



KENTUCKY ACADEMY OF
FAMILY PHYSICIANS

Kentucky Academy of Family Physicians 2016 – 2019 Strategic Plan

*The Kentucky Academy of Family Physicians exists to
improve the health of Kentuckians, promote the value of family medicine
and serve the needs of our members.*

The Kentucky Academy of Family Physicians (KAFP) was founded in 1948. It is designated as a 501(c)6 by the IRS and is a medium constituent chapter (401– 1,000 Active members) of the American Academy of Family Physicians.

KAFP Capacity Analysis

The KAFP has 1,395 total members (as of February, 2016) which include 859 Active members representing approximately 72% of the market share in Kentucky. This is a decrease of 7 Active members since February, 2015. There are 126 Resident members which represents an increase of 3 members since February, 2015. There are 253 Students which represents a decrease of 15 members since February, 2015. The Active member dues are \$350. The last dues increase was in 2004 when they were increased by \$75.

The KAFP operating budget is \$333,569 with \$358,974 in reserves. This represents 107% of the total budget. The Center for Association Leadership (ASAE) recommends associations retain at least 50% of the next year's projected operating expense budget in reserves. Membership dues account for \$282,000 which is 84% of the revenue budget. The association standard is to hold membership dues revenue to 50% - 60% of the total budget.

KAFP communication vehicles include a quarterly journal, a website and participation in various social media platforms. The Academy conducted a member survey in February, 2016.

The organization is managed by long-term, experienced Executive Vice President, Gerry Stover.

The Academy governance structure includes a Board of Directors and the following committees:

1. Advocacy
2. Leadership
3. Communication
4. Education
5. Bylaws
6. Finance
7. Practice Enhancement

Strategic Planning Session

The strategic planning session was held on March 19, 2016 at Boone Tavern in Berea, Kentucky. The following KAFP leaders participated in the session:

Lisa Corum, MD	President
Melissa Zook, MD	Immediate Past President
Patty Swiney, MD	Past President
W.C. Thornbury, MD	President-Elect
Kevin Pearce, MD	Vice President
John Darnell, Jr., MD	Treasurer
Molly Rutherford, MD	Secretary
Benjamin Smith, MD	Resident Board Member, University of Kentucky
Wanda Lowe, MD	Resident Representative, University of Louisville
MacKenzie Denton	Medical Student Representative (Pikeville Osteopathic School)
Ken Crabtree, MD	Bylaws Committee, Past President
Brent Wright, MD	Advocacy Committee, Past President
Roberto Carderilli, DO	Chair, KAFP Foundation and KAFP Research Committee
Claire Fletcher	Student Board Member, University of Kentucky Student Representative
Justine Landi	Student Representative, University of Louisville
James Middleton	Private Practice family physician representative
Gerry Stover, MS	Staff, Executive Vice President
Jessica Smith, MA	Staff, Communications/Foundation Director
Janice Hechesky	Staff, Executive Assistant

The planning session was facilitated by Nancy Laughlin, CAE, American Academy of Family Physicians

Mission Statement

The mission statement creates an internal and external image of the association which distinguishes the organization from other associations. The planning participants created a new mission statement to more closely reflect the purpose of the organization:

Mission Statement (Existing)

The Kentucky Academy of Family Physicians exists to improve the health of Kentuckians, promote the value of family medicine and serve the needs of our members in a supportive, professional community.

Mission Statement (Amended)

The Kentucky Academy of Family Physicians exists to improve the health of Kentuckians, promote the value of family medicine and serve the needs of our members.

2016 – 2019 Goals

The Board of Directors set five broad goals spanning three years. The plan will be reviewed for progress annually and used by the president-elect to set the work plan. Committee efforts should support the plan's goals and strategies.

I. Advocacy

Advocate for our colleagues and the health of our patients

II. Practice Enhancement

Provide resources to enhance member practice environment

III. Education

Provide high quality continuing medical education

IV. Membership/Communication

Communicate member value to recruit, retain and engage family physicians

V. Academy Operations

Ensure an effective and sustainable Academy accountable for fulfilling the mission.

I. Advocacy

Advocate for our colleagues and the health of our patients

- A. Support legislation that demonstrates the value of Family Medicine
 - a. Set legislative priorities
 - i. Care delivery models designed to improve healthcare
 - ii. Payment models that support members
 - iii. Tax credit to preceptors
 - b. Educate legislators
 - c. Engage members in legislative efforts
 - i. Engage students in special programs to advocate for Family Medicine
- B. Collaborate with Kentucky healthcare stakeholder groups
 - a. Represent family physicians on boards, commissions and committees
 - b. Support efforts to transform Medicaid
 - c. Support preventive health programs

II. Practice Enhancement

Provide resources to enhance member practice environment

- A. Communicate practice style options to members (DPC)
- B. Provide resources for current member issues
 - a. Physician burnout
 - b. Addiction epidemic
 - c. Contract negotiation

III. Education

Provide high quality continuing medical education for physicians, residents and students

- A. Explore alternative delivery methods of CME
 - a. Consider one-half day, single topic events
 - b. Consider regional CME events

IV. Membership/Communication

Communicate member value to recruit, retain and engage family physicians

- A. Develop communication plan to promote value of membership
 - a. Use established communication vehicles to engage members
- B. Create member networking opportunities
 - a. Explore community forum for members to share practical and clinical knowledge
 - b. Facilitate communication between members and leaders
- C. Identify member priorities
 - a. Determine timeline for conducting member satisfaction survey

V. Academy Operations

Ensure an effective and sustainable Academy accountable for fulfilling the mission

- A. Examine governance structure
 - a. Consider number of board members, committees and committee members
- B. Adjust board meeting format to include consent agenda
- C. Seek additional sources of non-dues revenue to meet member needs
- D. Develop succession plan for board of directors and staff
 - a. Recruit new leaders
 - i. Create short term volunteer opportunities