

## Agenda

Overview

Analysis

- Five Key Challenges
- Deconstructing the Core Attributes of Family Practice
- Clarifying the Identity of Family Practice

Leveraging Identity to Meet Key Challenges

Conclusions

Strategic Directions

Next Steps

1

## Assignment

Develop a strategy that reinforces what makes family practice unique and positions it for the future.

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## Procedure

### Conducted Part 1 Research:

- 14 interviews with thought leaders
- 7 focus groups with family physicians
- 13 focus groups with patients
  - 2 groups who have family physicians
  - 4 groups without family physicians (25-39; 65-75; 2 general)
  - 2 rural groups
  - 1 chronically ill group
  - 1 Hispanic group
  - 1 Asian group
  - 1 African-American group
  - 1 inner-city group
- 3 sub-specialist groups
- 3 managed care/payor groups
- 2 medical student groups
- 2 resident groups
- Interview with Dr. Barbara Starfield

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## Procedure

### Conducted Part 2 Research – quantitative testing:

- Patients (950)
- People with children (125)
- Family physicians (315)
- Family physicians in academia (75)
- Specialists (75)
- Medical students (100)
- Residents (150)

### Conducted Part 2 Research – one-on-one interviews:

- Family physicians
- Payors
- Advocacy groups
- Benefits managers
- Medicare/Medicaid
- Nurse practitioners
- Patients

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## Procedure

- Studied founding documents:
  - The Graduate Education of Physicians (Millis Report)
  - Meeting the Challenge of Family Practice (Willard Report)
  - Application for specialization
  - *Family Practice: The Creation of a Specialty*
- Analyzed AAFP and other family practice communications, including Web sites and brochures
- Studied family practice and internal medicine curricula
- Conducted a media search regarding family practice

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## Procedure

Read books and articles sent by the AAFP, including:

- *The Role of Family Practice in America's Developing Medical Care Program*
- *Primary Care: America's Health in a New Era*
- *Family-Oriented Primary Care*
- Making Medical Practice and Education More Relevant to People's Needs: The Contribution of the family Doctor (WHO-WONCA Conference)
- "Family Practice in 2001: A Status Report"
- *Keystone III, The Role of Family Practice in a Changing Healthcare Environment*

Read *Identity and the Life Cycle*, by Erik Erikson

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## Overview

**Five challenges** shape family practice's ability to remain viable and clarify its unique role in society.

To meet these challenges, family practice must first **reassess its core attributes** which today limit perceptions of value.

To help family practice realize its value-creating potential, it must capitalize on the distinguishing characteristics that define **its core identity**.

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