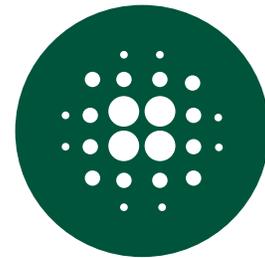


# OUR PLAN. OUR FUTURE.



# DEVELOPMENT PLAN 2017-2021



# INTRODUCTION

The purpose of creating an Ohio Academy of Family Physicians Foundation (Foundation) development plan is to assist our organization in establishing priorities that better serve the overall mission of the Foundation. The plan must be flexible yet practical in order to address medical student and resident needs in a rapidly evolving health care environment. Just as the plan directs the strategic objectives of the Foundation, it also serves as a guide to staff and leadership when implementing and evaluating programs, making necessary adjustments, and establishing annual fund development plans.

The plan should complement the five-year strategic plan developed by the Ohio Academy of Family Physicians (OAFP), specifically its goal number six that states:

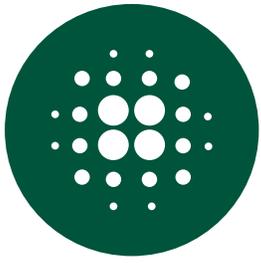
“Support the Foundation’s mission and vision to ensure a sufficient family physician workforce for Ohio.

Objective 6: Advocate for issues that support the family medicine pipeline in Ohio.”

In preparation for the Foundation’s five-year plan, staff prepared a comprehensive, environmental scan that outlined the challenges and opportunities currently facing the specialty of family medicine in Ohio. The report also included details of Foundation programs that address the primary care physician workforce shortage, and vital fundraising activities that ultimately drive initiatives that improve student career choice in family medicine.

Critical findings of the environmental scan report include:

- Insufficient number of primary care physicians that practice in Ohio.
  - According to the Robert Graham Center, to maintain current rates of utilization, Ohio will need an additional 681 primary care physicians by 2030 to care for its citizens - an 8% increase compared to the state’s current primary care physician workforce.
  - Due to various factors such as exorbitant medical school debt, lack of leadership from the Dean’s level, and misinformation about the specialty conveyed by subspecialist faculty members, the current medical school environment discourages future physicians from selecting primary care as their specialty of choice.
  - Scope of practice threats and the increasing number of hours spent on essential but non reimbursable tasks are driving medical students and active, practicing family physicians away from the specialty.
- Foundation programs have a track record for attracting and retaining students to the specialty of family medicine. They have proven effective in supporting students and residents in their decision to specialize in family medicine. Outcomes of the Leroy A. Rodgers, MD, Preceptorship Program show that 30% of student participants chose family medicine and 74% chose primary care. Since 2010, 92% of resident delegates and alternate delegates to the American Academy of Family Physicians’ National Conference of Family Medicine Residents and Medical Students (National Conference) stayed in Ohio for their career and 66% of student delegates and alternate delegates to the National Conference chose family medicine as their specialty.
- The scan also includes vital information regarding the Foundation’s current fundraising efforts, an essential component to reach the Foundation’s goal to strengthen its programs and support its mission.



# HOW THE PLAN WAS DEVELOPED

The Foundation Board of Trustees approved formulation of a development plan in the fall of 2016 following the Ohio Academy of Family Physician's strategic planning process. Foundation staff hired a strategic consultant, Mel Marsh from Acorn Consulting, to guide the process.

Over the course of several months, staff developed a comprehensive environmental scan and conducted one-on-one interviews with family physicians that represented the entire Foundation Board of Trustees, past and current Foundation donors, and past and current scholarship and program recipients. In all, more than 40 interviews were completed.

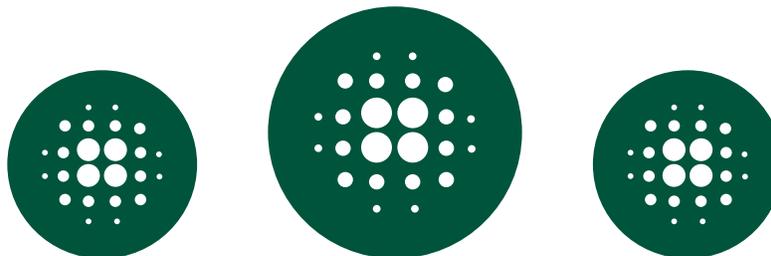
A draft plan with three priorities and a revised mission and vision statement was recommended to the Board of Trustees for adoption. On May 6, 2017, the 2017-2021 Development Plan was adopted for implementation.

## MISSION

**The mission of the Ohio Academy of Family Physicians Foundation is to cultivate student career choice in the specialty of family medicine.**

## VISION

**The Foundation's strategic vision is to ensure a thriving family physician workforce for Ohio.**



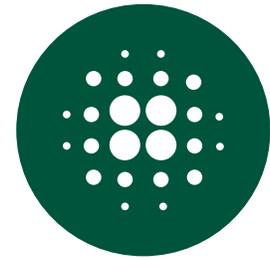
# STRATEGIC & DEVELOPMENT GOALS

The information in the environmental scan report clarified the Foundation's interdependencies between operations, fundraising, and programs. The basis for the Foundation's long-term growth depends upon a strong organizational infrastructure that supports a system for successful fundraising and effective program execution. The strategic goals can be viewed as building blocks leading to our ultimate outcome of ensuring a sufficient family physician workforce for Ohio. However, this outcome will not be realized without making critical, foundational changes to operations and increasing fundraising expectations. A committee structure will be expanded to accomplish this.

Committees and teams include: executive and finance/audit committee, governance committee, development team, and outreach team.



# OUR GOALS & OBJECTIVES



## GOAL 1

**Strengthen the programs supported by the Foundation to more effectively increase the number of family physicians in the pipeline for Ohio.**

### OBJECTIVE 1A:

Increase the number of medical students that attend the American Academy of Family Physicians National Conference of Family Medicine Residents & Medical Students - realizing that the earlier the medical student is exposed to family medicine, the more impactful the experience.

### OBJECTIVE 1B:

Continue to improve connections with Family Medicine Interest Groups (FMIG) on each of the six allopathic medical school campuses and with equivalent groups on the three osteopathic medical school campuses.

### OBJECTIVE 1C:

Continue to promote, recruit, and implement the Leroy A. Rodgers, MD, Preceptorship Program to its full annual potential.

### OBJECTIVE 1D:

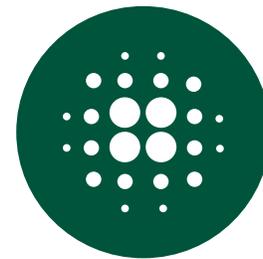
Increase the quantity and quality of family physician preceptors in Ohio, allowing medical students to have family medicine rotations in sites that encourage consideration of family medicine as a career choice.

### OBJECTIVE 1E:

Monitor trends in family medicine to identify new programs that would support the Foundation's mission and vision.



# OUR GOALS & OBJECTIVES



## GOAL 2

**Increase the number of donors and the amount donated each year to positively impact the Foundation's mission and vision.**

### OBJECTIVE 2A:

Educate all OAFP meeting and event attendees about the Foundation's programs and the benefit to the specialty of family medicine.

### OBJECTIVE 2B:

Strengthen the Foundation's annual member campaign to increase the amount raised.

### OBJECTIVE 2C:

Utilize regional meetings to educate potential donors and chapter leadership about the Foundation's programs and their overall benefit to the specialty of family medicine in Ohio.

### OBJECTIVE 2D:

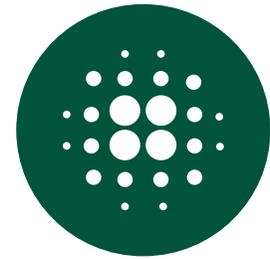
Increase the amount of funds received through the corporate membership program.

### OBJECTIVE 2E:

Promote the OAFP Foundation Family Medicine Legacy League as a strategic way to nurture the endowment fund.



# OUR GOALS & OBJECTIVES



## GOAL 3

**Continuously improve the operations of the Foundation.**

### OBJECTIVE 3A:

Energize trustees to be positive Foundation Ambassadors.

### OBJECTIVE 3B:

Create a service structure that supports program needs and pairs Foundation objectives to individual trustee skills.

### OBJECTIVE 3C:

Provide training and resources to trustees on fundraising topics, strategies, and tools.

### OBJECTIVE 3D:

Strengthen the operations of the Board.

### OBJECTIVE 3E:

Enhance visibility of the Foundation amongst OAFP members.

### OBJECTIVE 3F:

Implement continuous improvement practices.





# OUR PLAN. OUR FUTURE.

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OHIO ACADEMY OF  
FAMILY PHYSICIANS  
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