



COLORADO ACADEMY OF
FAMILY PHYSICIANS

STRONG MEDICINE FOR COLORADO

2012 ANNUAL REPORT
KEEPING COLORADANS HEALTHY

VISION

– Thriving Family Physicians creating a healthier Colorado.

I am pleased to present the Colorado Academy of Family Physicians' 2012 Annual Report, which reflects another strong year filled with successes and achievements.

Membership in our professional organization continues to grow in spite of the recent recession, the move from private practice to employed physician models and the ongoing financial stresses in many of our practices. **We can boast that nearly 80 percent of Colorado Family Medicine Physicians and every single Family Medicine resident is a member of CAFP.** I believe our impressive membership numbers are a reflection of CAFP's ongoing relevance to every Family Physician. The vital work we do advocating for Family Medicine as the backbone of the evolving health care system, along with our very public advocacy for patients, resonates with Family Medicine Physicians regardless of circumstances.

We continued to nurture our strategic alliances, while expanding our horizons. The new world of health care will require physician-led teams of health care providers, all working in a coordinated, comprehensive and cost-effective system of care that emphasizes a patient's health care needs throughout their lifespan. This is the service Patient Centered Medical Homes (PCMH) deliver. We continued to help build medical homes, have reached out to dentists, physician assistants, chiropractors and patient advocacy groups, to name a few, all with the same message - there is a place for every health care provider within the medical home. Some will join, some will continue to insist on their own silo, but in the end patients and payers will demand the medical home model care.

This year for the first time, we endorsed specific candidates for office, and backed up those endorsements with contributions from the small donor committee and our PAC. Our objective style of choosing candidates was well received and clearly sent a message that CAFP is driven by enduring and fundamental principles supporting patients and the PCMH.

The rate of change in health care has dramatically quickened and CAFP has engaged in many initiatives, projects and sustaining efforts to respond. Notably, we enhanced our website to provide more health information for consumers, we produced a television show covering several common primary care topics, and continued educational efforts regarding the PCMH. We also continued to make a concerted effort to be the source of information for media, consumers and legislators regarding "all things primary care."

The Board authorized a makeover for the internal structure of CAFP as our successes and growth required us to reshape office staffing and functions. This involved internalizing core functions and hiring a set of directors for each area of focus. As CEO, Raquel Rosen is overseeing this transition and we are all very impressed with the great team she has assembled.

Finally, I want to thank each and every member for continuing to support CAFP, as the organization simply would not exist without you! Please be sure that Family Medicine Physicians in your practice renew their membership. If you would like to get more involved in the vital and exciting work of CAFP, let us know - there is plenty to do!



Robert Brockmann, MD, MS, FAFAP
President

Colorado Academy of Family Physicians

The Colorado Academy of Family Physicians (CAFP) serves as the bold champion for Colorado's family physicians, patients, and communities through education and advocacy. Representing 2,000 physicians and medical students, CAFP is the largest primary care specialty organization in Colorado and is the only medical society devoted solely to primary care.

FAMILY MEDICINE PHYSICIANS

Leadership in Action



Jeffrey Cain, MD, FAAFP, chief of Family Medicine at Children's Hospital, was the first Coloradan chosen president-elect of the American Academy of Family Physicians, which represents more than 105,000 physicians and medical students nationwide. Dr. Cain was influential in passing and implementing legislation defining the medical home in Colorado and improving access for the underserved. A public health champion, he also co-founded Tar Wars, a tobacco-free education program that has reached 8.5 million children in 50 states and 16 countries.



CEO Raquel Rosen, MA, CAE, marked 25 years of service to CAFP. Thanks to her leadership and strategic guidance, CAFP is strong and well positioned. Among Rosen's numerous accomplishments: membership has grown from 800 to more than 2000 members, the organization's budget has increased sevenfold, the Academy has successfully implemented programs on immunizations, Patient Centered Medical Home, pediatric obesity, disaster preparedness, and CAFP owns two, fully paid office condominiums.

Advocacy and Education

CAFP maintained a strong presence at the state Capitol, which led to the passage of legislation supportive of Family Medicine Physicians and the health of Coloradans. Legislative successes supported by CAFP included:

- Expanded workforce data collection on licensure, renewal and certification applications with the state, which will help to identify if and where there are professional health care workforce shortages.
- Reauthorization and modernization of peer review statutes, including extending confidentiality provisions to advanced practice nurses and physician assistants.
- Approval for pharmacies to dispense prescribed controlled substances from electronically transmitted prescriptions, allowing physicians direct communication with pharmacies.

Looking ahead to the 2013 legislative session, CAFP continued to lead the medical community in its support for Medicaid eligibility expansion. CAFP also established an Advocacy Network to tap grassroots support for its legislative efforts.

Continuing Education and Best Practices

CAFP held its 64th Annual Scientific

Conference in Colorado Springs to provide an engaging forum for members to explore health care trends and issues, increase cutting-edge medical knowledge and share best practices. More than 148 members attended 29 credits worth of continuing education presentations over four days.

Strategic Partnerships

CAFP collaborated with a wide range of organizations to foster the health of Coloradans.

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

Transformational Health Care Delivery - Patient Centered Medical Home

CAFP remained a strong proponent of the Patient Centered Medical Home (PCMH) – an approach to care delivery that provides continuous, comprehensive, coordinated care for patients of all ages. Medical Homes comprised of a physician-led team of health care professionals ensures that patients receive the right care, from the right provider at the right time.

CAFP's has invested time and resources to adapt Family Medicine practices to the Patient Centered Medical Homes model of care. As a result, Colorado has been leading the country in implementing medical homes, which are a proven means of delivering higher quality care, better outcomes and greater patient satisfaction, while lowering costs.

PCMH Pilot Validates Enhanced Care and Savings

CAFP participated in a four-year Colorado Multi-Payer PCMH Pilot, which concluded in 2012. The demonstration was designed to test whether more resources given to primary care practices using the PCMH model of care resulted in better health at less cost. While final data is still being

compiled, preliminary indicators support PCMH efficiencies and effectiveness.

Growing of Patient Centered Medical Homes

Currently, 75 Family Medicine practices were recognized as Patient Centered Medical Homes by the National Committee for Quality Assurance in the state of Colorado. These Family Medicine practices in Colorado have met the criteria to attain NCQA recognition.

Patient Centered Medical Home Best Practice of the Year

Primary Care Partners, PC, in Grand Junction, was honored as the 2012 Patient Centered Medical Home Best Practice of the Year. The multi-disciplinary group provides primary care for more than 30 percent of Mesa County residents. The practice achieved PCMH recognition of the National Committee for Quality Assurance in September 2010, making it one of the first 100 medical home practices in Colorado.

CAFP 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 improve the health of the people of Colorado. The Foundation supports Tar Wars, the Annual Scientific Conference, and the Patient Centered Medical Home Best Practice of the Year.

SUPPORTING ^{THE} HEALTH OF COLORADANS

Family Medicine Physicians are committed to giving back to improve the health of community members throughout Colorado through diverse programs and initiatives.

- **Educating Tobacco-Free Kids:** Tar Wars, a tobacco-free education program presented in fourth- and fifth-grade students across Colorado. Tobacco use is the leading cause of preventable death in the world today. CAFP Family Medicine Physicians made presentations to schools to raise awareness of the consequences associated with tobacco use and to motivate the children to make positive and healthy life choices.

- **Promoting Family Physicians to Colorado's Legislators:** For more than 25 years, CAFP has provided health care services to legislators and staff at the Capitol during the legislative session through its Doctor of the Day program. Family Medicine Physicians volunteered their time and medical expertise on 48 days during the legislative session, which continues to be valued and appreciated by Colorado's elected leaders.

- **Tackling Childhood Obesity:** Pediatric obesity continued to be a health issue of high concern in Colorado and across the nation. Knowing that obesity places children at risk for long term health challenges, 11 practices participated in CAFP's Fit Family Challenge initiative, which works with children and their families in primary care settings to incorporate positive

lifestyle changes that decrease obesity. Thanks to positive and encouraging outcomes, CAFP received a second three-year grant from the Colorado Health Foundation to continue and expand this initiative, while broadening participation to 21 primary care practices.

- **Broadcasting Health Information:** CAFP produced a 30-minute TV program – On Call for Colorado - that provided rich content and useful health information to benefit viewers. The program featured five CAFP physicians who addressed health issues affecting people across the lifespan. The program was broadcast exclusively on Comcast Entertainment Television October – December 2012 and continues to air on many community access channels statewide. A public service announcement was also produced encouraging the public to take charge of their health. A downloadable KNOW card was offered on CAFP's website to provide an easy way for individuals and families to record their personal health footprint.

- **Sharing Consumer Health Tips and Resources:** A Family Health section was added to CAFP's website, where Colorado Family Medicine Physicians clarify health myths, provide health tips specific to living healthy in Colorado and describe the Patient Centered Medical Home. Also featured are links to the American Academy of Family Physicians' comprehensive health and wellness website www.familydoctor.org.

