

Council on Health of the Public

Friday, April 12, 2024

2 – 4 p.m.

Location: Sabine Room, Renaissance Austin Hotel

Zoom connection information: Meeting ID: 817 5249 8451 | Passcode: 607174

<https://us02web.zoom.us/j/81752498451?pwd=cjF6eTNaUUUeZb3lpN0FwTU1jOTBUZz09>

AGENDA

1. Call to order by Chair Peter Catinella, MD (Vice Chair: Li-Yu Mitchell, MD)
2. Introductions
3. Approval of report from November 9, 2023
4. Current business
 - a. Member Assembly and Council Forums this evening at 6:30 pm
 - b. Call for poster competition reviewers and judges
 - c. Update on high school graduate honor cord pilot
 - d. Discussion on physician resources for SHACs and ISDs
 - e. Discussion on how to improve patient acceptance of vaccination/immunization
 - f. Brainstorm on obesity – Toolkit? Physician education?
 - g. Discussion of council's charge from new TAFP Strategic Plan (page 4 of plan)
5. Other business
6. Adjourn

Samantha White and Jessica Miley are the staff liaisons for this council.

COUNCIL ON HEALTH OF THE PUBLIC REPORT

Author: Samantha White

Meeting date: November 9, 2023

The following members attended the meeting in person: Li-Yu Mitchell, Lane Aiena, Sarah Ashitey, Richel Avery, James Mobley, Priti Mody-Bailey, Judy Kim, Karen Smith, and Victoria Udezi.

The following staff and guests attended the meeting in person: Samantha White (staff), Jessica Miley (staff), Emily Briggs, Brian Jones, and Ashley Mai.

The following members and guests attended the meeting virtually: Lesca Hadley, Amanda Mohammed-Strait, Deepalakshmi Rajakrishnan, Sarah Samreen, Emily Korba, and Nicolette Mojica.

MINUTES

1. The meeting was called to order by Li-Yu Mitchell, MD, vice chair.
2. The council report from April 21, 2023 was approved.
3. Council members heard about the TAFP Strategic Plan from Ashley Mai, Emily Briggs, and Lane Aiena, then brainstormed tangible projects that could possibly fit under the council's charge according to the plan.
4. Vice Chair Li-Yu Mitchell shared an update on the high school graduate honor cord pilot.
5. Sarah Ashitey shared information from a statewide vaccination task force that she is working with. She will share with TAFP staff who will distribute to the council members and wider membership.
6. Staff member Jessica Miley shared information on a new CME speaker who focuses on obesity health care.
7. Members were reminded to download the new TAFP membership app as a way to continue the discussion between meetings.

COUNCIL ON HEALTH OF THE PUBLIC

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Strategic Plan 2024

Mission Statement

The mission of the Texas Academy of Family Physicians is to promote the health of all by serving the needs of members and advancing the specialty of family medicine.

Vision Statement

TAFP empowers family physicians to play a robust role in health care for their patients and their communities.

Core Beliefs

1. **Role of Family Medicine:** We believe family medicine should be the foundation of an equitable health care system that offers quality, compassionate, comprehensive, and well-coordinated care to improve the lives of everyone and fosters the health of our communities.
2. **Patient-Centered Care:** We believe that health care should prioritize patients' individual needs, preferences, and values.
3. **Quality and Excellence:** We are committed to fostering a culture of continuous quality improvement and clinical excellence.
4. **Accessibility and Equity:** We believe quality health care is a basic human right, not a privilege.
5. **Community Engagement:** We recognize and embrace the fact that our role extends beyond health care and actively engage in our communities to contribute to their well-being.
6. **Physician Well-Being:** We value the professional and personal well-being of our members.
7. **Interdisciplinary Collaboration:** We recognize that health care is a team effort, and we promote physician-led collaboration among various health care professionals to ensure comprehensive patient care.
8. **Advocacy and Policy Influence:** We believe in advocating for physicians and patients at local, state, and national levels.
9. **Innovation and Adaptability:** We believe in embracing technological advancements and innovative practices that safely enhance care delivery.
10. **Professional Development and Education:** We hold the education of the next generation of family physicians as a core responsibility, and we are committed to aiding members on their journey of lifelong learning and professional development.

Strategic Objectives

Key strategies for each objective are outlined below.

Support the family physicians of Texas and their practices

- Reduce administrative burdens imposed on physicians by public and private payers so physicians can spend more time caring for patients.
- Promote innovative compensation models for family physicians and their care teams that recognize and reward the services they provide, while minimizing uncompensated administrative tasks.
- Champion a physician-led, team-based approach to patient care, enhancing efficiency and delivering comprehensive care.
- Position family physicians to succeed in the ever-changing health care marketplace.

Improve the health of Texans and their communities

- Promote family physicians as the trusted voice and authority on public health, preventive care, and health promotion in their communities.
- Strengthen strategic partnerships and alliances that improve population health and access to care.
- Promote health equity across all facets of the health care system in order to eliminate health disparities.
- Elevate a culture of lifelong learning, continuous quality improvement, and clinical excellence through high-value continuing medical education.

Advance the specialty of family medicine and strengthen our organization

- Carry out effective communications campaigns that inform, engage, and activate TAFP members and other stakeholders on issues important to family physicians.
- Foster leadership development for aspiring family physician leaders.
- Increase opportunities for hands-on learning and mentorship for family medicine residents and medical students interested in pursuing a career in family medicine.
- Grow a robust family physician workforce that fully represents our country's diversity.

Strategic Initiatives Related to Key Strategies

Support the Family Physicians of Texas and Their Practices

1. Reduce administrative burdens imposed on physicians by public and private payers so physicians can spend more time caring for patients.

- ADVOCATE – Support federal and state legislation to reduce administrative burdens throughout the documentation, compliance, claims and billing processes.
- CONNECT – Create opportunities for family physicians to connect, network, share experiences, and learn best practices in addressing administrative burdens.
- EDUCATE – Conduct workshops and training sessions to educate physicians and staff on identifying and addressing practice efficiencies that reduce administrative burdens.

2. Promote innovative compensation models for family physicians and their care teams that recognize and reward the services they provide, while minimizing uncompensated administrative tasks.

- ADVOCATE – Increase the availability of and participation in value-based care and other alternative payment models, including subscription-based primary care.
- CONNECT – Strengthen and promote TAFP’s Partners in Health program that fosters partnerships with organizations helping family physicians succeed in value-based care.
- EDUCATE – Increase member communication and education on value-based care and other alternative payment models, including subscription-based primary care.

3. Champion a physician-led, team-based approach to patient care, enhancing efficiency and delivering comprehensive care.

- ADVOCATE – Support policy and payment models that recognize and incentivize team-based care to ensure that the contributions of all team members are recognized and valued, reinforcing the importance of every role within the care team.
- CONNECT – Partner with other health care professional organizations to create opportunities for family physicians and non-physician care team members to connect, share experiences, and learn about best practices in team-based care from each other.
- EDUCATE – Promote the effectiveness and cost-efficiency of physician-led, team-based care with policy makers and other stakeholders.

4. Position family physicians to succeed in the ever-changing health care marketplace.

- ADVOCATE – Ensure family physicians are appropriately compensated for all services provided within the current fee-for-service system and advocate for greater investment in primary care by public and private payers.
- CONNECT – Utilize TAFP’s various communication channels to profile innovative member practices that are delivering high-quality, cost-effective care.
- EDUCATE – Develop and disseminate case studies to policy makers and business leaders, illustrating the comprehensive and cost-effective care provided by family physicians.

Improve the Health of Texans and Their Communities

1. Promote family physicians as the trusted voice and authority on public health, preventive care, and health promotion in their communities.

- **ADVOCATE** – Champion policies and regulations that support public health initiatives and funding, including access to care, vaccinations, smoking cessation, obesity, health equity, and social determinants of health.
- **CONNECT** – Leverage www.familydoctor.org to promote and provide patient education materials to members and their patients.
- **EDUCATE** – Collaborate with local health departments, community organizations, and schools to create or disseminate accessible, easy-to-understand patient education materials and resources focused on preventive health measures and early detection of diseases.

2. Strengthen strategic partnerships and alliances that improve population health and access to care.

- **ADVOCATE** – Participate in and support the activities of the Texas Primary Care Consortium, Texas Public Health Coalition, Children’s Health Care Coalition, Texas Women’s Healthcare Coalition, Texas Tobacco Control Coalition, Immunization Partnership, Texas Collaborative for Healthy Mothers and Babies, and other public health coalitions dedicated to improving access to care and public health.
- **CONNECT** – Identify and engage family medicine leaders interested in volunteer leadership positions within these coalitions. Leverage technology, including mobile apps and social media, to disseminate health information in an accessible and interactive manner.
- **EDUCATE** – Leverage coalition resources to promote and provide education materials to members and their patients and utilize social media and other platforms to spread public health messages.

3. Increase the visibility and importance of health equity to eliminate preventable health disparities.

- **ADVOCATE** – Champion policies at the state and federal levels that aim to increase health equity for all people.
- **CONNECT** – Engage members interested in addressing health equity issues and support their efforts in their communities.
- **EDUCATE** – Include the topic of health equity in TAFP’s educational offerings.

4. Elevate a culture of lifelong learning, continuous quality improvement, and clinical excellence through high-value continuing medical education.

- **ADVOCATE** – Support policies that help family physicians comply with Texas Medical Board CME requirements, AAFP CME requirements, and the ABFM Maintenance of Certification.
- **CONNECT** – Increase networking opportunities and social events at TAFP, AAFP, and TMA meetings.

- EDUCATE – Continue to provide exceptional, high-value, family-medicine-focused education on the latest clinical topics, innovations in the practice of medicine, and career development that drives member engagement throughout members’ careers.

Advance the Specialty of Family Medicine and Strengthen Our Organization

1. Carry out effective communications campaigns that inform, engage, and activate TAFP members and other stakeholders on issues important to family physicians.

- ADVOCATE – Highlight success stories through media outlets and platforms.
- CONNECT – Build on the success of the Member of the Month program and the “I am a Family Physician” campaign.
- EDUCATE – Publish research and case studies showcasing the impact and effectiveness of family medicine.

2. Foster leadership development for aspiring family physicians.

- ADVOCATE – Support a residency learning collaborative that actively engages 100% of Texas’ family medicine residency programs.
- CONNECT – Provide family medicine leaders and graduates of the Family Medicine Leadership Experience and Resident Leadership Experience opportunities to share best practices and personal experiences in leadership.
- EDUCATE – Inform members about leadership opportunities within TAFP, AAFP, TMA and other organizations when strategically advantageous to the Academy.

3. Increase opportunities for hands-on learning and mentorship for family medicine residents and medical students interested in pursuing a career in family medicine.

- ADVOCATE – Encourage policy makers, health systems, payers, employers, and physicians in private practice to provide more exposure to family medicine.
- CONNECT – Provide online and in-person forums for the chairs of the state’s family medicine departments, family medicine residency program directors and faculty to share best practices and network.
- EDUCATE – Leverage AAFP’s Practice & Career Center to inform medical students and family medicine residents about programs and services offered by AAFP and TAFP.

4. Grow a robust family physician workforce that fully represents our country’s diversity.

- ADVOCATE – Support policies and funding to increase Texas’ family medicine GME training positions and increase preceptorship opportunities for students interested in family medicine.
- CONNECT – Nurture medical student and resident engagement by providing professional development programs and networking opportunities.
- EDUCATE – Encourage health systems, payers, and other physician employers to invest in and incentivize precepting, teaching and mentoring.