

Join the American Academy of Family Physicians (AAFP) as it takes the lead in educating America's family physicians about the latest developments in genetic science and the implications of those advances for patients.

Family physicians will play a major role in the future of medical genomics, particularly as it relates to preventive, diagnostic and therapeutic medicine. It will be important for physicians to be able to communicate accurately and effectively with patients and the public about the clinical, legal, social and ethical issues involved in this burgeoning area of medicine.

With your support, the AAFP's Annual Clinical Focus (ACF) can give family physicians the knowledge, skills and tools they need to do that.

Why You Should Support This Initiative

Genomics is the future of medicine! ACF 2005 Genomics provides an opportunity for industry and other organizations to support a yearlong educational initiative for family physicians that focuses on new and emerging clinical issues and technologies and their current and projected applications in medicine. Family physicians will be the voice of reason to patients and the public, helping them understand emerging genomic technologies and terms and

assisting them in distinguishing between what is realistic and what is hype.

ACF 2005 will emphasize key clinical and social topics, such as demystifying genetics, properly interpreting family history, counseling about the genetic testing process and results, pharmacogenomics, recognizing the variable clinical utility of genetic information, defining the role of genomics in detecting and managing chronic disease, and providing high-quality, culturally appropriate health care.



Benefits to Supporters

- Visibility with more than 93,700 family physicians, family practice residents, and medical students
- Opportunity to reach other physicians and healthcare providers
- Opportunity to choose between two funding levels of grant support
- Recognition and exposure through elements/modules for more than a year
- Opportunity to fund additional program elements in a specific clinical area of interest and to suggest topics and speakers
- Announcements in *American Family Physician* with 189,272 circulation
- Recognition through articles in AAFP publications
- Attribution acknowledging supporters on supported products and programs over the year
- Special recognition at several events throughout the year, and
- Opportunity to partner with the AAFP

Exposure for Supporters (2002 data)

- Total pieces of ACF materials mailed: 1,886,680
- Total pieces of ACF promotion/exposure: 10,235,076
- Total participants in ACF live events: 15,932



CME Program Core Elements (proposed structure)

- Official launch of ACF 2005
Genomics will be held at the combined 2004 Annual Scientific Assembly/WONCA (World Organization of Family Doctors) meeting in Orlando, FL, October 13 – 17, 2004. The launch will tie in with WONCA's announcement of its intent to focus on genomics beginning in 2007. At this event, 10,000 family physicians are expected, with an overall attendance of 20,000.
 - Francis Collins, MD, Director of National Human Genome Research Institute, is the Keynote Speaker



- Curriculum-based program to include 12 topic areas. As genomics is the future of medicine, so is the use of technology. The genomics year will be developed as a Web-based, curriculum driven program and to include print materials as applicable
- Public relations/media campaign to promote member and public awareness
 - Program guide
 - Patient education handouts
 - Incentives for members to participate

- Utilize existing AAFP CME vehicles where genomics topics are planned for 2005
- Utilize cooperating partner resources as appropriate to the topic area
- Genomics Web page — program components will be archived
- Articles and house ads in AAFP publications, including:
 - *American Family Physician* (189,272 circulation per issue)
 - *Family Practice Management* (103,580 circulation per issue)
 - *FP Report* (94,300 circulation per issue)
 - *AAFP This Week* (56,441 circulation per member e-mail)
- Topics relating to the ACF in appropriate national CME courses
- CD-ROM of ACF elements

Curriculum and Clinical Topic Areas*

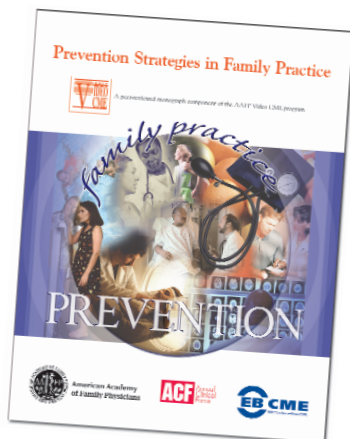
- Introduction to include goals, program overview and tools to construct a genogram
- Breast cancer
- Colon cancer
- Cardiovascular disease (presented in two parts)
- Neurological disease (Alzheimer's, Parkinson's)
- Prenatal testing
- Newborn screening
- Single gene disorders, orphan diseases, rare diseases
- Psychiatric disorders
- Developmental disorders
- Hemophilia/thrombophilia
- Auto-immune disease (MS, IBS)

- Resources — Utilize resources from cooperating partners and others to help physicians evaluate new studies and to receive the latest information and “hot topics”
- Each module will include practical information, genomic principles, pharmacogenomics, cultural sensitivity, genetic testing, ethical, legal and social implications and:
 - Answers to a question about the role genomics plays in practice specific to the topic area
 - Case studies with physician/patient vignettes
 - A Web tour of physician and patient resources
 - A Clinical quiz

**Components will include evidence-based practice guidelines and/or practice recommendations supported by evidence*

Additional Program Elements Available for Support

- CME video (DVD)/monograph program
- *American Family Physician* monograph
- *CME Bulletin* (6-page self-mailer)
- Audio tape and booklet
- Outcomes/research study



- Quality improvement online program (FPIQ)
- Support national CME courses
- Chapter Lecture Series
- CME/social event at FP Board Review Courses
- Lectures at National Conference/Patient Education Conference
- Physician/patient education packet
- Other projects as mutually agreed upon

Cooperating Partners

The AAFP will invite government organizations, consumer-oriented groups, sister specialties, and medical associations to work “in cooperation with” the AAFP on this educational initiative. These cooperative relationships have proven to enhance the program, provide corporate visibility for those involved, and provide opportunities to collaborate on important health topics. Cooperating partners may provide input regarding the clinical content of ACF program elements. Partners committed to date include NHGRI, American Cancer Society, National Cancer Institute and CDC.

Grant Support

The program will be funded by Industry support and grants. Funding levels begin at \$25,000. Interested companies may contact the AAFP Foundation Corporate Development Department at 800-274-2237 (ext. 4430 or ext. 4454) for more information. The grant support underwrites the development of program elements and entitles the supporters to first rights-of-refusal for any exclusive additional elements and the support of the following year’s ACF topic.

Genetics in Primary Care Project

The AAFP participates in the Genetics in Primary Care (GPC): A Faculty Development Initiative funded by the Maternal and Child Health Bureau and the Bureau of Health Professions of the Health Resources and Services Administration (HRSA) with co-funding from the National Human Genome Research Institute, National Institutes of Health and Agency for Health Care Policy and Research. The GPC is administered by the Society of Teachers of Family Medicine, a sister organization of the AAFP. Norman B. Kahn, Jr., M.D., Vice President, AAFP Science and Education, is the project director for the GPC initiative.

GPC’s Scope of Work is to plan, implement, and evaluate outcomes of training programs in genetics. GPC training programs target family medicine, general internal medicine and general pediatrics faculty. Other participating organizations include American College of Physicians, American Academy of Pediatrics, American College of Obstetrics and Gynecology, American Medical Association, American College of Medical Genetics, American Society of Human Genetics, and others.



Past, Present and Future Topics

ACF 1998

"Prevention and Management of Cardiovascular Disease"

Received Excellence in Education award from the American Society of Association Executives
Received Award for Outstanding CME Collaboration from the Alliance for Continuing Medical Education

Supported by:

Bristol-Myers Squibb Company
Hoechst Marion Roussel
Novartis Pharmaceuticals Corporation
Knoll Pharmaceutical Company
Wyeth-Ayerst Laboratories

Cooperating partner:

American Heart Association

ACF 1999

"Management and Prevention of the Complications of Diabetes"

Received 2000 National Health Information Award for patient education handouts titled "Diabetes: Assessing Your Risk" and "Diabetes and Nutrition."

Supported by:

Novartis Pharmaceuticals Corporation
Bristol-Myers Squibb Company
Eli Lilly and Company
Bayer Corporation
Parke-Davis
Knoll Pharmaceutical Company
Schering Laboratories

Cooperating partner:

American Diabetes Association

ACF 2000

"Mental Health 2000"

Received EXCEL bronze award in the Special Publications category from the Society of National Association Publications for an AFP monograph on "Diagnosis and Management of Depression."

Supported by:

Bristol-Myers Squibb Company
Schering Laboratories/Key Pharmaceuticals
Eli Lilly and Company
Janssen Pharmaceutica Products, L.P.
GlaxoSmithKline

Cooperating partners:

National Institute of Mental Health
American Psychiatric Association
National Alliance for the Mentally Ill
National Mental Health Association

ACF 2001

"Asthma, Allergy and Respiratory Infections"

Supported by:

Bristol-Myers Squibb Company
Schering Laboratories/Key Pharmaceuticals
Aventis Pharma
GlaxoSmithKline
Roche Laboratories
Pharmacia Corporation, Diagnostics Division
Alcon Laboratories, Inc.

Cooperating partners:

National Heart, Lung, and Blood Institute
American Lung Association
National Institute of Allergy and Infectious Diseases
American Thoracic Society

ACF 2002

"Cancer – Family Physicians and Cancer: Prevention, Detection, Management, Support and Survival"

Supported by:

Bristol-Myers Squibb Company
Pharmacia Corporation
Novartis Pharmaceuticals Corporation

Cooperating partners:

American Cancer Society
National Cancer Institute
American Society of Clinical Oncology
National Human Genome Research Institute

ACF 2003

"Prevention" – Focus on secondary and tertiary prevention and includes primary prevention and prevention of medical errors

Supported by:

Schering
Pharmacia Corporation
Aventis Pharmaceuticals
GlaxoSmithKline
Abbott Laboratories
Wyeth Pharmaceuticals
Aventis Pasteur, Inc.
AstraZeneca

Cooperating partners:

Agency for Healthcare Research and Quality
American Cancer Society
American College of Preventive Medicine
American Diabetes Association
Centers for Disease Control and Prevention
National Cancer Institute
National Human Genome Research Institute

ACF 2004

"Caring for America's Aging Population"

Supported by:

Merck/Schering-Plough Pharmaceuticals
Joint Venture
Aventis Pharmaceuticals
AstraZeneca
Bristol-Myers Squibb/Sanofi
Pharmaceuticals Partnership
Forest Pharmaceuticals, Inc.
Ortho Biotech

Cooperating partners:

AARP
Agency for Healthcare Research and Quality
American Cancer Society
American Diabetes Association
American Geriatrics Society
American Heart Association
National Cancer Institute
National Institute on Aging

ACF 2006

"Child/Adolescent Medicine"



For more information about ACF programs and products, please visit the ACF Web site at www.aafp.org/x7447.xml and view the ACF support proposal or call 800-274-2237, ext. 4430 or 4454.