education- virtual CME, Summer CME, newspaper articles

News Articles on business of family medicine/practice improvement/payment

Practice Start-Up Project

**3. Advance Health Equity in Georgia/
Workforce in Underserved Communities**

Action Plan:

- A. Advance Health Equity
- B. Advance Workforce in Underserved Communities
- C. Other Activities

Activities:

Implicit Bias Training

Implicit Bias Leadership Dinner

Leadership Lecture: SDOH on Child Development

Maternal Mortality Grand Rounds to Residency Programs (x3)

Request Public Health Committee- Develop Articles on SDOH 2-

3 x per year

GHFA Immediate Need Grants Continuously and Quarterly

Benefit Grants

**4. Advocacy for Family Medicine and
Our Patients to Public and Private Payors**

Action Plan:

- A. Advocacy to Public Payors
- B. Advocacy to Private Payors
- C. Other Activities

Activities:

Medicaid Advocacy- both payment and administrative burden relief
Senior Staff Meeting with Insurance Companies interested in upcoming RFP for Medicaid

Practice Management/Exec Committee- Meetings with Private Payors

Leaders meeting with Aetna Better Health

Leaders Meeting with Molina

Discussing with Molina on GHFA Community Grant Support

Family Medicine Advocacy Summit

AAFP State Legislative Committee

Day at the Capitol

Promotion of New Key Contact Program

**5. Evaluation of Governance/Administration/
Academy's Soundness and Resiliency**

Action Plan:

- A. Evaluation of Governance
- B. Evaluation of Administration
- C. Evaluation of Academy's Soundness and Resiliency

D. Other activities

Activities:

Bi-Annual Review of Bylaws

Evaluation of Staffing Models

Review EVP

Annual Independent Audit

Reforecast Budget

GAFFP Website Update

