



Strategic Plan 2019

Mission Statement:

The mission of the Texas Academy of Family Physicians is to promote the health of all Texans 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.

Strategic Objectives:

To support the family physicians of Texas and their practices.

- Empower family physicians to achieve professional excellence and personal satisfaction.
- Help members succeed in the ever-changing health care marketplace.
- Reduce administrative burdens imposed on physicians by public and private payers so physicians can spend more time practicing medicine.
- Transform the U.S. health care system so family physicians and their patients can thrive.

To improve the health of Texans and their communities.

- Advocate for access to high-quality health care for all Texans.
- Improve the quality of primary care in Texas by providing continuing medical education and other forms of life-long learning opportunities to physicians.
- Support clinical research in family medicine dedicated to improving patient and public health.

To advance the specialty of family medicine and strengthen our organization.

- Ensure a health care workforce sufficient to provide every Texan access to a personal family physician.
- Foster the development of strong family physician leaders.
- Host and support a strong, engaged community of family physicians across Texas.

Targeted Initiatives for 2019 and Beyond

The strategic planning committee identified three initiatives to address each of the strategic objectives.

The health of the physician and the practice

- Provide education and resources on practice enhancement and models of care.
- Identify and remove unnecessary administrative burdens throughout the documentation, compliance, claims, and billing processes.
- Create a wellness CME structure that includes family friendly options, learning, and movement.

The health of the patient and the population

- Address the struggle family physicians have in treating mental and behavioral health in patients.
- Implement a narrow scope of health literacy patient information relevant to patients, payers, employers, and physicians.
- Create a behavioral health task force with the goal of educating and empowering members to act locally to meet the needs of their community.

The health of the specialty and the organization

- Increase member engagement and membership.
- Improve leadership development of family physicians across spheres of influence.
- Create a multimedia toolkit to help persuade employers, insurers, deans, and students of the value of family medicine.

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