



2024

ANNUAL REPORT

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President's Message

Family physicians support families through life's highs and lows. They understand the human heart as well as the human spirit.

Reflecting on 2024, one theme stood out: **connection**. In an increasingly online world, we risk losing touch with each other and forging the valuable connections that are part of what makes Family Medicine so special. WAFP provides countless opportunities for connection through CME courses, advocacy, and social events, fostering a sense of community and collaboration.

These connections are crucial for achieving the goals of our 2024-2026 Strategic Plan: to Promote "Healthy Physician – Healthy Practice – Healthy Patients"; to Nurture and Develop Family Physician Leaders; to Promote Family Medicine Advocacy; and to Grow and Maintain a Family Medicine Workforce.

Sincerely,
Beth Menzel, MD, FAAFP
WAFP President



Mission and Vision

➔ Mission

The mission of the WAFP is to promote excellence and equity in health for all people in Wisconsin through the advancement of the art and science of Family Medicine.

➔ Vision

Competent, compassionate, thriving Family Physicians advancing the health of our communities.



2024 Highlights

pt. 1

Promote “Healthy Physician – Healthy Practice – Healthy Patients”

As part of our work to develop healthy physicians in health practices, we have worked to provide information and resources to members who may be interested in different practice models and opportunities. Our efforts include advocacy where we lobbied for DPC to be codified in state statute as a model of providing healthcare that is not an insurance product, and for expanded coverage of telehealth visits.

We offered education sessions for students and residents to provide skills and resources to navigate their job hunt, develop improvisational skills to learn to better interact with and relate to patients and peers, and learn how to utilize emotional intelligence to grow in their training. The third area where we addressed this issue is through career development resources for members. This includes resources available in our member Career Center, promoting the AAFP’s Know Your Worth Tool which allows members to compare salary and benefits to other Family Physicians in Wisconsin and nation-wide, and by giving presentations to residents on contract negotiation tips and resources.

Nurture and Develop Family Physician Leaders

NCCL

WAFP proudly sent delegates representing women, BIPOC, new physicians, LGBTQ+ physicians/allies to AAFP’s National Conference of Constituency Leaders (NCCL) held April 17-19, 2024, in Kansas City. The NCCL is a premier leadership development event that empowers selected leaders to drive positive change in family medicine. Our delegates participated in electing national officers, enhancing their leadership skills, and engaging in educational sessions, ensuring they are well-equipped to advocate for relevant issues within their constituencies and practices.

2024 Highlights

pt. 2

Workgroups/Committees

WAFP offers several committees and workgroups that focus on various aspects of family medicine. **The Health Equity & Anti-Racism Workgroup** integrates health equity into WAFP's strategic plan. **The Leadership Development Workgroup** identifies resources and training opportunities for members to grow. **The Legislative Committee** reviews policies affecting medicine, coordinates lobbying efforts, and involves members in the legislative process. **The Physician Wellbeing Workgroup** promotes wellness information and opportunities for WAFP members. **The Student & Resident Leadership Committee** develops programs for student and resident leaders, acts as liaisons between WAFP and medical schools/residency programs, and coordinates participation in events like Doctor Day and National Conference.

These committees and workgroups offer members opportunities to get involved, contribute to the organization's mission, and support the professional growth of family physicians in Wisconsin.



2024 Highlights

pt. 3

Promote Family Medicine Advocacy

Doctor Day

On January 23rd, 41 WAFP family physicians and 10 family medicine residents joined fellow Wisconsin Physicians at the State Capitol for Doctor Day to advocate for change. Doctor Day was fortunate to have Governor Tony Evers join us for some welcoming remarks!

Attendees heard from a legislative panel moderated by WisPolitics' JR Ross including; State Senator Dan Feyen, State Senator Dianne Hesselbein, State Representative Mark Born and State Representative Greta Neubauer.

This year focused on the priority issues of Advanced Practice Registered Nurse (APRN) Legislation and Extended Medicaid Coverage for New Moms to One Year Post-Partum. Breakouts featured presentations on Artificial Intelligence and Connection to Care: How to Build the Power to Protect Your Patients and Your Practice. Prior to legislative meetings at the capitol, attendees had time to prep and ask questions to maximize their meetings.

Doctor Day celebrates family medicine's unity, exchanging ideas, and shaping a healthier Wisconsin.

PAC

Thank you to all WAFP members who contributed to our Political Action Committee (PAC). Your generous support raised **\$3,257.77**, enabling us to advocate for legislation that impacts Family Medicine. The WIFamMedPAC collects member contributions to support political candidates who align with our mission, strengthening our lobbying efforts, grassroots advocacy, and political support to influence healthcare policies effectively. Through these contributions we were able to support **14 individual legislators** and **3 campaign committees**. Your contributions help us build vital relationships with legislators and increase our presence in the State Capitol.

2024 Highlights

pt. 4

Legislative Wins

In 2024 WAFP successfully advocated:

Against the APRN Bill that would have repealed collaboration requirements between physicians and nurses, allowing nurses to practice independently. This bill was vetoed by Governor Evers.

In support of Senate Bill 110 to **extend Medicaid coverage for postpartum women and their infants to 1 year**. The legislation passed the Senate overwhelmingly but was not voted on by the Assembly before the end of the legislative session.

In support of Assembly Bill 953 which exempts direct primary care agreements between physicians and patients from insurance laws. The bill passed the Assembly but was not taken up by the Senate prior to the end of the legislative session.

For a number of items in the Governor's budget that support primary care and family physicians including:

- Increasing Medicaid reimbursement rates for **70%** of Medicare rates
- Sustaining **\$937,500** in the FY 2024-25 state budget to establish new and expand existing residency programs
- **\$3.57 million** for occupational credentialing software and related maintenance, increased license processing staffing, and customer service call center staffing at the state office for occupational credentialing to ensure members can apply for or renew their medical license in a timely fashion



2024 Highlights

pt. 5

Grow and Maintain a Family Medicine Workforce **Student & Resident Leadership Summit**

Family Physicians are lifelong learners. With the medical landscape always evolving, WAFP is dedicated to supporting students and residents, investing in the future of medicine.

On August 23, 2024, **26** enthusiastic future family physicians from **12** different residences attended the Student & Resident Leadership Summit. They came eager to learn and share ideas.

Participants received practical information on practice opportunities in Wisconsin, advocacy in Family Medicine, emotional Intelligence, and panel sessions on navigating the job hunt. Advocacy and legislative engagement sessions empowered them to fight for their profession and patients.

WAFP President Beth Menzel, MD, FAAFP, inspired attendees during her presentation about advocacy with great practical advice on using your voice as a family physician to advocate for your patients and your colleagues in a variety of ways and settings.

One conference participant had this to say: "There are so many opportunities out there and it's great to learn about them and connect with other teams." The passion of these students and residents proves the future of Family Medicine is in good hands.

Residency Visits

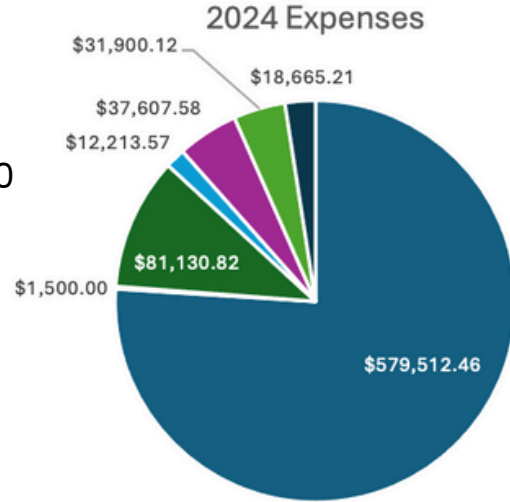
In 2024, WAFP traveled to 12 residencies across the state to inspire the next generation of Family Physicians. These informative sessions included such topics as advocacy, maintenance of certification, contracts/negotiations, loan repayment, healthcare reform, and much more.



Expenses

Administration Services - \$ 579,512.46
 Executive Committee Discretionary - \$ 1,500.00
 Advocacy - \$ 81,130.82
 Member Value- \$12,213.57
 MCW/WAFP Winter Refresher - \$ 37,607.58
 Promoting FM Workforce - \$ 31,900.12
 Leadership Development - \$ 18,665.21

Total: **\$ 762,529.76**



- Administrative Services
- Executive Committee Discretionary
- Advocacy
- Member Value
- Winter Refresher Course
- Promoting Family Medicine Workforce
- Leadership Development

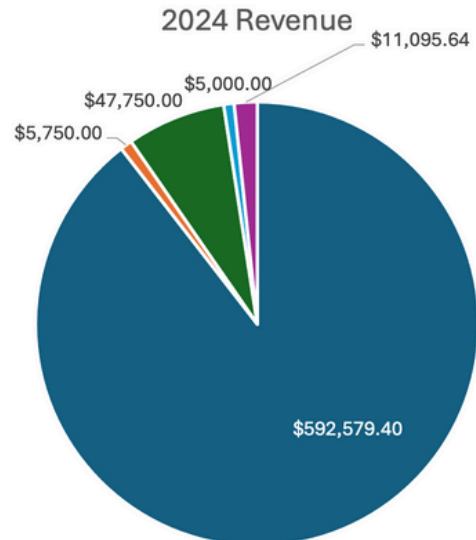
Income

WAFP Total Support & Revenue

Operating Revenue - \$ 592,579.40
 Education Program Revenue - \$5,750.00
 Winter Refresher Revenue - \$ 47,750.00
 AAFP & Other Grants - \$ 5,000.00
 Non-dues revenue & Misc Revenue - \$ 11,095.64

Total **\$ 662,175.04**

Net Ordinary Income - **(\$100,354.76)**
 Investment Income - \$ 46,300.98
 Total Net Income - **(\$54,676.09)**



- Operating Revenue
- Education Program Revenue
- Winter Refresher Revenue
- AAFP & Other Grants
- Non-Dues & Misc Revenue

Membership



The WAFP has nearly 3,000 members, making the WAFP the single largest physician specialty group in Wisconsin.

The WAFP is governed by a 22-member board of directors.

Membership Practice Data:

33% practice in a rural setting

21% practice in an urban setting

91% are employed

9% are self employed

79% would encourage medical student to choose Family Medicine

48% Men

49% Women

39% under the age of 50

Strategic Plan

Approved by the WAFP Board of Directors on 1/20/2024

Promote “Healthy Physician – Healthy Practice – Healthy Patients”

Goal 1: Help members with practice issues

Goal 2: Promote practice transformation

Goal 3: Help members with wellbeing and burnout issues.

Goal 4: Actively assist members with CME, MoC and MoL.

Promote Family Medicine Advocacy

Goal 1: Develop and promote family physicians as health policy leaders and partners.

Goal 2: Advocacy in Legislation

Nurture and Develop Family Physician Leaders

Goal 1: Nurture the development of Family Physician leaders in communities, practices and WAFP/AAFP.

Goal 2: Support family medicine leadership in academic settings

Strategic Plan (cont.)

Grow and Maintain a Family Medicine Workforce

Goal 1: Identify opportunities for public health and family medicine to collaborate with a focus on DEI and social determinants of health

Goal 2: Recruit and Retain Family Physicians

Goal 3: Create strategies to assist AAFP in achieving the goal of 25% of students selecting FM by 2030.

Preserve and Promote Family Physician Scope of Practice

Goal 1: Advocate for full scope family physician friendly practice of medicine to support all family physicians and patients

Goal 2: Provide information and resources to members about alternative practice models

Board of Directors

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- **Erin Morcomb, MD, FAAFP** — President-Elect
- **Zach Baeseman, MD, MPH, FAAFP** — 1st Vice President
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- **Jesslyn Hendrickson, MD** — Resident Director
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- **Ken Schellhase, MD, MPH, FAAFP** — AAFP Delegate
- **Eric Stader, MD** — AAFP Alternate Delegate/Board Chair
- **Karina Atwell, MD** — AAFP Alternate Delegate
- **Brandon Wimmer, CAE** — Executive Director
- **Tim Hoven** — Government Relations Director