



Approximately **80%** of all practicing family physicians in Ohio are members of the OAFP

By partnering with the Ohio Academy of Family Physicians (OAFP), you are collaborating with Ohio's largest statewide professional association for family physicians, family medicine residents, and medical students, and one of the most active chapters of the American Academy of Family Physicians.

AUDIENCE | Family Medicine

Established in 1948, the OAFP is a statewide, professional association with 5,200 members, including practicing family physicians, family medicine educators, family medicine residents, and medical students. The OAFP is one of the largest state chapters of the American Academy of Family Physicians.

The mission of the OAFP 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.

E-NEWSLETTER | *Weekly Family Medicine Update*

The *Weekly Family Medicine Update (WFMU)* is distributed to subscribers on **Tuesdays** and contains important news about healthcare advocacy and legislation, important dates, partnerships, conference opportunities, and other member news. The current distribution of OAFP's weekly e-newsletter is more than **4,000**. Subscription to the *WFMU* is provided to all members as a member benefit. Non-members can also request to receive the e-newsletter.

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MAGAZINE | *The Ohio Family Physician*

The Ohio Family Physician (TOFP) is published quarterly and mailed in **March, June, September, and December**. Typical subject matter includes features on clinical topics and other subjects that affect today's family physicians. The magazine also serves as a vehicle for the OAFP to communicate with its members important dates, partnerships, conferences, opportunities, and other news.

Our current print and digital distribution is more than **7,800**. Subscribers include the entire OAFP membership, Ohio and national legislators, American Academy of Family Physicians state chapter executives, Ohio medical associations, and Ohio medical libraries.

EMAIL | Monthly Sponsored Resources Email

The Monthly Sponsored Resource Email is a unique opportunity to promote educational content, videos, and websites in a custom designed email delivered directly to the inboxes of more than 3,100 family physicians across Ohio. The email is known by our members to be delivered the last Thursday of each month.

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WEBSITE | www.ohioafp.org

The OAFP website is organized into the following categories: Education, Public Policy, Practice Tools & Resources, Professional Wellness, Members, News & Publications, and About Us. The website contains up-to-date Academy news, regional chapter information, and important updates for members about health care advocacy and legislation, event dates, partnerships, and conference opportunities. The website averages nearly **19,000 page views per month** and nearly **7,000 users per month**.