



Our 20/20 Vision  
for the Future of Family Medicine



OHIO ACADEMY OF  
FAMILY PHYSICIANS



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FAMILY PHYSICIANS

# 20/20 Vision:

(n.) The ability to see perfectly;  
keenly or acutely perceptive.

- Cambridge Dictionary

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## 2016-2020 Strategic Plan

A strategic plan is an organizational management tool that is used to establish priorities, focus energy and resources, strengthen operations, establish agreement around intended outcomes, and adjust the organization's direction in response to a changing environment.

Every four years, the Ohio Academy of Family Physicians engages in a thorough strategic planning process that incorporates the voice of our members; an analysis of family medicine practice trends; the expert guidance of our elected leadership; and the support of our national, state, and local stakeholders.

In 2015, the OAFP embarked on setting a new course for the organization. The result is a comprehensive strategic plan - our guiding document which articulates fundamental decisions and actions that shape and guide the OAFP's defining principles, delineates the unique needs of the physicians we serve, and outlines the actions needed to make meaningful progress for the OAFP and the overall health of all Ohioans.

In this period of immense change in the practice of medicine, now is the time, when a new strategic plan is critical to the future of our specialty. Now, more than ever, is the time for family physicians to take control of their professional well-being, lead the reforms that improve population health, and demonstrate the true value of enhanced primary care in Ohio.



## How the Plan Was Developed

The OAFP Board of Directors identified select physician leaders to participate in a planning workgroup to guide the development of the strategic plan in partnership with OAFP staff and a hired strategic consultant.

Over the course of several months, members of the workgroup conducted a memberwide survey, developed a comprehensive environmental scan, and conducted one-on-one interviews with family physicians that represented every practice type.

A draft plan with six strategic priorities and a revision to the Academy's mission, vision, and values was recommended for Board adoption. On April 16, 2016, the 2016-2020 strategic plan was adopted and put into action.

## Mission.

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The mission of the Ohio Academy of Family Physicians is to improve the health of patients by advocating for and advancing the specialty of family medicine and providing valuable solutions to the diverse needs of members.



## Strategic Planning Workgroup Members

Stanley R. Anderson, MD	Sarah L. Sams, MD
Douglas W. Harley, DO	Jon C. Seager, MD
Thomas P. Houston, MD	Michael Sevilla, MD
Melissa Jefferis, MD	Suellywn Stewart, MD
Ryan Kauffman, MD	Barbara Tobias, MD
Donald O. Mack, MD	Theodore E. Wymyslo, MD
Anna McMaster, MD	

Staff: Ann M. Spicer and Kate Mahler, CAE  
Strategic Facilitator: Mel Marsh, Acorn Consulting

## Vision.

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Recognizing family medicine's unique role in improving the health of all Ohioans, the OAFP will:

- be viewed as the authority in primary care and trusted voice on family medicine issues,
- be recognized as the leading advocate and primary source of support for members and patients in the changing health care landscape,
- ensure a workforce sufficient to provide every Ohioan with access to a personal family physician,
- empower family physicians to achieve professional excellence and personal satisfaction, and
- be a model organization on the regional, state, and national level through visionary leadership.

## Values.

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Our work is guided by fundamental values that inform what we do and guide our work.

- **Whole patient-centeredness:** We always consider what is in the best interest of patients and the ability of our physicians to provide care for the whole patient.
- **Physician excellence:** We champion best practices and evidenced-based methods to provide outstanding patient care.
- **Integrity:** Our physicians and partners can rely on the soundness of data and information we provide.
- **Collaboration:** We consider the broad spectrum of interests of our members and collaborate effectively with peer organizations to enhance the quality of care for all Ohioans.
- **Leadership:** We believe that visionary physician leadership is critical to influencing the future direction of health care delivery.

# 2016 - 2020 Strategic Goals and Objectives

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## Goal 1. Help members navigate payment reform in a value-based environment

Objective 1A: Ohioans receive care within a payment system that consistently recognizes and reimburses the demonstrated value of family medicine.

Objective 1B: Regardless of the setting in which they practice, assist physician members by providing education, resources, and necessary tools to help them align with the quality metrics that payers and patients demand.

Objective 1C: Demonstrate how family physicians are cost effective and reduce the total cost of health care.

## Goal 2. Bring the joy back to family medicine

Objective 2A: Identify and address systemic contributing factors that threaten or interfere with the practice of medicine.

Objective 2B: Provide physicians and their practice teams with tools for self-care and professional satisfaction.

Objective 2C: Empower physicians through supportive peer networks.

Objective 2D: Foster a culture of positivity and professional satisfaction in Academy activities.

Objective 2E: Identify and encourage positive physicians to serve as inspired mentors.

## Goal 3. Lead the enhanced primary care movement in Ohio

Objective 3A: Foster networking and collaborative opportunities to advance primary care.

Objective 3B: Enhance the impact of the Ohio Coalition of Primary Care Physicians by increasing collaborative work on projects, activities, and advocacy efforts.

Objective 3C: Educate stakeholders on the foundational value that family medicine provides to the health of all Ohioans.

Objective 3D: Assist family physicians and their care teams to maximize the benefits of enhanced primary care.



## Goal 4. Pursue opportunities where family physicians can improve population health

Objective 4A: Educate members about the definition of population health and the family physician's role in population health management.

Objective 4B: Maintain and strengthen relationships and leverage partnerships with stakeholders to promote the value of quality primary care.

Objective 4C: Understand social determinants of health and positively impact the policies that affect them.

## Goal 5. Ensure Academy members receive value for membership

Objective 5A: Increase member engagement at all levels.

Objective 5B: Provide varied leadership opportunities and encouragement for members who are ready to lead.

Objective 5C: Improve the conversion rate of resident to new-to-practice physician membership.

Objective 5D: Identify and implement innovative communication methods to reach all members.

Objective 5E: Increase member awareness of Academy and peer accomplishments.

## Goal 6. Support the Foundation's mission and vision to ensure a sufficient family medicine workforce for Ohio

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

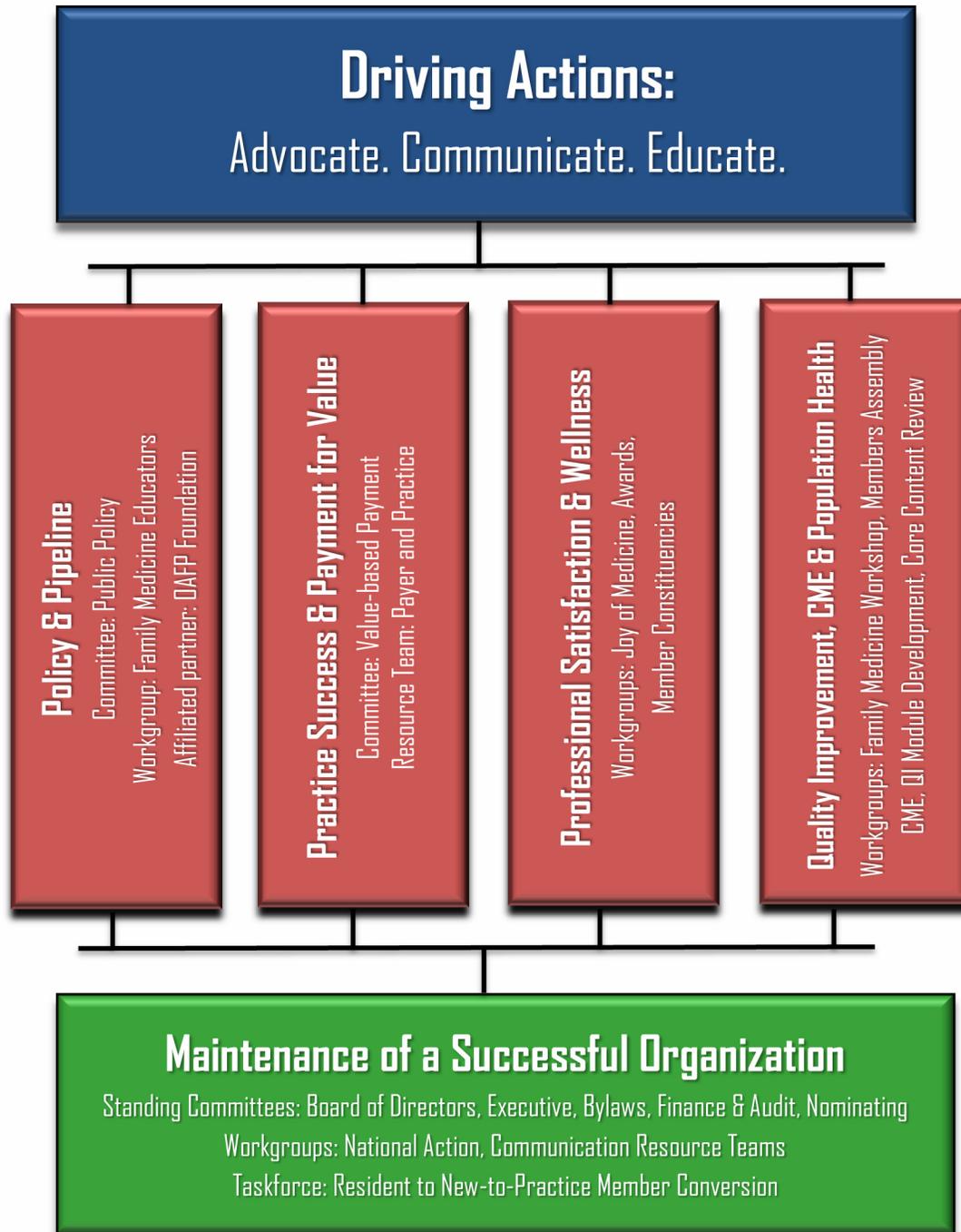
**The Foundation's mission and vision statements are:**

**Vision Statement:** To identify and cultivate future family physicians to ensure a sufficient family medicine workforce for Ohio.

**Mission Statement:** To improve and increase access to quality health care for all Ohioans by generating student interest in the specialty of family medicine.



# OAFP Organizational Structure



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