

Started at: 2/27/2023 12:20 PM - Finalized at: 2/28/2023 05:16 PM

**Page: Family Medicine Philanthropic Consortium 2023 FMPC Grant Awards**



**Before completing this application, read the FMPC Grant Awards Program Eligibility Requirements**

(<https://www.aafpfoundation.org/grants-awards/family-medicine-philanthropic-consortium-grants-program.html#>). This Webpage also contains Sample Grants from top-scoring applications.

**IMPORTANT:** Download the Budget Worksheet then upload as an attachment.

Submitted application *including* attachments **must not exceed 12 pages**. Longer submissions will be disqualified. If all entry fields are maxed out, your application will be approximately 4 pages; please limit attachments accordingly.

**Completed application materials (budget and attachments) are due by 11:59 P.M. (Central Time), February 28, 2023.**

**DO NOT SAVE AND FINALIZE APPLICATION UNLESS BUDGET/ATTACHMENTS IS UPLOADED.**

**QUESTIONS?** Contact Veronica Roberts at 913-906-6239 or email [vroberts@aafp.org](mailto:vroberts@aafp.org) (<mailto:vroberts@aafp.org>).

We encourage all Chapter/Chapter Foundations to apply who are committed to supporting philanthropic projects focused on health priority areas and reflect the rich diversity of the specialty and the patients served.

**Name**

**Title**

**Chapter/ Chapter Foundation Name**

Ohio Academy of Family Physicians

**Email**

**Phone**

**Mailing Address**

**Name of Chapter Executive**

(if different than above)

**Name**

**Title**

**Email**

**Phone**

**Mailing Address**

US

**Project Title**

EasyPI

**FMPC Priority Area**

MEMBER OUTREACH PROJECT (Focus is on education, research, and/or humanitarian opportunities that target AAFP Family Physician members.)

**Type of Project**

EXISTING PROJECT (Either previously funded by FMPC or not previously funded)

**Amount Requested from FMPC**

\$5,250

**Executive Summary**

The Ohio Academy of Family Physicians' Easy Performance Improvement (EasyPI) is a peer-reviewed, curated collection of online educational resources, to support all AAFP family physicians in completing a PI project in practice and receive credit for the work they do.

EasyPI guides physicians through the process of evaluating background information for a specific condition, determining how this information should drive patient care, and implementing team-based practice change to improve patient outcomes.

Family physicians who engage in EasyPI tracks will improve patient care, meet their PI certification requirements for the American Board of Family Medicine (ABFM), and obtain 20 continuing medical education credits.

Topic tracks include materials such as the following:

Educational materials on a condition including:

- ABFM journal club articles, American Family Physician articles, Family Practice Management articles, and other articles of note,
- Guidelines on the condition and,
- Information about health equity concerns around the condition.

Performance Improvement process materials including:

- Example PDSA cycles,
- Explanation of quality measure selection,
- Examples of interventions to implement,
- Support to implement team-based care,
- Support for process mapping,
- Data collection information and tips,
- Point of care tools and,
- Resources for patients.

ABFM Performance Improvement activity support including:

- Explanation of the ABFM Self-Directed PI Project: Clinical Pathway and,
- Step-by-step guide on how to submit an application for credit.

Content for each track is authored by a Board certified, family physician who serves as OAFP's quality improvement champion, and peer-reviewed by a group of family physicians to ensure that the content is relevant and current to the condition that is being addressed.

There are currently three topic tracks available, Adult Immunizations, Asthma, and COPD, and at least five more launching in 2023. For a visual of EasyPI, visit the website at [www.ohioafp.org/easypi](http://www.ohioafp.org/easypi).

**Target Audience**

Not only will a primary audience be OAFP's 3,000+ actively practicing family physicians and family medicine resident members across Ohio, we also plan to connect with as many state chapters as possible to share EasyPI to family physicians across the nation. Secondly, we will connect with Ohio's 30+ residency programs to offer EasyPI as a packaged way for residents to complete their required PI activity.

Ultimately, our goal is to assist any family physician, regardless of geographic location, in creating a PI project and guide them in submitting their work for credit through the American Board of Family Medicine's Self-Directed Clinical pathway.

OAFP will deploy the following multi-pronged strategy to ensure usage of EasyPI:

- Articles in the OAFP's weekly e-newsletter;
- Educational messages through direct-to-member emails;
- Articles in the OAFP's monthly student and resident e-newsletter to target resident members;
- A custom designed, rotating ad that will appear on the front page of the OAFP website;
- Messages on the OAFP's social media channels;
- Messaging on AAFP's listservs as well as a write up in AAFP's chapter staff e-newsletter;
- A live-stream session with a panel of physicians to highlight best practices for utilizing this tool.

## Problem/Need Statement

According to the American Board of Family Medicine (ABFM), Family Medicine Certification (FMC) serves to ensure patients and the public that a physician is highly skilled and effective at improving their health by having met the specific residency training requirements and continuing high professional standards.

However, we continually hear from members that navigating the process of FMC can be confusing and the initial thought of creating and completing a performance improvement (PI) activity can seem daunting. Many times our members share that they are unsure of where to begin.

The OAFP conducted a member-wide survey in preparation for its 2023-2026 strategic planning process. Respondents of the survey ranked programming that assists physicians in maintaining ABFM Board certification as a top three reason for belonging to the OAFP and when asked to indicate their top priorities for future programs and services, "more programming that helps family physicians maintain ABFM Board certification" was the top result.

In addition, the AAFP announced that it would be discontinuing its METRIC program, which provided many residency programs a way to host PI activities for residents, leaving a gap in need for programs. By packaging EasyPI for residency program use, we hope to empower residents to assess their PI needs and report credit on their own, familiarizing themselves with the process of FMC before starting active practice.

Through feedback gleaned from members, survey results, the streamlined approach to fulfilling this component of board certification, and the gap in need for residency programs, the OAFP recognizes a niche opportunity to provide a much-needed programming benefit to our members and family physicians everywhere. EasyPI will serve as a valuable tool to member-diplomates looking for a place to start on their PI journey, learning more than just clinical updates along the way, receiving the credit they deserve.

## Goals, Objectives, Activities, and Outcomes

Goal: EasyPI will be widely used by AAFP family physicians across the nation.

Objective: Continually promote EasyPI to OAFP members and family physicians nationwide.

Tactics:

- Quarterly provide promotional materials to all AAFP state chapter executives to disseminate through their communication channels.
- Send educational direct-to-member emails at least every other month and each time a new track launches.
- Publish articles in the OAFP's all-member e-newsletter and student/resident e-newsletter at least every other month and each time a new track launches.
- Share promotions on OAFP's social media channels monthly.
- Host a live-stream session with a panel of physicians to highlight best practices of EasyPI and archive it on the EasyPI webpage.

Outcomes: Physicians nationwide will understand the value of performance improvement and earn credit they deserve for the valuable work they are doing. Utilization of our EasyPI webpages will increase throughout the year.

Goal: Two of Ohio's residency programs will use EasyPI as its method for resident PI activities.

Objective: Host a pilot program, engaging two of Ohio's residency programs that will utilize EasyPI for its residents to complete their required ABFM PI activity.

Tactics:

- Host a focus group of residency program representatives to determine how best to implement EasyPI as a tool for resident PI activity.
- Host a focus group of resident members to determine needs specific to this member type.
- Recruit two Ohio residency programs to use EasyPI to complete a required PI activity for its residents.

Outcomes: Residents in the pilot program will learn how to navigate the Family Medicine Certification process, including a PI activity, on their own and recognize the value of OAFP membership in supporting their career goals. Additionally, EasyPI will fill a gap for the residency program that was previously filled by AAFP's METRIC program or other.

## Evaluation Tools

The OAFP plans to report on the analytics of open rates and page views for the following virtual communication activities during the project period.

- Measure open rates of articles in the OAFP's e-newsletters.
- Measure open rates of each e-blast sent to members.
- Measure click rates of OAFP's EasyPI webpage.
- Measure click rates of OAFP's EasyPI track page(s).
- Measure the number of live participants in the live-stream session highlighting EasyPI best practices and the number of participants accessing the archive.

We will look into the feasibility of asking state chapters to include a "button" or link on their own websites that directs their members to our EasyPI webpage. We will need to determine how best to address this based on individual chapter needs and ability.

The OAFP has a pre-and post-survey available for physicians to complete. Results from the surveys will guide us in future improvements to the tracks and provide a general understanding of how the tool is affecting physician knowledge and comfort around PI activities.

We will include an extensive evaluation for the two residency programs that participate in the pilot program in order to determine if needs were met and where improvements can occur for next steps in sharing the program with other residency programs.

Finally, we will work with the ABFM to determine if metrics can be included within the self-directed application or if they can capture page visits directed from our EasyPI pages. Our end goal is to know how many physicians use EasyPI to complete their PI activity. However, since the process is self-guided and directed to the ABFM's self-direct pathway application, our access to that data is currently limited.

## Timeline

February – June 2023

- Update current topic tracks
  - Adult Immunizations
  - Asthma
  - COPD
- Create new tracks
  - Social Determinants of Health/Health Equity
  - Diabetes
  - HPV Vaccination
- Package EasyPI for residency programs in prep for focus groups and for “soft launch” of this resource\*
- Promote EasyPI everywhere!
- Compile current evaluation data since launch of EasyPI and write status report for AAFP/F FMPC 2022 grant
- Continue conversations with ABFM to determine additional outcome measures that can be created from their end

July – August 2023

- Create new tracks
  - Rare Diseases
  - Obesity
- Host focus groups
- Recruit two residency programs for pilot

September – December 2023

- Revise any tracks as needed
- Host residency program pilot and compile feedback
- Launch residency program EasyPI to all Ohio residencies

\*As resources are developed that would be useful to residency programs in any capacity, we will share with programs throughout the year, simultaneously with this work. Our focused pilot will be to glean best practices for a final launch of an “EasyPI for Residency Program” model, but with the discontinuation of AAFP METRIC, there may be need of tools before the end of 2023.

## Partnerships & Collaboration

The ABFM has been supportive of EasyPI since its creation in 2022. The OAFP will collaborate with the ABFM to ensure information provided on EasyPI pages are always accurate in relevance to ABFM requirements and will continue to meet with ABFM representatives to determine if outcome measures can be included on their end of the EasyPI process. The OAFP will also include this work in a chapter grant request in 2023 for potential funding support from the ABFM.

The OAFP plans to share all EasyPI collateral with all AAFP chapter executives to use in their communication platforms with the aim to encourage all family physicians – across the country- to take full advantage of this free tool to learn the value of PI and earn credit. We would share these materials as an in-kind resource.

Finally, the OAFP hopes to engage members of its Partners in Health Program to collaborate in creation of topic tracks. Many of the current Partners in Health have resources and educational materials that would add value to the family physician and practice team, especially within the context of a performance improvement project. Partners that engage in this process provide the OAFP with funding support.

## Potential Value of this Project to Other AAFP Chapters

As noted above, this project is of value to all family physician members and residents who are board certified (or seeking board certification) regardless of their chapter affiliation. Physicians from across the country who engage in Ohio’s EasyPI program will learn about performance improvement overall and understand the steps required to submit the work they do to the ABFM for board certification through the Self-Directed Clinical Pathway. Sharing EasyPI materials with state chapters is a huge priority in 2023.

We will also provide state chapters a recap of the residency program pilot and share materials created for that process with them. This will provide chapters a way to engage with their own residency programs in their state, providing a valuable membership service with low staff capacity on their part. They will be able to share EasyPI as a helpful tool, while creating or enhancing valuable relationships with their state residency programs – improving the family medicine workforce and retaining AAFP membership nationwide!

## BUDGET

Download File ([https://aafp.secure-platform.com/file/16482/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxNjQ4MiwiaWYxsb3dOb3RtaWduZWVcmwiOiJGYWxzZSI6ImInbm9yFMPCGrantAwardBudgetWorksheet\\_OAFP%20EasyPI\\_2023.pdf](https://aafp.secure-platform.com/file/16482/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxNjQ4MiwiaWYxsb3dOb3RtaWduZWVcmwiOiJGYWxzZSI6ImInbm9yFMPCGrantAwardBudgetWorksheet_OAFP%20EasyPI_2023.pdf))

## ATTACHMENTS

EasyPI Flyer

Download File ([https://aafp.secure-platform.com/file/16457/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxNjQ1NywiWYxsb3dOb3RtaWduZWVcmwiOiJGYWxzZSI6ImInbm9yKd7POz2h9Hybh1U93W1GAUG\\_\\_DHjFw?OAFP\\_EasyPI%20Flyer.pdf](https://aafp.secure-platform.com/file/16457/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxNjQ1NywiWYxsb3dOb3RtaWduZWVcmwiOiJGYWxzZSI6ImInbm9yKd7POz2h9Hybh1U93W1GAUG__DHjFw?OAFP_EasyPI%20Flyer.pdf))



## Family Medicine Philanthropic Consortium 2023 FMPC Grant Awards Budget Worksheet

### INSTRUCTIONS:

- Complete and upload the budget worksheet with the application and attachments online.
- Completed application and attachments (budget and supporting documents) are due by 11:59 P.M. Central Time, February 28, 2023.
- Submitted application including attachments **MUST NOT EXCEED 12 PAGES**. Longer submissions will be disqualified.
- **QUESTIONS?** Contact Veronica Roberts at 913-906-6239 or email [vroberts@aafp.org](mailto:vroberts@aafp.org).

## BUDGET

### 1. TABLE OF ALL FUNDING SOURCES FOR THIS PROJECT

	FMPC REQUEST	OTHER FUNDING	IN-KIND or NON- CASH**	TOTAL BUDGET BY CATEGORY
<b>STAFF &amp; ADMIN</b> <i>Include all staff and personnel, interns, consultants, volunteers, members, etc.</i>	\$ 1,000	\$ 10,000	\$ 0	\$ 11,000
<b>SUPPLIES</b>	\$ 750	\$ 600	\$ 0	\$ 1,350
<b>EQUIPMENT</b>	\$ 0	\$ 0	\$ 0	\$ 0
<b>OTHER</b>	\$ 3,500	\$ 4,500	\$ 3,000	\$ 11,000
<b>TOTAL</b> per Funding Source	<b>\$ 5,250</b>	<b>\$ 15,100</b>	<b>\$ 3,000</b>	<b>Grand Total \$ 23,350</b>
*% of FMPC Staffing & Admin <u>Cannot exceed 30%*</u>				
(*Calculate using FMPC Staff & Admin/Total FMPC Funding)	<b>19%</b>			

\*For example, if total FMPC Request is \$2,000, FMPC Staff & Admin cannot exceed \$2,000 \*.30=\$600.

\*\*In-kind or non-cash donations can be goods, services or labor of people assigned to accomplish the project.

### 2. BUDGET NARRATIVE (500 words or less): This section should be comprehensive and address funding requested from FMPC, as well as funding from other sources and in-kind support. For all categories, please explain the need for the cost and how costs were estimated.

#### **FMPC Request: \$5,250**

Staff & Admin: \$1,000

- Covers staff time for hosting focus groups and creating materials for the EasyPI for Residency Programs launch.

Supplies: \$750

- Gift cards = \$750
  - As a small token of appreciation, we plan to provide focus group participants with a \$25 gift card for their time and feedback. We've estimated approximately 10 participants for both focus groups.
  - To help facilitate the focus groups, we will engage a physician lead and provide a \$50 gift card for their support.

- We will provide peer reviewers of new topic tracks with a \$50 gift card. We've estimated approximately 8 reviewers for two new tracks being covered by FMPC funds.

Equipment: \$0

Other: \$3,500

- Physician champion honorarium for two new tracks = \$3,000 (\$1,500 per track)  
To help cover expenses of new tracks and the overall sustainability of EasyPI, this proposal includes honorarium for two of our five new tracks in 2023.
- Pilot program incentives = \$500  
We will provide each residency program in the pilot a \$250 incentive to use as they wish to support engagement in the PI process.

**Other Funding: \$15,100**

From sponsoring organizations of EasyPI track(s) and potentially ABFM.

Staff & Admin - \$10,000

- Covers staff time for the following tasks associated with the EasyPI initiative:
  - Content compilation for each topic track and constant monitoring
  - Physician champion coordination
  - Peer-review group coordination
  - Promotion creation and deployment of materials throughout the year
  - Allied chapter communications
  - Coordination of program partners as needed
  - Website updates and coordination with web developer to create an online data collection tool to assess utilization of EasyPI track pages
  - Hosting live-stream "best practices" session and archiving recording
  - Analytics
  - Final reporting

Equipment: \$0

Supplies: \$600

- Gift cards = \$600
  - We will provide peer reviewers of new topic tracks with a \$50 gift card. We've estimated approximately 12 reviewers for three new tracks being covered by other funds.

Other: \$4,500

- Physician champion honorarium for three new tracks = \$4,500 (\$1,500 per track)

**In-Kind: \$3,000**

Covered by OAFP.

Other - \$3,000

- *Weekly Family Medicine Update* and Student/Resident (e-newsletter) articles - \$1,500
- E-blast promotions - \$1,500



# EasyPI



## NEW OAFP MEMBER BENEFIT AVAILABLE - FOR FREE!

The Ohio Academy of Family Physicians (OAFP) created Easy Performance Improvement (EasyPI), a peer-reviewed, curated collection of online educational resources, to support family physicians in completing a self-guided PI project in practice and receive credit for the work they do.

EasyPI will guide you through the process of evaluating background information for a specific condition, determining how this information should drive patient care, and implementing team-based practice change to improve patient outcomes.

After implementing your chosen PI initiative, EasyPI resources provide step-by-step instructions on how to submit your work to the American Board of Family Medicine (ABFM) through its Self-Directed PI Project: Clinical Pathway application. **Self-directed PI projects fulfill an ABFM PI requirement, add 20 ABFM points to your portfolio, and equate to 20 CME credits through the American Academy of Family Physicians (AAFP).**

The following tracks are currently available (with more to come):

- **Adult Immunizations**
- **Asthma**
- **Chronic Obstructive Pulmonary Disease (COPD)**

Each of the topic tracks include materials such as:

### Background Information

- Educational materials on the condition including: ABFM journal club articles, *American Family Physician* articles, *Family Practice Management* articles, and other articles of note
- Guidelines on the condition
- Information about health equity concerns around the condition.

### Performance Improvement Process

- Example PDSA cycles and information about how to create your own PDSA
- Support choosing quality measures
- Examples of interventions to implement that address sample quality measures
- Support for process mapping
- Data collection information and tips.

### ABFM Performance Improvement

- Explanation of the ABFM Self-Directed PI Project: Clinical Pathway
- Step-by-step guide on how to submit an application for credit.

All you need to make quality change in your practice, improve patient outcomes, and earn ABFM certification points and AAFP CME credit is available at your fingertips. Choose your topic and go! It's that easy!

### Questions & Financial Support

Contact Kaitlin McGuffie at [kmcguffie@ohioafp.org](mailto:kmcguffie@ohioafp.org) or call (800) 742-7327 with any questions.

Financial support for this program was provided by the AAFP Foundation to the Family Medicine Philanthropic Consortium (FMPC) and is funded by members like you! Help programs like this continue to support family medicine by giving to the AAFP Foundation. Select "Chapter Grants" when making your gift online at [www.aafpfoundation.org/donate](http://www.aafpfoundation.org/donate).

**GET STARTED TODAY!**  
**[WWW.OHIOAFP.ORG/EASYPI](http://WWW.OHIOAFP.ORG/EASYPI)**