



EXECUTIVE DIRECTOR'S REPORT 2019

Beth Embry / Executive Director

Our 70th Year as an Academy was a great celebration of family medicine. This journal will highlight our events, but I personally thank you for being a member of the MAFP. As of December 1, MAFP membership is at an all-time high with 1,332 members. Membership growth is just one of the many things MAFP has to celebrate from the past 12 months.

ACADEMY *Ensure a sustainable, engaged and organized association*

- As a medium size chapter, MAFP received 1st place in 3 membership categories; 100% of resident membership; and 2nd place in student membership increase
- Held membership meeting at MSMA meeting
- Had 100% of members report required CME
- Celebrated 70th Anniversary of the MAFP
- Held 2 committee meetings; 4 board meetings
- Officers, board, committee members, and staff made personalized contact with outstanding dues members
- 2019 Online Membership Directory offered
- MAFP had full delegation at AAFP NCCL
- Recognized 27 MAFP members for milestone membership anniversaries

ADVOCACY *Serving as the unified voice of family physicians in Mississippi*

- Received AAFP Advocacy Grant
- 3 MAFP representatives attended Southeastern Family Medicine Forum
- 1 MAFP member observed AAFP reference committee
- MAFP sent MSBML letter for specific compromise on hospice regulations
- 3 MAFP members testified before MSBML on proposed hospice regulations
- MAFP sent letter to Governor urging against opting out of the federal supervision rule of CRNA
- Legislative committee worked through 2,800 plus bills during session
- MAFP held successful Capitol Day
- Family Medicine Week declared by Governor
- Began quarterly meetings with Medicaid
- FamDocPAC donated to 27 candidates with 13 MAFP members delivering checks
- 3 MAFP members attended AAFP Advocacy Summit and met with Congressmen
- 5 MAFP members attended AAFP Congress
- Created FamDocPAC lapel pin
- 3 MAFP members participated in AG's opioid epidemic session

WORKFORCE *Expanding the family physician workforce to meet patient and community needs*

- Presented MAFP opportunities to all Family Medicine Residencies
- MAFP Foundation awarded travel scholarship for AAFP National Conference
- MAFP Foundation received grant for one externship; assisted with 2 sponsorships
- MAFP staff present at UMMC Match Day
- Sponsored 10 medical students as Academy Ambassadors along with 8 residents at MAFP Annual Meeting
- Sponsored breakfast with AAFP President for students, residents and new physicians
- Elected 4 residents and 4 students to MAFP and Foundation Boards
- Residents presented quality improvement projects at MAFP Spring Fling
- Hosted WC medical students for testing
- Delivered 30 congratulatory packets with free registration for Annual Meeting to graduating residents
- Hosted Board Orientation for residents and students

PROFESSIONAL DEVELOPMENT *Providing education through a variety of delivery mechanisms*

- Recognized 2 MAFP members as Fellows
- MAFP sent three letters of support for AAFP Commissions
- 217 total attendance at spring meeting; 53 physicians, 89 residents and students, 36 exhibitors, 19 family members, 15 speakers, and 5 staff
- 502 total attendance at annual meeting; 143 registrants, 71 exhibits, 162 exhibitors, 10 family members, 5 staff and 12 speakers
- Sponsored Knowledge Self-Assessment
- 68 attendees for the Opioid Fall Intensive
- 3 Tobacco Cessation Lunch & Learn Programs with over 34 physicians and staff

PUBLIC AWARENESS *Improving public awareness of the roles and position of family physicians*

- Bi-weekly newsletter sent to 800 people with 36% open rate
- Received 21 applications from 16 high schools for David G. Hall Scholarship
- Offered MAFP sweatshirts and hats
- Introduced '70 for 70' club to honor MAFP Former Presidents
- Developed *Family Medicine Is* campaign on social media and as exhibit
- Promoted *Images in Medicine* book
- 7 Tar Wars presentations made to more than 180 medical students
- Over 4,220 4th and 5th graders have been reached with Tar Wars message
- Distributed 6 press releases for award winners and promoted on social media
- Promoted Live Healthy car tags to new physician and life members
- Lunch and learn tobacco cessation presentations made to 97 residents, faculty and staff
- 18 Former Presidents attended the MAFP Annual Meeting
- Exhibited at MSMA, MOMA, UMMC Update, WC and UMMC Residency Fairs
- Miss Mississippi presenting Tar Wars to 20 schools
- Social media followers increased by 37%, website activity increased by 30%
- Annual meeting app doubled users