



# AAFP Update

**South Carolina Academy of Family Physicians**

**2026 Summer Break Away & Annual Assembly**

Friday, June 5, 2026

Ada D. Stewart, RPh., MD, FAAFP, HMDC, AAHIVS  
Past AAFP President and Past AAFP Board Chair



# Member Profile

# AAFP Membership

124,500

73,000

**ACTIVE MEMBERS**

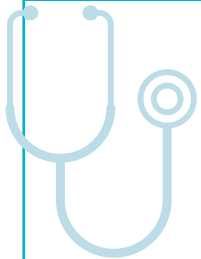
15,900

**RESIDENT MEMBERS**

20,000

**STUDENT MEMBERS**

# AAFP Member Profile



## Who they are

- 76% of active members are employed
- 50% of active members are female
- 27% are new physicians
- 17% are DOs



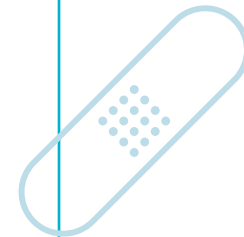
## Where employed members work

- 54% of active members work in a hospital or health system
- 18% work in a physician group
- 11% work at an FQHC or community health center



## Practice environment

- 76% of members are employed
- 9% are sole owners of a practice
- 12% are partial owners of a practice
- 3% are not in clinical practice



## How they see patients

- Average of 85.0 patient encounters/week
- Average patient panel is 1,727
- 9% operate a direct primary care practice
- 50% participate in VBC/actively pursuing VBC



# AAFP Strategic Direction

# FY26-28 Strategic Plan

**MISSION:**

Improve the health of patients, families and communities by serving our members' needs with professionalism and creativity.

**VISION:**

Transform healthcare to achieve optimal health for everyone.

4 pillars

13 strategies

**PUBLIC**



Elevating Family Medicine

*Making Family Physicians an essential voice in all health care decisions*

**PHYSICIAN RECOGNITION**

**PATIENT CHOICE**

**POLICY DECISIONS**

**PHYSICIAN**



Enhancing Well-Being

*Increasing Family Physicians' fulfillment*

**EMPOWER FAMILY PHYSICIANS**

**BUILD COMMUNITY**

**EVOLVE PROFESSIONAL DEVELOPMENT**

**EXPAND CLINICAL COMPETENCY**

**PRACTICE**



Improving Systems

*Driving innovation and improvements in investment, payment and operating models*

**PRACTICE SUPPORT**

**INVESTMENT IN PRIMARY CARE**

**PAYMENT MODELS**

**PROFESSION**



Strengthening Our Future

*Enhancing careers by attracting, retaining and guiding diverse Family Physicians*

**INFLUENCING STUDENT CHOICE**

**RESIDENT ACTIVATION**

**NEW PHYSICIAN CAREER GROWTH**



# AAFP Key Initiatives

## Elevating Family Medicine

- CONSUMER PUBLIC RELATIONS PROJECT – increasing family medicine in the media
- NEW ADVOCACY AMBASSADOR PROGRAM – engage members with policymakers and their peers to advocate at the grassroots level.
- PRIMARY CARE FOR AMERICA – diverse collaboration educating policy makers and influencers on the value of primary care

## Enhancing Well-Being

- CAREER BENCHMARK DASHBOARD – provides comprehensive compensation and job satisfaction data for free to AAFP member
- PHYSICIAN WELL-BEING & LEADERSHIP STRATEGIES – integrated offerings for leadership development and well-being resources
- BREADTH OF FAMILY MEDICINE – resources addressing privileging challenges and advocating for full scope of practice

## Improving Systems

- VALUE-BASED CARE LIBRARY – adding to and promoting collection of education and tools to succeed in value-based care and payment
- ARTIFICIAL INTELLIGENCE – ensuring family physician voice is incorporated into technology design and sharing AI / digital health resources with members
- PRIMARY CARE INVESTMENT – building new methodology for measuring investment that can be applied across states

## Strengthening Our Future

- BE THEIR FIRST! – inspiring Medical Students on family medicine
- FAMILY MEDICINE CHAMPIONS – training individuals to provide info, resources, and support to students, encouraging them to pursue careers in family medicine
- ENGAGING ON OUR NEW PHYSICIANS – Onboarding PGY1 to AAFP and launching extra support for transition of PGY3 to Active that prepares them for physician profession

# FIGHTING FOR FAMILY MEDICINE:

## *How Family Physicians Can Engage*



### **Speak Out**

Use the AAFP's online advocacy tool to write to your lawmakers.



### **Make Phone Calls**

Our advocacy tool provides a script and phone number to contact your lawmaker.



### **Attend a Townhall**

Sign up for your lawmaker's newsletter to learn about and attend local events.



### **Engage on Social Media**

Follow your lawmakers' social media accounts to monitor their actions.



### **Volunteer for a Campaign**

Find a local candidate who is running for office and volunteer for their campaign.



### **Meet with Your Lawmaker**

Schedule an in-district meeting or invite them to your practice.



### **Join us in Washington**

Attend the Family Medicine Advocacy Summit and lobby your lawmakers.



### **Become an Advocacy Ambassador**

Work with the AAFP to build a relationship with your federal lawmaker.

**Each of these activities helps drive the state & federal advocacy forward!**



# Elevating Family Medicine

Actions to impact the **public** audience

*Making Family Physicians an essential voice in all healthcare decisions*

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## PHYSICIAN RECOGNITION

Bringing Family Physicians and their impact into the spotlight

## PATIENT CHOICE

Bringing Family Physicians to the forefront of patient care options

## POLICY DECISIONS

Influencing policy makers to advance Family Medicine and guide Public Health policy

## FY26-28 STRATEGIC PLAN

We are **Elevating Family Medicine**New **FamilyDoctor.org**

a go-to hub for trusted information

Launched **Advocacy Ambassadors Program** connecting family physicians with lawmakers

Positioning AAFP leaders as health care authorities in **trade publications**





# ELEVATING FAMILY MEDICINE

## 2,729

The number of news stories featuring the AAFP and family medicine. That's an average of **53** per week!

## 206

The number of articles featuring family medicine media ambassadors.

## 3.6 billion

The number of people reached by a trusted messenger – a family physician.

### Coming Soon

- New patient campaign encouraging partnership with a family physician
- Updates to FamilyDoctor.org design, features and content
- Social media influencer campaign encouraging connection with a family physician

# AAFP ADVOCACY AMBASSADORS

Advocating for Family Medicine

- Building relationships with members of Congress and their staff
- Amplifying AAFP Speak Out campaigns and support FamMedPAC

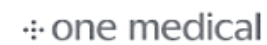




# Primary Care for America

**Primary Care for America** is a diverse collaboration of key partners focused on educating policymakers and health policy influencers about the value of comprehensive, continuous, and coordinated primary care. PCfA uses its collective voice to focus the conversation on healthcare to demonstrate the value of primary care, drive innovation in primary care and payment design and grow the primary care workforce.

## THE COLLABORATION'S FOUNDING PARTNERS:



# Enhancing Well-Being

Actions to impact Family **Physicians'** wellness

*Increasing Family Physicians' fulfillment*

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## EMPOWER FAMILY PHYSICIANS

Identifying and mitigating factors of physician burnout

## BUILD COMMUNITY

Promoting collaboration and engagement among physicians

## EVOLVE PROFESSIONAL DEVELOPMENT

Supporting career growth aspirations

## EXPAND CLINICAL COMPETENCY

Facilitating evidence-based comprehensive care

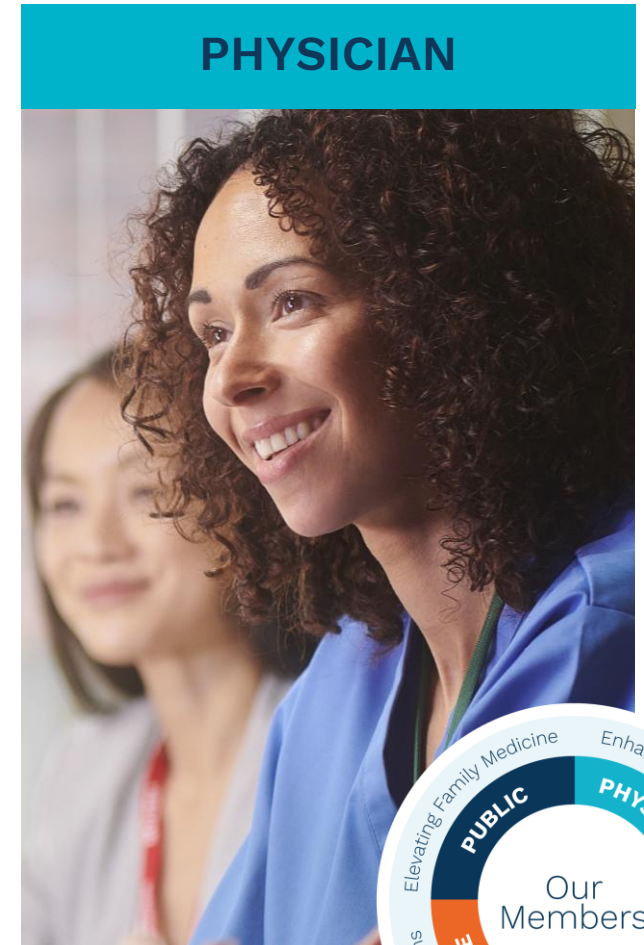
## FY26-28 STRATEGIC PLAN

# We are Enhancing Well-Being

**Career Benchmark Dashboard, Career Options Webpage**  
helping physicians make informed career decisions

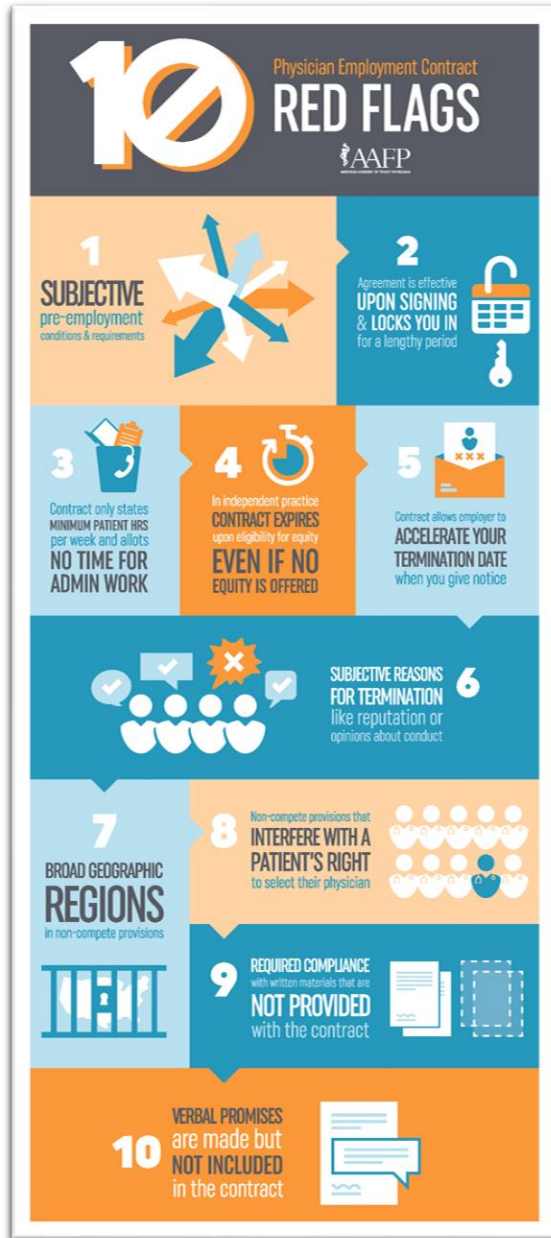
Valuable **privileging resources** helping physicians practice  
where they're needed

Advanced Life Support in Obstetrics (**ALSO**<sup>®</sup>) helping  
physicians manage obstetrics emergencies



## EXPANDED CAREER RESOURCES

- Updated and expanded employment contracting content
- Member Advantage partner, RESOLVE, provides contract review and negotiation support at a discount.
- Career Coaches and anonymous job search and job placement support available through CareerLink
- New job search resources:
  - CV templates
  - 5 signs of a good employer
- New position paper: *Principles to Optimize Family Physician Employment*
- New checklist on becoming an optimal employer





# Improving Systems

Actions to impact the efficacy of the **practice**

*Driving innovation and improvements in investment, payment, and operating models*

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## **PRACTICE SUPPORT**

Providing resources to support the member's practice

## **INVESTMENT IN PRIMARY CARE**

Increasing the allocation of healthcare spend to improve outcomes

## **PAYMENT MODELS**

Expanding [optimizing] physician payment models

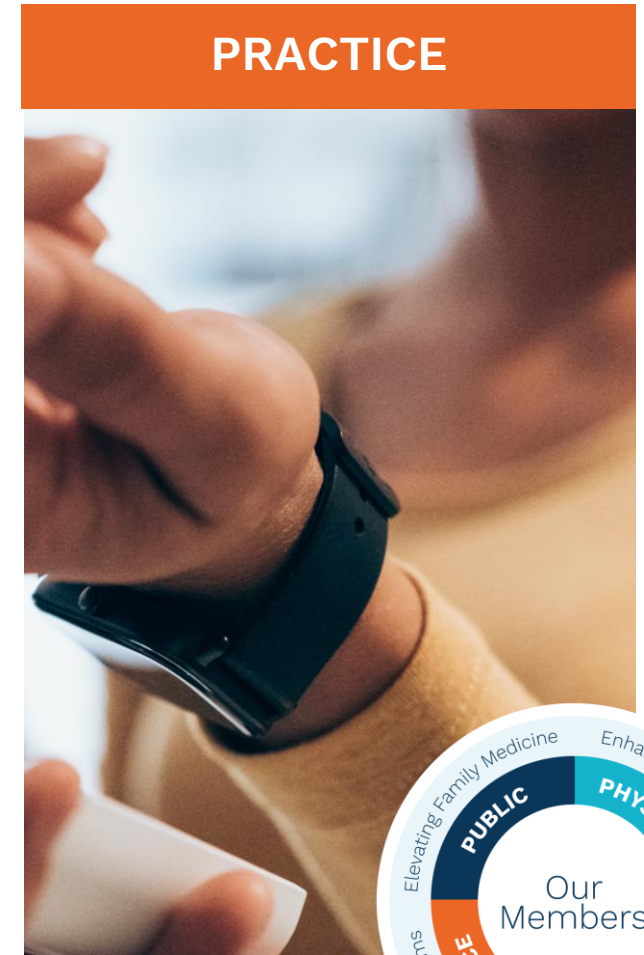
## FY26-28 STRATEGIC PLAN

# We are Improving Systems

Supporting physicians transitioning to value-based care models through **Value-based Care Library** and **Value-based University for Residents**

Providing resources that help members advocate for policies and systems that **secure health data** across care settings

Published **Starfield Signal report** (AI roadmap recommendations)





# Strengthening Our Future

Actions to cultivate the **profession**  
of Family Medicine

*Enhancing careers by attracting, retaining and  
guiding diverse Family Physicians*

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## INFLUENCING STUDENT CHOICE

Engaging the Next Generation of Family Physicians

## RESIDENT ACTIVATION

Serving as a launchpad for your career

## NEW PHYSICIAN CAREER GROWTH

Supporting the journey from new to established  
physician

## FY26-28 STRATEGIC PLAN

# We are Strengthening Our Future

Launched **Residency Selection Improvement Initiative (RSII)** to grow Primary Care workforce

Launched award-winning ***Be Their First*** campaign to influence med students to choose family medicine

**Family Medicine Champion Program** equips participants to inspire students about opportunities in family medicine





# Family Medicine **CHAMPIONS**

This program trains family medicine ambassadors to educate medical students and health care colleagues about the role family physicians play in primary care, preventive health, and advancing health equity. This free, self-paced certificate program is open to all members.

Scan here to  
learn more

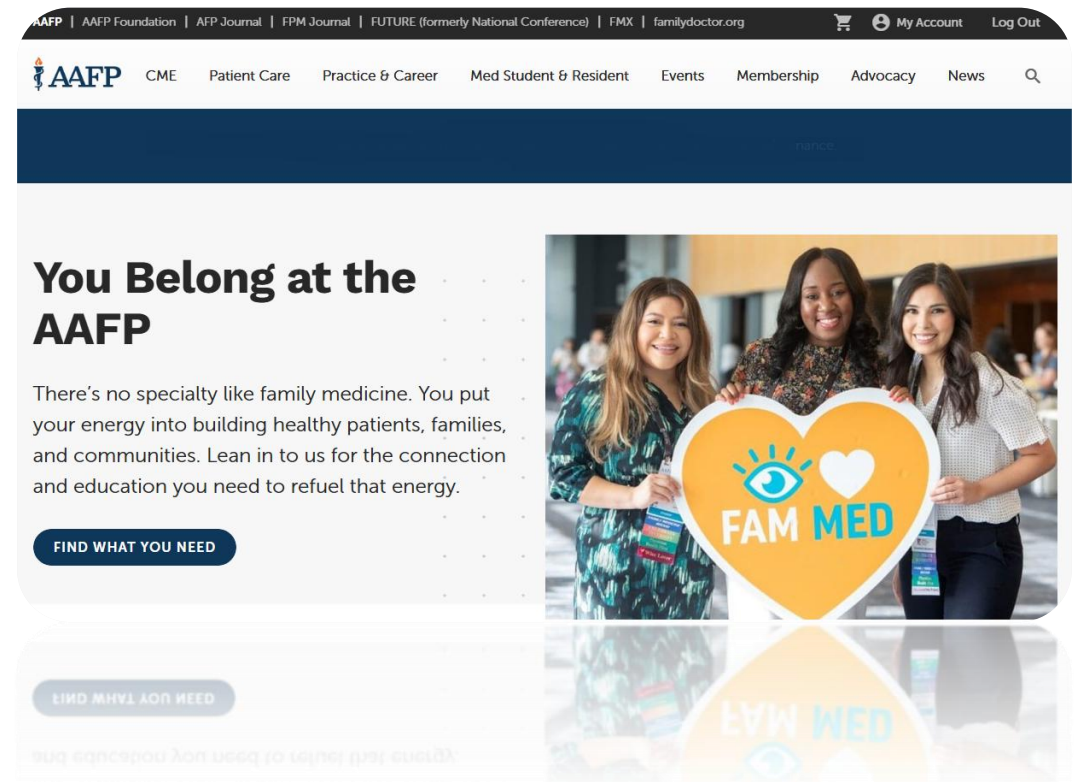




Stay Connected with AAFP

# How to Engage and Stay Informed

- Visit **AAFP.org**
- Read *AAFP News*
- Check out Fighting for Family Medicine newsletter
- Read AAFP blogs
- Follow us on social media
- Listen Inside Family Medicine podcast
- Subscribe to Family Medicine Today
- Attend Conferences
- Sign up for CME



# Be a Part of the Community: Attend an Event





THANK YOU.....