



## Strategic Plan (2024-2027)

**Mission:** To improve the lives and professional environment of current and future family physicians so they can provide exceptional care to their patients and communities.

**Vision:** Family physicians will be universally valued for their role in providing high quality care to the people of North Carolina.

### Advocacy Committee

**Objective:** Strengthen the influence of family medicine with health systems, government agencies, and payers.

**Goals:**

- Decrease the administrative burden faced by family physicians in their day-to-day practice lives.
- Increase investment in family medicine to reflect our value and scope.

### Practice Environment and Professional Development Committee

**Objective:** Support family physicians in their personal and professional development and satisfaction.

**Goals:**

- Provide education on different practice models and enhanced practice efficiencies.
- Provide high quality education and increase networking opportunities.

### Workforce Committee

**Objective:** Grow the future family physician workforce in North Carolina.

**Goals:**

- Encourage policy makers, systems leaders and practices to incentivize precepting, teaching and mentoring.
- Nurture medical student interest, resident engagement, and new physician retention.

### Core Beliefs

1. We believe that Family Medicine is essential to the well-being of the health of North Carolinians, and that Family Medicine is well suited to improve the health of the residents of our state.
2. We believe in healthcare that is primary care driven providing high quality care, access and affordability. We believe that the physician-patient relationship is sacred.
3. We believe in healthcare that is fair, equitable and accessible. We believe in the elimination of health disparities and addressing health inequities.
4. We believe in the importance of diversity, equity and inclusion in all aspects of our work.
5. We believe in a comprehensive approach to care, and value the health and well-being of patients, families and communities.
6. We value collaborative communication with all parties concerned with healthcare delivery, and advocate for a positive practice environment to nourish the specialty of family medicine.
7. We value the professional and personal well-being of our members.