

FMLC Update | August 2025

AAFP STRATEGIC PLAN (FY26-28)

On June 1, 2025, the American Academy of Family Physicians (AAFP) launched its FY26–28 Strategic Plan. The plan is anchored by four strategic pillars: **Elevating Family Medicine, Enhancing Well-Being, Improving Systems, and Strengthening Our Future**. These pillars reflect the Academy's commitment to positioning family physicians as essential leaders in health care, supporting their personal and professional fulfillment, driving innovation in care delivery and payment models, and cultivating a robust workforce of future family physicians.

ATTRACTING THE NEXT GENERATION INTO FAMILY MEDICINE

In March, the AAFP launched [*Be Their First*](#), a multi-channel campaign aimed at inspiring students to pursue Family Medicine. The initiative spans organic social media, a dedicated landing page, paid digital ads, a scholarship program, influencer content, and earned media.

The campaign's first phase wrapped with the release of influencer videos, featuring six physicians from various specialties. Each shared two posts—one debunking myths about family medicine, the other highlighting its benefits and AAFP resources. Paid promotions and posts via [@futurefamilymed](#) helped drive over 2.8 million views and 16,000+ engagements.

Influencers like [Dr. Martin](#) and [Dr. Figura](#) added fresh perspectives and credibility beyond the specialty. Phase two begins this summer, expanding outreach through Match26.

RESIDENCY SELECTION IMPROVEMENT INITIATIVE (RSII)

In April, the AAFP announced the formation of the Residency Selection Improvement Initiative (RSII), led by Dr. Karen Mitchell. The goal of this initiative is to improve residency recruitment and selection processes in order to fill all family medicine residency positions in the most effective, efficient, and economical way possible.

This initiative is focused on improving the performance of the residency matching program for both medical students seeking family medicine training and family medicine residency programs seeking a more thorough and efficient system to identify, interview and select medical students into their programs.

The AAFP will convene key stakeholder groups on August 18-19, 2025, to broadly evaluate the residency selection system and recommend changes that will better serve family medicine. The output of the convening is to identify a focused number of impactful, rapid changes that can be implemented over the next 1-2 years. The convening will include stakeholders that represent learners, medical school advisors, residency faculty, health systems and related organizations..

ARTIFICIAL INTELLIGENCE

In May, the AAFP partnered with Rock Health to host the Starfield Summit on Advancing AI and Digital Health for Primary Care in Kansas City, bringing together about 70 leaders from primary care and AI/digital health communities. The day-and-a-half event featured insightful presentations, collaborative discussions, and ideation sessions focused on the current landscape, the potential benefits of AI for primary care and patients, and how to ensure AI is developed alongside, not just for, primary care physicians. Attendees contributed to a shared vision and roadmap for strengthening primary care through AI, and the overwhelmingly positive feedback underscored the summit's value. A summary document and white paper reflecting the summit's key findings and themes for future action will be available later this summer, and the AAFP encourages ongoing feedback and recommendations from the community.