

2011 ANNUAL REPORT



COLORADO ACADEMY OF
FAMILY PHYSICIANS

STRONG MEDICINE FOR COLORADO



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CAFP represents more than 2,000 Family Medicine Physicians and medical students and is the state's only medical society devoted solely to primary care. CAFPP serves as the bold champion for Colorado's Family Physicians, patients, and communities through education and advocacy.

Vision: Thriving Family Physicians creating a healthier Colorado.

The academy is pleased to report that even in an uncertain and challenging health care environment, CAFPP remained a strong and growing organization throughout 2011.

To help members seize the opportunities to become leaders in the evolving health care delivery system, CAFPP provided strategic educational programs and services that focus on practice transformation. Members were offered training in Accountable Care Organizations and guidance on the processes involved in achieving recognition as a Patient Centered Medical Home from the National Committee for Quality Assurance. The academy continues to embrace the physician-led, team-driven PCMH as the sustainable health care delivery model for quality, cost-effective care.

To ensure the collective voice of Family Physicians was heard, CAFPP aggressively educated legislators and policy makers on the vital role of Family Medicine Physicians and workforce issues impacting members' practices and ability to deliver care. To additionally elevate awareness of the profession and issues, CAFPP initiated a strategic branding campaign. This campaign is designed to clarify the understanding that legislators, colleagues, partners, businesses and community members have of the crucial role Family Medicine Physicians play in addressing a majority of the health care needs of patients and controlling health care costs.

CAFP continued to provide opportunities for Family Medicine Physicians to give back to the community. The academy thanks members who donated their expertise and time to support outreach programs that encourage healthy lifestyles and to tend to the health needs of state legislators while they are in session. The academy also acknowledges the Family Medicine Physicians who became involved in a pilot program to address a growing health challenge of our times – pediatric obesity. All these endeavors are significant and contribute to the current and future health of Coloradans.

CAFP was in the national spotlight when former president Jeffrey Cain, MD, was elected to serve as president-elect of AAFP. This is the first time a Coloradan will hold this prestigious position. His stellar leadership will be an asset at the national level.

The strength and success of CAFPP comes from the active support and involvement of members. All are invited to step up, become engaged and support the future of Family Medicine Physicians and quality care for patients.

Sincerely,

Kajsa Harris, MD
President

Raquel Rosen
Chief Executive Officer

Congratulations!

CAFP recognized Miramont Family Medicine in Fort Collins as the 2011 Patient Centered Medical Home Best Practice of the Year.

Colorado Academy of Family Physicians Foundation

The Colorado Academy of Family Physicians Foundation is a nonprofit organization providing Family Physicians and their communities with education, resources, research, and advocacy to advance Family Medicine and to improve the health of the people of Colorado. The CAFPP Foundation supports Tar Wars, the Annual Scientific Conference, and the Best PCMH Practice of the Year.

FACTS AND OUTREACH

Family Medicine Physician Facts

- o Family Medicine is the largest specialty providing primary care in the country.
- o Family Medicine Physicians complete 150 hours of continuing medical education every three years to stay current on new treatments and medical technologies.
- o Most people in Colorado and the U.S. have their health care needs addressed in a physician's office.
- o Family Medicine Physicians comprise 57 percent of all primary care physicians in Colorado.
- o Family Medicine Physicians are the primary care providers for the majority of Coloradans.
- o Family Medicine Physicians provide the majority of care for Colorado's Medicaid population.
- o A Family Medicine Physician brings more than \$1 million in economic activity to a community.
- o Primary care physicians are found in more than 90% of all Colorado counties, and form the foundation for health care in rural Colorado.

Significant Issues Facing Family Medicine

Family Medicine Physicians are the backbone of Colorado's health care system, but critical issues will impact the future of this specialty – the cost of education, issues surrounding compensation, and the growth rate of physicians entering primary care:

- The average debt for Colorado medical school graduates is more than \$150,000.
- The number of U.S. medical graduates choosing to enter Family Medicine residencies has fallen by almost 50 percent over the past 10 years. Medical students are electing to practice in other specialties due to disparities in annual incomes and medical education debt.
- The growth rate of primary care physicians practicing in Colorado is less than half of the population growth rate in Colorado.
- There are nine Family Medicine residencies in Colorado, generating about 65-75 new Family Medicine doctors each year.
- Absent Family Physicians, nearly 75 percent of all Colorado counties would be designated Health Professional Shortage Areas.

Strategic Partnerships

CAFP works with many diverse organizations to benefit the health and well-being of Coloradans. These include:

- o Child Health Associate/Physician Assistant Program, University of Colorado Anschutz Medical Campus (AMC)
- o Colorado Association of Family Medicine Residencies
- o Colorado Chapter of the American Academy of Pediatrics
- o Colorado Dental Association
- o Colorado Department of Public Health and Environment
- o The Colorado Health Foundation
- o Colorado Health Institute
- o Colorado Medical Society
- o Colorado Rural Health Center
- o Colorado Society of Osteopathic Medicine
- o Health Care Policy & Finance
- o University of Colorado Department of Family Medicine

COMMUNITY OUTREACH

CAFP - Providing Opportunities to Give Back

CAFP is committed to strengthening the health of Coloradoans. By providing opportunities for members to give back to the community, CAFP is actively working to enhance the overall health of Coloradans.

Promoting Tobacco-Free Youth

Tobacco use is the leading cause of preventable death in the world today. CAFP's Tar Wars program places Family Medicine Physicians in fourth- and fifth-grade classrooms to educate and motivate students to make positive decisions regarding their health and live healthier, tobacco-free lives.

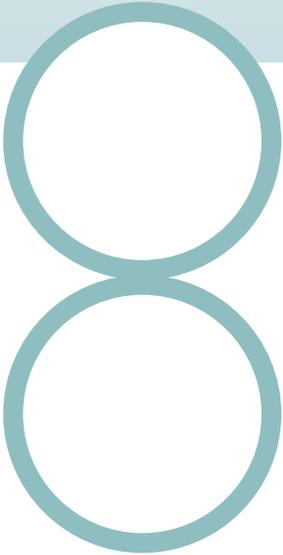
During the 2011 school year, 45 CAFP physicians gave 50 presentations in 30 schools throughout Colorado. Since the program's inception in 1988, more than 250,000 Colorado students have received the Tar Wars message.

On Call for Colorado's Leaders

Through CAFP's Doctor of the Day program, Family Medicine Physicians provide health care on site at the Capitol to legislators and staff during the legislative session. CAFP has provided this valuable and appreciated service for more than 25 years. In 2011, 35 CAFP physicians participated in this outreach program.

Addressing Pediatric Obesity

Children who are overweight or obese are at risk for many health problems ranging from joint pain and high blood pressure to low self-esteem and depression. To proactively address pediatric obesity and reduce health issues in the future, eleven primary care practices participated in the Pediatric Obesity Pilot Project funded by the Colorado Health Foundation. The pilot is creating diagnostic tools, and establishing obesity-related clinical guidelines, and certification for primary care physicians to aid with addressing this growing health issue.



Taking the Pulse on Public Perceptions

In the fall of 2011 CAFP retained a professional research firm headquartered in Denver to conduct a statewide survey of Colorado households regarding the perception of Family Medicine Physicians. Key findings indicated Family Medicine Physicians remain valued and are held in high esteem; are preferred over mid-level providers, especially for diagnosis and monitoring of serious, ongoing health conditions; and are regarded for their broad-based knowledge and capabilities to care for the entire family.

Supporting the Future of Family Medicine

During 2011, representatives from CAFP served on the Colorado Workforce Collaborative, ensuring that the need for more Family Medicine Physicians and the Patient Centered Medical Home model were considered in workforce deliberations.

Cultivating future generations to practice the Family Medicine specialty is vital. To support the growth of the Colorado Family Medicine Physician workforce, CAFP works closely with Colorado's nine residency programs, which have a total of 262 Family Medicine residents. Approximately 87 new Family Medicine doctors graduate every year, and studies show that Family Medicine residents tend to practice in the state where they were trained.

ADVOCACY & EDUCATION

Advocating for Every Family Medicine Physician and the Future of Quality Health Care

• CAFP maintained a strong presence at the Capitol to monitor and advocate for legislation that supported the business of every Family Medicine Physician and the provision of quality of health care and to defeat legislation deemed detrimental. CAFP provided perspectives and educated legislators on complex issues impacting Family Medicine and patient care to advance laws that enhance the practice and delivery of quality health care.

CAFP supported successful legislation that improved patient safety and system efficiencies, expanded access to care, and created a governance structure for the state's new health care exchange. CAFP also worked to defeat legislation that would have created a financial barrier to accessing care for some of Colorado's children; repealed Hospital Provider Fees, which would have diverted funds away from health care; and reduced regulation impacting the safety of long-term care patients. CAFP also continued to advocate for limiting the scope of practice by ancillary providers based on their education level.

Leading Advancements and Best Practices in Medicine • More than 140 Family Medicine Physicians attended CAFP's 2011 Annual Scientific Conference in Colorado Springs to expand their medical knowledge and discuss current issues and best practices. At this statewide forum 27 presentations provided more than 40 hours of continuing medical education on diverse topics ranging from women's health and pain management to legislative and pharmaceutical updates.

The Future of Care Delivery – Patient Centered Medical Homes • CAFP continued to provide educational opportunities and resources for members to support practice transformation. Growth of practices recognized by the National Committee for Quality Assurance as Patient Centered Medical Homes increased with 158 member practices receiving NCQA recognition. CAFP supports Patient Centered Medical Homes as the emerging model for delivery of quality, cost-effective care.

The Patient Centered Medical Home • Patient Centered Medical Home practices deliver the right care, at the right time, by the right provider, ranging from preventive care to chronic care management. Each medical home is characterized by a physician-led team that provides comprehensive, coordinated care to patients across the lifespan. This model of care provides better access and follow-up and promotes self-care, which leads to an enhanced primary care experience, and improved outcomes and cost-efficiencies. Studies show that physician-led medical homes reduce overall health care costs by more than 15 percent.

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