

National Primary Care Week
Programming & Events Menu
Prepared by the AMSA-PCP Visionary Team
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If you want to address the “**bad image**” of primary care, we suggest the “Impact of Messaging About Primary Care” and “Careers in Primary Care” events.

If you want to increase or improve **mentoring relationships**, we suggest the “Impact of Messaging About Primary Care,” “Local Clinical Innovation Case Study Workshop,” or “Careers in Primary Care” event.

If you want to increase exposure to **innovative models of care delivery**, we suggest the “Local Clinical Innovation Case Study Workshop,” “Assessing Clinics for Patient-Centered Care,” “Identifying Innovation in Primary Care Residencies: A Guide for Medical Students” and “Evaluating Clinical Microsystems Workshop.”

If you want to focus on effective **medical training and education**, we suggest “Identifying Innovation in Primary Care Residencies: A Guide for Medical Students,” “Assessing Clinics for Patient-Centered Care”

The Impact of Messaging About Primary Care

Title: The Impact of Messaging About Primary Care

Name: Susan

Format: Workshop (facilitated discussion, presentation, breakout groups)

Target audience: Medical students, residents, faculty, in primary care or other fields.

Short description: This event will focus on the critical role that strategic messaging about primary care (ex. talking about how the field is reinventing itself) can play in influencing the way that trainees, clinicians, and the lay public think about primary care careers, providers and services. The event starts with a facilitated discussion about participants' experiences with negative messaging about primary care (ex. deriding the profession to colleagues and promoting myths) and the effects that has had on their career decisions and interest in the field. Participants will then have an opportunity to learn and practice methods of responding to misinformation about primary care that will make them an effective advocate for primary care.

Anticipated budget: \$50-150 for food, \$10-25 for flyers advertising the event and handouts

Learning objectives:

After this event, participants will be able to:

1. Identify positive and negative messaging about primary care
2. Understand the impact on morale, care delivery, and career choices in primary care communities
3. Advocate for primary care with a new tool box of data, strategic messages, and personal anecdotes

Challenges to primary care that it targets/benefits: This event addresses some of the harmful and outdated images of primary care by empowering participants with strategic responses to counteract negative messaging about primary care in real time. It also addresses the dearth of mentorship by educating participants about better ways to message primary care to trainees earlier in their career in order to create more welcoming opportunities for mentorship.

Local Clinical Innovation Case Study Workshop

Title: Local Clinical Innovation Case Study Workshop

Name: Susan

Format: Workshop

Target audience: Medical students, pre-meds, and residents with less experience in clinical innovation as participants; residents, faculty, and community providers who are working on clinical innovation projects as presenters.

Short description: This event will provide participants the opportunity to try out strategies for innovation planning. Local clinicians will present a challenge that their clinic is working on (including the process they want to change, who is affected, and why it is being changed) without revealing the solution they are implementing (if any so far). Participants will then breakout into groups to discuss the problem and potential solutions, including what measurements need to be taken to assess the problem, what a successful outcome would look like, and the nuts and bolts of how the solutions would be implemented. Afterwards, delegates from each group will present a summary of their suggestions to the full group of participants. To conclude, clinicians will explain what their own clinic/practice has done or plans to do to address the issue, report any results if found, and open the floor to discussion.

Anticipated budget: \$50-150 for food, \$10-25 for flyers advertising the event and handouts

Learning objectives:

After this event, participants will be able to:

1. Understand what “clinical innovation” means through learning about challenges and discussing potential innovations
2. Understand the basic steps of clinical innovation
3. Identify local clinician innovators, clinics that work on innovation, and innovation projects in place that they could contact to work with

Challenges to primary care that it targets/benefits: This event addresses the lack of exposure during medical training to new models of primary care delivery. The event gives participants the opportunity to ask questions and learn hands-on about the process of developing practical solutions to problems facing high quality, coordinated, continuous, and comprehensive care delivery. This event also addresses the dearth of mentorship by giving students, residents, and clinicians the opportunity to collaborate further.

Identifying Innovation in Primary Care Residencies: A Guide for Medical Students

Title: Identifying Innovation in Primary Care Residencies: A Guide for Medical Students

Name: Angela

Format: Workshop

Target audience: 3rd/4th year medical students, medical school faculty mentors

Short description: This toolkit prepares a student-facilitator to discuss residency training and the various types of programs offered within a primary care specialty such as family medicine, internal medicine, etc. Innovative topics of interest within the specialty are identified, as well as topics of interest in residency training in general. An example of criteria for evaluating residencies and a group of innovative primary care residency programs is identified according to these criteria as an example. A student-facilitator is encouraged to lead a workshop with students preparing to apply to this residency, to develop the group's own set of criteria, and to identify the group's own set of innovative residency programs according to their priorities.

Anticipated budget: \$50-150 for food; \$10-25 for flyers/handouts

Learning objectives:

After this event, participants will be able to:

1. Consider important experiences in primary care residency training, including both innovative topics and basic essentials.
2. Develop a set of criteria for evaluating the strength of a residency program as per one's own training priorities.
3. Identify a group of programs which one considers to be "best fits" as per his/her identified criteria.

Challenges to primary care that it targets/benefits: Participation in this workshop will empower students to seek primary care residency programs which fit their individual needs. With a greater sense of individualized discriminatory criteria, students will be able to ask more poignant questions of residency program directors during their residency application process, and enact improvements in their own residency programs once they have reached resident-status.

Assessing Clinics for Patient-Centered Care

Title: Assessing Clinics for Patient-Centered Care

Name: John

Format: Discussion

Target audience: Residents, medical school faculty mentors.

Short description: This event is intended to catalyze discussion about how residency or other clinics address issues of patient self-efficacy, self-knowledge, and agency to lead to patient-centered care. Residents, faculty or medical students will present what patient-centered care is and what the institutions do to assess or take into consideration patient self-efficacy and agency in delivering patient-centered care, including potentially the use of tools or scales. They will then lead a directed discussion on whether these methods, assessments, or tools meet the needs for creating patient-centered care, and how they might be improved. The event will end with an action plan for developing a method for improving the patient-centeredness of care.

Anticipated budget: \$50-150 for food; \$10-25 for flyers/handouts

Learning objectives:

After this event, participants will be able to:

1. Understand what the local residency or other clinics do to assess or take into account patient agency and self-efficacy in tailoring and delivering care.
2. Determine if these procedures are effective for creating a patient-centered care model
3. Plan for improvements in creating patient-centered care.

Challenges to primary care that it targets/benefits: This event will address lack of exposure to innovative models of care by highlighting what innovative measures the local clinics are doing for patient-centered care, and what models they could potentially implement. This may also address issues of curricular reform by mobilizing residents to affect change in their residency program.

Evaluating Clinical Microsystems Workshop

Title: Evaluating Clinical Microsystems Workshop

Name: Paul

Format: Presentation or workshop

Target audience: Medical students, pre-meds, residents, faculty, and community providers

Concept Overview: The term microsystem is originally a business concept, and can be described as the smallest replicable unit that contains all the necessary features for a group to function cohesively. In medicine, a clinical microsystem consists of the team of providers and staff that work together to care for a specific panel of patients. Focusing on the clinical microsystem model incorporates focusing on investment in improvement, interdependence of the care team, ongoing measurement of outcomes, and more. The event can take on various forms, from a PowerPoint guided talk including several opportunities for questions/discussion, to an actual evaluation of the strengths and weaknesses of a community clinic based on metrics that evaluate dimensions of successful clinical microsystems

Anticipated budget: \$50-150 for food, \$10-25 for flyers advertising the event and handouts

Learning objectives:

After this event, participants will be able to

1. Define and describe a clinical microsystem
2. Understand how clinical microsystem organization increases patient safety and care quality
3. Examine the relationship between the primary care microsystem and the larger healthcare macrosystem (ex. within the context of an accountable care organization)
4. Examine the role of the microsystem as a laboratory for clinical innovation and explore potential ways for them to pursue this

Challenges to primary care that it targets/benefits: This workshop addresses the dearth of exposure to innovative models of care by introducing participants to the clinical microsystems framework. This workshop exposes trainees to clinical delivery science and team based models of care and gets them thinking about ways to evaluate the quality of care they deliver. It also promotes a mindset conducive to success, one of constantly looking towards new venues for improvement.

Careers in Primary Care

Title: Careers in Primary Care.

Name: Nikita

Format: Panel

Target audience: Medical students, undergraduate students

Short description: This event is intended to increase exposure to the different facets of primary care and what can be done outside of delivering individualized care in the clinic. The format would include a panel of 3-5 primary care providers that have pursued other career options. Each provider would get a chance to speak briefly about their training, how they got to where they are, and how their training is used in their job. The floor would then be open to questions.

Anticipated budget: \$50-150 for food, \$10-25 for flyers advertising the event and handouts

Learning objectives (1-3 bullet points):

After this event, participants will be able to

- 1) Understand different career options in primary care
- 2) Have a plan for next steps in pursuing these options

Challenges to primary care that it targets/benefits:

The panel would really target some of the misconceptions (or fundamental lack of knowledge) people tend to have about primary care. Also since many of these doctors who pursue non-clinical careers contribute greatly to innovation in primary care, this will help educate the audience about what primary care is and what innovations are happening in it..