

The mission of the Kentucky Academy of Family Physicians is to:

- ✓ Improve the health of the people of the Commonwealth of Kentucky;
- ✓ Promote Family Medicine as the foundation for healthcare in the Commonwealth;
- ✓ Advance the specialty of Family Medicine through education, advocacy, and communication;
- ✓ Serve the unique needs of our members with professionalism and creativity.

<b>Strategic Focus: Leadership</b>
<b>1. Goal: Is to identify, develop and support current and future leaders.</b>
Objective 1.1. Identify members via annual surveys that are interested in leadership opportunities.
Objective 1.2. Offer these individuals opportunities to get involved through committees, List serves on leadership, and direct personal contact.
Objective 1.3. Develop and offer leadership courses.
Objective 1.4. Develop and offer mentoring program for future leaders.
<b>Strategic Focus: Communication</b>
<b>2. Goal: Communicate the past of KAFP as it pertains to the present and the future via Journal, Website and e-mail.</b>
Objective 2.1. Increase 2 way communication with members by providing current, relevant information to the membership.
Objective 2.2. Increase communications with public, media, and legislators.
Objective 2.3. Develop and offer membership a media interviewing skill course.
Objective 2.4. Identify and publish list of KY Legislative representatives and Federal representatives.
<b>Strategic Focus: Education</b>
<b>3.a. Goal: Develop CME that is targeted to the needs of membership.</b>
<b>3.b. Goal: Educate the public, public, private and governmental agencies about the importance of a "Medical Home".</b>
Objective 3.1. Develop and execute an initiative that focus on smoking cessation that promotes – "Ask your Family Physician What You Can Do"
Objective 3.2. Document members "Best Practice" stores that can be shared with pre-medical and medical students that foster positive image of Family Medicine.
Objective 3.3. Develop CME in Medical Information and New Technology that can be used by members.
Objective 3.4. Develop annual leadership training to help members advocate medical issues.
<b>Strategic Focus: Advocacy</b>
<b>4.a. Goal: Identify member's interests and use mechanisms to advocate for those interests, effectively and efficiently using the resources of the KAFP</b>
<b>4.b. Goal: Identify the needs of our patients and advocate for those interests, effectively and efficiently using the resources of the KAFP.</b>
Objective 4.1: Communicate with KAFP members regarding cooperatives initiatives/projects being developed with KMA. (i.e. Tort Reform)
Objective 4.2. Work with stakeholders to eliminate duplications of services and/or programs that have negative budget impact on KY Medicaid.
Objective 4.3. Support KAN's initiatives.
Objective 4.4. Identify commercial insurance carriers that will consider primary care case management reimbursement model.