

Family Medicine for America's Health



Building Support and Capacity for a Strong
Primary Care Foundation in America



BROUGHT TO YOU BY AMERICA'S FAMILY PHYSICIANS

Medical Home Summit
June 2016

Family Medicine for America's Health



Why we are doing this



PATIENT DISSATISFACTION

MORE PAPERWORK

HIGH TURNOVER

DISJOINTED CARE

INADEQUATE RESOURCES

LESS TIME WITH PATIENTS

INSUFFICIENT WORKFORCE

RISING COSTS

**IMBALANCE BETWEEN
PREVENTION AND TREATMENT**

EHR USABILITY AND
INTEROPERABILITY ISSUES

DECLINING HEALTH

PUSH FOR QUANTITY OVER QUALITY

What we want instead





Health is
Primary®

BROUGHT TO YOU BY AMERICA'S FAMILY PHYSICIANS

Tell the story of Primary Care



Owned Media



Social Media



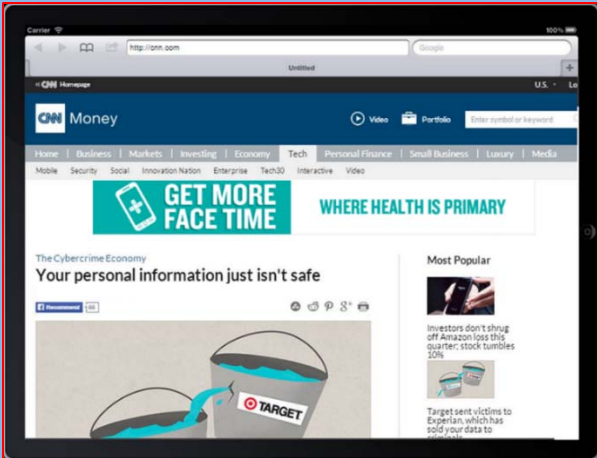
Earned Media



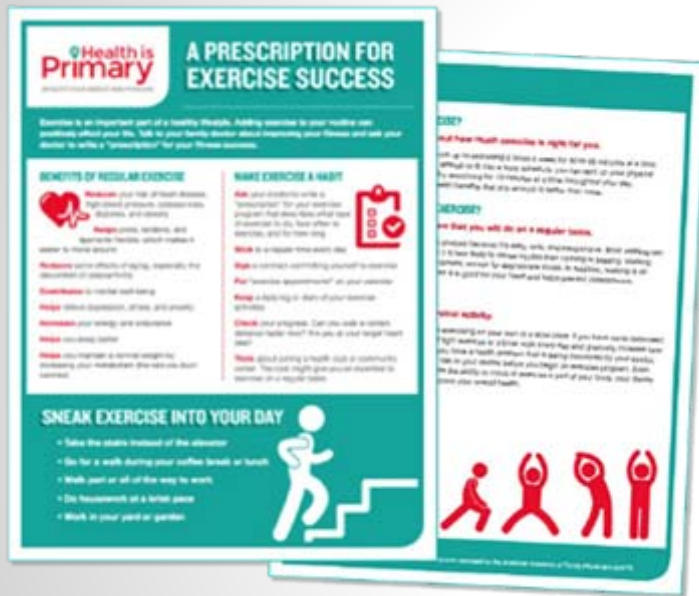
Paid Media



Promoting Values of Primary Care Through National Advertising



Focus on health series



Quarterly mini-campaigns to highlight key health issues & primary care value

Patient resources in English and Spanish

Consumer survey as media hook

690,000+ radio, print and online impressions

2016 Topics: End of Life, Mental Health, Caregivers and Healthy Aging

Our partnership



 Health is
Primary[®]

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 **CVS**
Health

Why CVS health?



- 9500 stores with 5 million daily customers
- Half the patients who come into a MinuteClinic do not have a medical home
- Maintain a list of local primary care practices to give to patients who do have a medical home
- CVS Health has focused on strengthening the medical neighborhood through clinical affiliations with health care systems around the country

Goals of partnership



- Drive patients to seek a medical home and explain how it is connected to the broader neighborhood – pharmacy, retail clinic, community services
- Highlight the importance of true connectivity between the medical home and retail clinic and explain the value of clinical affiliations
- Ensure that patients have access to continuous and coordinated care

Help us spread the message



Design resources:

- Advertisements
- Infographics
- Patient materials
- Posters
- Web badges
- Book of stories and stats

Ideas for engaging with the campaign

Campaign messages, Q&A and sample content

Available at

www.healthisprimary.org/toolkit

Join The Movement



Sign up to receive updates:
www.healthisprimary.org
www.fmahealth.org

Follow us on Twitter: [@healthisprimary](https://twitter.com/healthisprimary)
Join us on Facebook: facebook.com/HealthIsPrimary
Contact us to join the effort: info@fmahealth.org

Contribute to the cause: https://secure.aafp.org/cgi-bin/foundation_donations.pl