



AAFP Update

Montana Academy of Family Physicians

June 18-19, 2026



Member Profile

AAFP Membership

124,500

73,000

ACTIVE MEMBERS

15,900

RESIDENT MEMBERS

20,000

STUDENT MEMBERS

AAFP Member Profile

Who we are

76% of active members are employed
50% of active members are female
27% are new physicians
17% are DOs

Where employed members work

54% of active members work in a hospital or health system
18% work in a physician group
11% work at an FQHC or community health center

Practice environment

76% of members are employed
9% are sole owners of a practice
12% are partial owners of a practice
3% are not in clinical practice

How we see patients

Average of 85.0 patient encounters/week
Average patient panel is 1,727
9% operate a direct primary care practice
50% participate in VBC/actively pursuing VBC



AAFP Strategic Direction

FY26-28 Strategic Plan



MISSION:

Improve the health of patients, families and communities by serving our members' needs with professionalism and creativity.

VISION:

Transform healthcare to achieve optimal health for everyone.



4 pillars

13 strategies



PUBLIC

Elevating Family Medicine

Making Family Physicians an essential voice in all health care decisions

PHYSICIAN

Enhancing Well-Being

Increasing Family Physicians' fulfillment

PRACTICE

Improving Systems

Driving innovation and improvements in investment, payment and operating models

PROFESSION

Strengthening Our Future

Enhancing careers by attracting, retaining and guiding diverse Family Physicians

PHYSICIAN RECOGNITION

PATIENT CHOICE

POLICY DECISIONS

EMPOWER FAMILY PHYSICIANS

BUILD COMMUNITY

EVOLVE PROFESSIONAL DEVELOPMENT

EXPAND CLINICAL COMPETENCY

PRACTICE SUPPORT

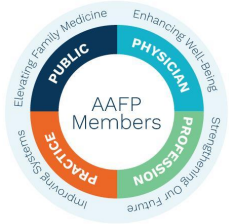
INVESTMENT IN PRIMARY CARE

PAYMENT MODELS

INFLUENCING STUDENT CHOICE

RESIDENT ACTIVATION

NEW PHYSICIAN CAREER GROWTH



AAFP Key Initiatives

Elevating Family Medicine

- CONSUMER PUBLIC RELATIONS PROJECT – increasing family medicine in the media
- NEW ADVOCACY AMBASSADOR PROGRAM – engage members with policymakers and their peers to advocate at the grassroots level.
- PRIMARY CARE FOR AMERICA – diverse collaboration educating policy makers and influencers on the value of primary care

Enhancing Well-Being

- CAREER BENCHMARK DASHBOARD – provides comprehensive compensation and job satisfaction data for free to AAFP member
- PHYSICIAN WELL-BEING & LEADERSHIP STRATEGIES – integrated offerings for leadership development and well-being resources
- BREADTH OF FAMILY MEDICINE – resources addressing privileging challenges and advocating for full scope of practice

Improving Systems

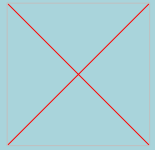
- VALUE-BASED CARE LIBRARY – adding to and promoting collection of education and tools to succeed in value-based care and payment
- ARTIFICIAL INTELLIGENCE – ensuring family physician voice is incorporated into technology design and sharing AI / digital health resources with members
- PRIMARY CARE INVESTMENT – building new methodology for measuring investment that can be applied across states

Strengthening Our Future

- BE THEIR FIRST! – inspiring Medical Students on family medicine
- FAMILY MEDICINE CHAMPIONS – training individuals to provide info, resources, and support to students, encouraging them to pursue careers in family medicine
- ENGAGING ON OUR NEW PHYSICIANS – Onboarding PGY1 to AAFP and launching extra support for transition of PGY3 to Active that prepares them for physician profession

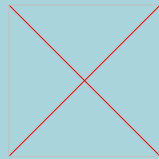
FIGHTING FOR FAMILY MEDICINE:

How Family Physicians Can Engage



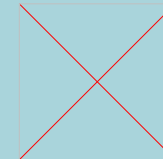
Speak Out

Use the AAFP's online advocacy tool to write to your lawmakers.



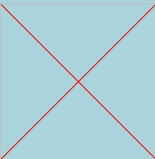
Make Phone Calls

Our advocacy tool provides a script and phone number to contact your lawmaker.



Attend a Townhall

Sign up for your lawmaker's newsletter to learn about and attend local events.

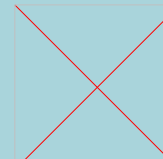


Engage on Social Media

Follow your lawmakers' social media accounts to monitor their actions.

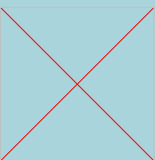
Volunteer for a Campaign

Find a local candidate who is running for office and volunteer for their campaign.



Meet with Your Lawmaker

Schedule an in-district meeting or invite them to your practice.



Join us in Washington

Attend the Family Medicine Advocacy Summit and lobby your lawmakers.



Become an Advocacy Ambassador

Work with the AAFP to build a relationship with your federal lawmaker.

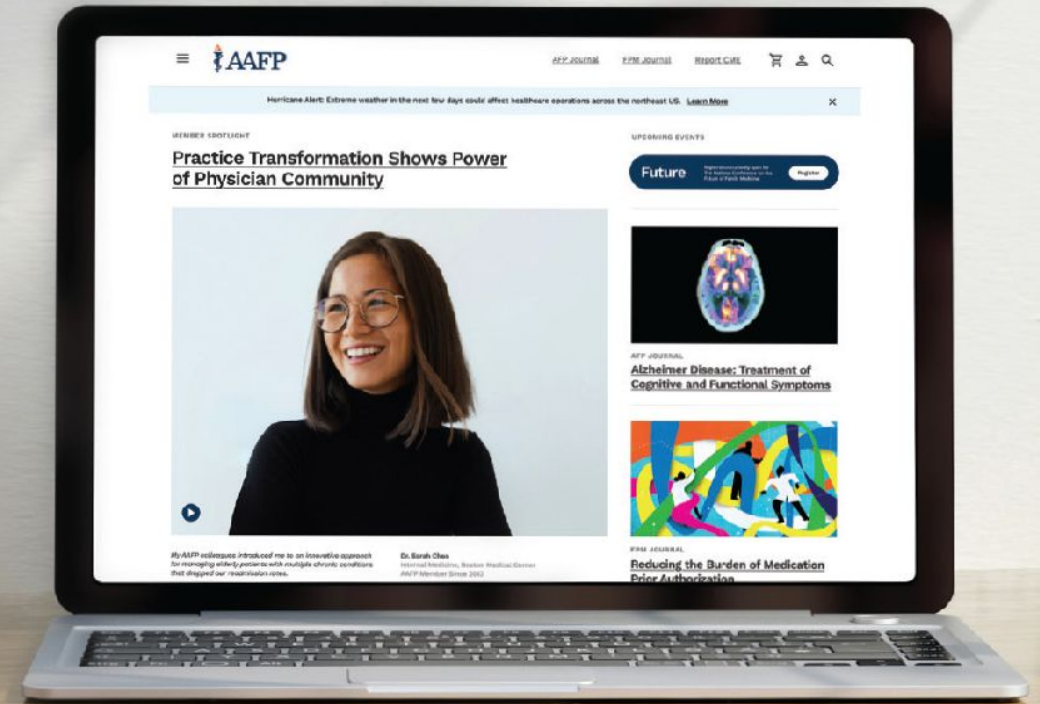
**Each of these activities
helps drive the state &
federal advocacy forward!**



Stay Connected with AAFP

Meet the new AAFP.org— built for you.

Support for every step
in family medicine.



Log in to explore:
AAFP.org



How to Engage and Stay Informed

- Visit **AAFP.org**
- Read *AAFP News*
- Check out Fighting for Family Medicine newsletter
- Read AAFP blogs
- Follow us on social media
- Listen Inside Family Medicine podcast
- Subscribe to Family Medicine Today
- Attend Conferences
- Sign up for CME



Stronger Together

Your national and chapter communities are here for you.

Be a Part of the Community: Attend an Event



Don't miss family medicine's premier event, Oct. 20–24 in Nashville.



Elevating Family Medicine

Actions to impact the **public** audience

Making Family Physicians an essential voice in all healthcare decisions

PHYSICIAN RECOGNITION

Bringing Family Physicians and their impact into the spotlight

PATIENT CHOICE

Bringing Family Physicians to the forefront of patient care options

POLICY DECISIONS

Influencing policy makers to advance Family Medicine and guide Public Health policy

FY26-28 STRATEGIC PLAN

We are **Elevating Family Medicine**

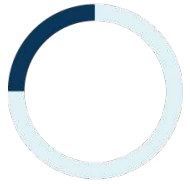
New **FamilyDoctor.org**

a go-to hub for trusted information

Launched **Advocacy Ambassadors Program** connecting family physicians with lawmakers

Positioning AAFP leaders as health care authorities in **trade publications**





ELEVATING FAMILY MEDICINE

2,729

The number of news stories featuring the AAFP and family medicine.
That's an average of **53** per week!

206

The number of articles featuring family medicine media ambassadors.

3.6 billion

The number of people reached by a trusted messenger – a family physician.

Coming Soon

- New patient campaign encouraging partnership with a family physician
- Updates to FamilyDoctor.org design, features and content
- Social media influencer campaign encouraging connection with a family physician



AAFP ADVOCACY AMBASSADORS

- Building relationships with members of Congress and their staff
- Amplifying AAFP Speak Out campaigns and support FamMedPAC





Primary Care for America

Primary Care for America is a diverse collaboration of key partners focused on educating policymakers and health policy influencers about the value of comprehensive, continuous, and coordinated primary care. PCfA uses its collective voice to focus the conversation on healthcare to demonstrate the value of primary care, drive innovation in primary care and payment design and grow the primary care workforce.

THE COLLABORATION'S FOUNDING PARTNERS:





Enhancing Well-Being

Actions to impact Family **Physicians'** wellness

Increasing Family Physicians' fulfillment

EMPOWER FAMILY PHYSICIANS

Identifying and mitigating factors of physician burnout

BUILD COMMUNITY

Promoting collaboration and engagement among physicians

EVOLVE PROFESSIONAL DEVELOPMENT

Supporting career growth aspirations

EXPAND CLINICAL COMPETENCY

Facilitating evidence-based comprehensive care

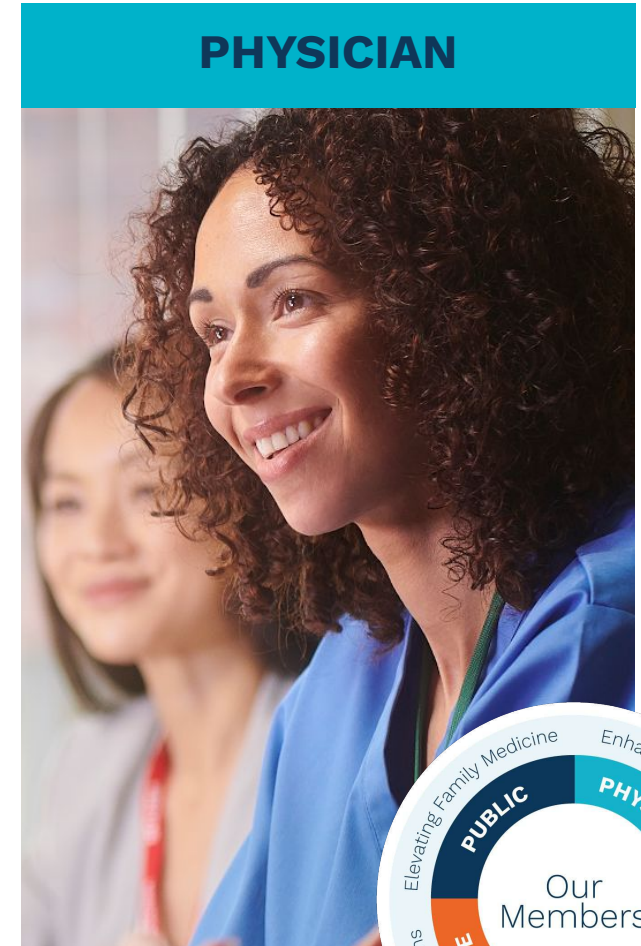
FY26-28 STRATEGIC PLAN

We are **Enhancing Well-Being**

Career Benchmark Dashboard, Career Options Webpage helping physicians make informed career decisions

Valuable **privileging resources** helping physicians practice where they're needed

Advanced Life Support in Obstetrics (**ALSO**®) helping physicians manage obstetrics emergencies



EXPANDED CAREER RESOURCES



- Updated and expanded employment contracting content
- Member Advantage partner, RESOLVE, provides contract review and negotiation support at a discount.
- Career Coaches and anonymous job search and job placement support available through CareerLink
- New job search resources:
 - CV templates
 - 5 signs of a good employer
- New position paper: Principles to Optimize Family Physician Employment
- New checklist on becoming an optimal employer



Improving Systems

Actions to impact the efficacy of the **practice**

Driving innovation and improvements in investment, payment, and operating models

PRACTICE SUPPORT

Providing resources to support the member's practice

INVESTMENT IN PRIMARY CARE

Increasing the allocation of healthcare spend to improve outcomes

PAYMENT MODELS

Expanding [optimizing] physician payment models

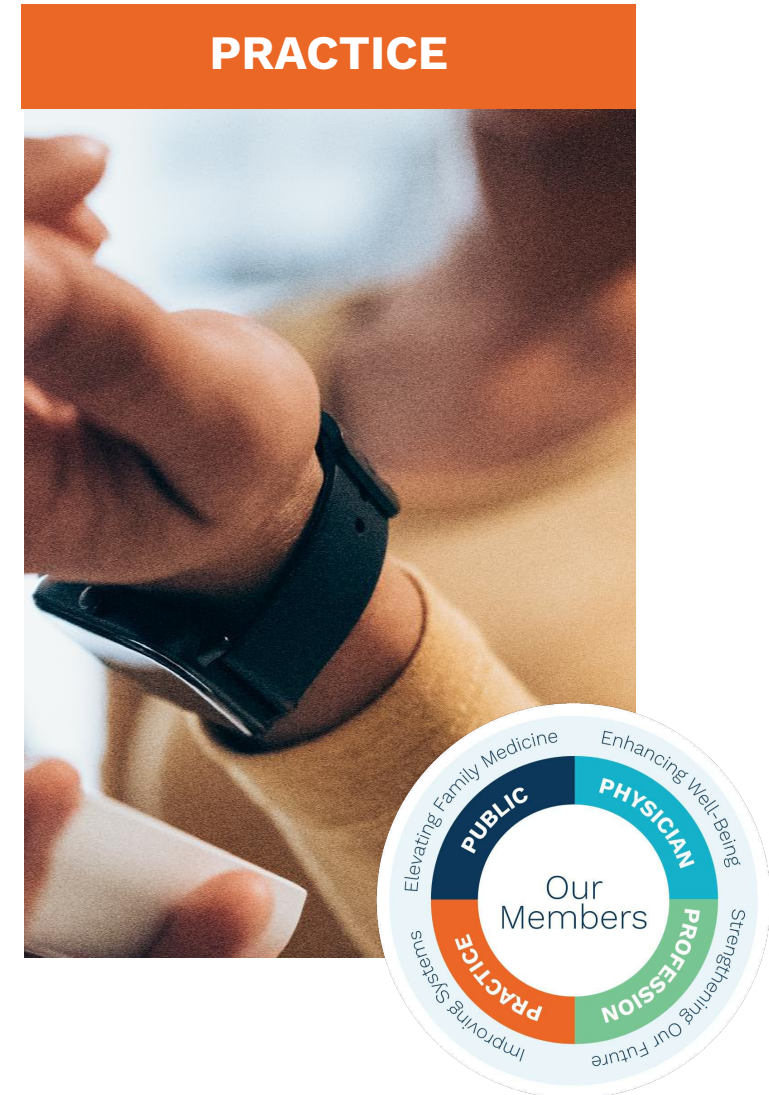
FY26-28 STRATEGIC PLAN

We are Improving Systems

Supporting physicians transitioning to value-based care models through **Value-based Care Library** and **Value-based University for Residents**

Providing resources that help members advocate for policies and systems that **secure health data** across care settings

Published **Starfield Signal report** (AI roadmap recommendations)



I KNOW MY WORTH

aafp.org/worth



Family medicine careers are evolving—and so is the data we have about them.

The Career Benchmark Dashboard is newly updated with dozens of filters to help you unlock real compensation, benefits, and satisfaction insights from 8,500+ family physicians.



Strengthening Our Future

Actions to cultivate the **profession**
of Family Medicine

*Enhancing careers by attracting, retaining and
guiding diverse Family Physicians*

INFLUENCING STUDENT CHOICE

Engaging the Next Generation of Family
Physicians

RESIDENT ACTIVATION

Serving as a launchpad for your career

NEW PHYSICIAN CAREER GROWTH

Supporting the journey from new to established
physician

FY26-28 STRATEGIC PLAN

We are **Strengthening Our Future**

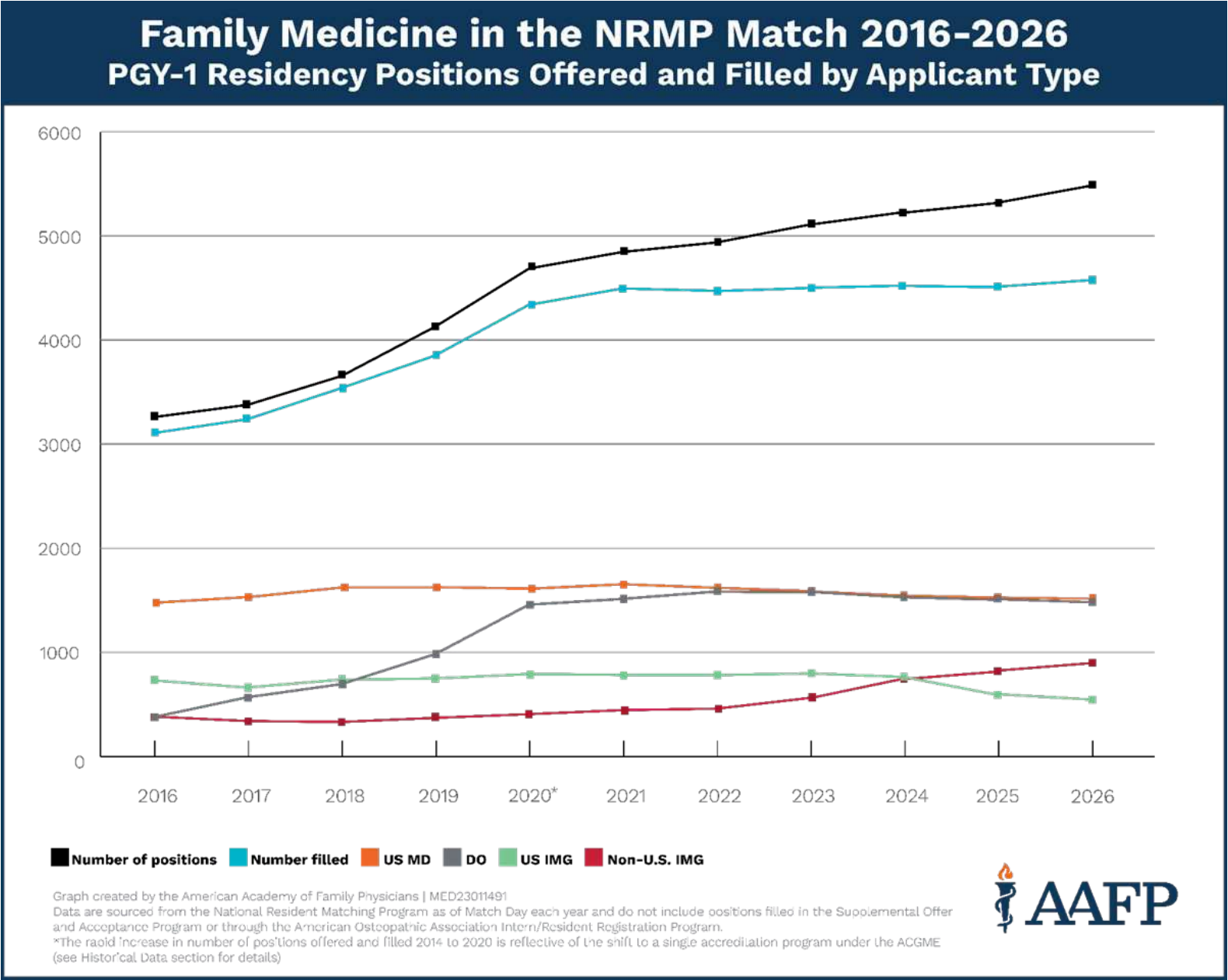
Launched **Residency Selection Improvement Initiative** (RSII) to grow Primary Care workforce

Launched award-winning ***Be Their First*** campaign to influence med students to choose family medicine

Family Medicine Champion Program equips participants to inspire students about opportunities in family medicine



2026 NRMP Match Update





Family Medicine **CHAMPIONS**

This program trains family medicine ambassadors to educate medical students and health care colleagues about the role family physicians play in primary care, preventive health, and advancing health equity. This free, self-paced certificate program is open to all members.

Scan here to
learn more

