

UAB DEPARTMENT OF FAMILY AND COMMUNITY MEDICINE STRATEGIC GOALS

Mission: To improve the health and well-being of society, particularly the citizens of Alabama, by providing innovative health services of exceptional value that are patient- and family-centered, a superior environment for the education of health professionals, and support for research that advances medical science.

Vision: The top academic department that develops leaders in Family and Community Medicine

Goal 1: Grow our clinical footprint with high quality, cost-effective, patient-centered care that includes innovation in delivery

Goal 2: Grow primary care educational programs aimed at increasing the number and caliber of learners who pursue family medicine

Goal 3: Conduct research that is patient- and community-centered, including work that enhances health promotion, improves care for chronic diseases, and advances healthcare delivery, while including cross-cutting themes of health equity, technology, and team science.

Goal 4: Provide service to our communities, including those at UAB, in Birmingham and surrounding areas, statewide and in the discipline of family medicine

Goal 5: Foster a culture that elevates primary care, built on a sense of belonging and values of inclusion, integrity and curiosity

STRATEGY METRIC:

Increased reach, scope and quality of clinical services

MULTI-YEAR STRATEGIES:

- 1.1: Leverage technology to improve care delivery and clinical reach
- 1.2: Increase number of clinicians, care team members clinical practice sites, multi-disciplinary services, and visit offerings
- 1.3: Promote value-based care
- 1.4: Offer comprehensive care for families in the community and UAB employees
- 1.5: Create brand awareness for services

STRATEGY METRIC:

Reputation and program growth

MULTI-YEAR STRATEGIES:

- 2.1: Grow pathway programs to increase underrepresented minorities within the UAB Heersink School of Medicine and primary care
- 2.2: Create opportunities for early longitudinal and mentored experiences
- 2.3: Innovate in educational delivery and programming
- 2.4: Increase FM residency positions within the state
- 2.5: Grow the clinical preceptor network

STRATEGY METRIC:

Increased scholarship and funded primary care research

MULTI-YEAR STRATEGIES:

- 3.1: Integrate with clinical programs and health system priorities to improve primary care delivery
- 3.2: Develop programs, resources, mentorship, and incentives to support research, scholarship, and QI to engage students, residents, fellows and clinical faculty
- 3.3: Partner with key Institutes, Centers and Departments
- 3.4: Prioritize funding opportunities and announcements that align with our clinical programs and medical education initiatives
- 3.5: Identify resources to support PBRN and engage community practices

STRATEGY METRIC:

Increased representation and outreach

MULTI-YEAR STRATEGIES:

- 4.1: Increase outreach to the community, particularly underserved communities
- 4.2: Leverage partnerships to amplify our efforts
- 4.3: Connect outreach efforts with primary care services
- 4.4: Increase representation at state and national family medicine organizations
- 4.5: Increase representation within UAB, Heersink School of Medicine, and Health System levels

STRATEGY METRIC:

Engagement of diverse team members and perspectives

MULTI-YEAR STRATEGIES:

- 5.1: Promote and celebrate diversity within the team and when recruiting talent
- 5.2: Offer individual and team development to promote cohesion
- 5.3: Create a feedback rich culture
- 5.4: Recognize and value our people
- 5.5: Create opportunities to distinguish primary care from other health system offerings