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BACKGROUND

While investments in primary care have been shown to positively impact health outcomes, still some say that family medicine is no longer that valuable and a relic of the past. I say that family medicine has a unique place within modern medicine, however, it requires us as a specialty to evolve.

MAJOR ISSUES

1. Inadequate access to care
2. Misplaced incentives
3. Physician shortage/FM burnout
4. Economic and political influence
5. Lack of FM in physician leadership
6. Tarnished brand

CULTURAL SHIFT NEEDED

- Comprehensive care takes more than 15 mins; it's time to reclaim our time
- If we are to promote health and wellness, we must demand a workplace that allows for our own personal health and wellness
- We specialize in whatever helps the community at large -- Stop ceding ground to other specialties...take up space

OPPORTUNITY

1. Non-invasive procedures and medical management are expanding
2. Crisis breeds opportunity: lessons from the pandemics

My love letter to Family Medicine: You have so much potential Reimagining family medicine and its role in the American health care system; A strategic proposal



A Strategic Proposal

STRATEGIC RECRUITMENT

- Medical social justice approach
 - Only healthcare component that = better health
- Economic incentives

ECONOMIC APPROACH

- Increase department revenue by utilizing algorithm base on money saved vs money made
- Free medical school for those who commit to practice 10+ year in primary care
- Stronger political lobbying group
- Hold family medicine economic summits – share best practices nationally for utilization of resources and generation of revenue for the modern Family medicine physician.

POLITICAL INFLUENCE

- For too long subspecialists have made the rules. It's time to take the power back and put the focus back on to the patient.
- Supply and demand - Impending shortage creates an opportunity for re-branding

SUB-SPECIALITY APPROACH

- Accreditation for all FM fellowships

P.S. Special interest – MCH

- We are needed in maternity care → Seize the opportunity
- Focus on resident proficiency in prenatal care to address maternal mortality crisis

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