

## Executive Vice President’s Report – Ragan LeBlanc

How lucky I am to work for family physicians who always make “health primary”! December 6<sup>th</sup> will mark my 10<sup>th</sup> anniversary with the LAFP. It is an honor and privilege to work for you. I am also very blessed to work alongside of some of the brightest colleagues that keep your chapter’s momentum and moving forward.

The past year has been another stellar year for the Louisiana Academy of Family Physicians.

Your LAFP office is located in Baton Rouge and our office hours are Monday through Friday from 8:30 am – 5:00 pm. Please know that we are always on the “other side” of the phone and we hope you will utilize us as a member benefit.

### Staff

There are currently four of us who work in your headquarters offices. I would like to extend my thanks to your staff who work tirelessly and cheerfully on your behalf:

Lee Ann Albert - Director of Membership and Education  
Clay CoCo – Manager of Communications and Marketing  
Mary DuCote – Administrative Coordinator

We also have contracted with the lobbying firm, Mapes and Mapes.

### Membership

The following chart presents changes in our membership by category between January 2014 and January 2015:

	1/1/2015	1/1/2014	Difference
Active	883	854	29
Supporting (Includes Non-FP)	2	2	0
Resident	207	203	4
Student	512	440	72
Life	75	78	-3
Inactive	4	6	-2
Total	1683	1583	100

Our Active membership has grown by 18.1% over the last 10 years. We have increased membership in all categories except Inactive and Life.

Overall membership has increased by 8.82% in the past 5 years.

Our 2014 Active Member retention rate was 93.9% - slightly less than in 2013. The National Active Member Retention is 94.4%.

For 2014 we converted 83.7% of our Resident Membership to Active (residency completion 2013). Our Resident membership has increased by 9.23% over the last five years.

Retention rate of 2014 New Physicians is 89.7%. AAFP retention rate is 89%.

The AAFP estimates that we have 76.1% of the market share in Louisiana. The national average is 76.4%.

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We continue to reach out to residents and students to foster early and continued participation and leadership opportunities. We have reached out to each resident program for a faculty contact as well as to the program coordinators in hopes of improving communications with the programs and support for residents. We also offer a discount to residents on state dues their first year out of residency to help promote retention in the LAFP.

## **Finances**

Your finances remain strong, and as we approach the mid-point in the year we are poised to have one of our strongest financial years in the last several due to performance in several key areas:

- Our membership numbers are at an all-time high (see the membership report for more details) and will provide the strongest dues revenue in our history in the coming year. At a time when we know that the practice environment is challenging at best, family physicians in the state continue to look to the LAFP and AAFP as a critical resource, and more of them have voted “yes” with their dues dollars than ever before.
- We have active projects and strong prospects in both the CME and Practice Management and Transformation areas.

The report of our auditor, Duplantier, Hrapmann, Hogan & Maher, LLP, CPAs, is provided in a separate report to this Assembly.

## **Advocacy**

Our Advocacy efforts continue to produce results and serve the interests of members and their patients. At the national level we finally succeeded in repealing the outdated and regressive SGR formula for establishing Medicare payment rates.

We have remained actively engaged in aggressive advocacy across a wide spectrum of policy issues. We have worked closely in conjunction with other medical societies in joint advocacy on matters of general concern to the medical community.

We were successful in defeating a bill that would have removed the authority of the Louisiana Board of Medical Examiners to regulate physicians who enter in to collaborative practice agreements. The bill failed to move out of Committee. The bill was voluntarily deferred in Senate Committee on Health and Welfare with the intent to file a resolution to study collaborative practice agreements between advanced practice registered nurses and physicians. We were also successful in defeating a chiropractor bill that would have expanded their scope of practice.

Our advocacy efforts on behalf of our members and their patients continue to grow more coordinated across government affairs, public relations, and the private sector. The work we do would not be possible without the work of the dedicated physician leaders who give of their time for everything from attending board and committee meetings (and even this General Assembly) to sitting for what often seems like endless hours in the Capitol waiting to provide testimony before legislators. It would also not be possible without the talents of a professional staff second to none in LAFP family. The LAFP is strong because of you and poised to grow even stronger, and a strong LAFP will ultimately be a driving force in changing the primary care practice environment in our state to one that produces the physicians we need today and tomorrow, and retains those physicians throughout their long, prosperous, and happy careers.

## **Education**

We continue to produce excellent educational programs under the leadership of our Education Committee and the direction of our education director, Lee Ann Albert. Our Education Committee is considering changes in our out of state annual assembly. We have held the out of state meeting in Destin for the past several years. Attendance has varied significantly in recent years and costs have increased. The Committee is considering options to increase attendance and reduce costs by moving the conference to another location outside of Louisiana besides Destin, Florida.

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## **Communications**

Our quarterly journal, *The Louisiana Family Doctor, A Journal of the LAFP*, continues to receive very positive support from readers and advertisers. I serve as the editor of the journal, along with our editorial board comprised of Dr. Michael Williams, Dr. Derek Anderson, Dr. Alan LeBato, Dr. Brian Elkins, and Dr. Tobe Momah Education Committee Chair, who have produced consistently high quality issues featuring current articles that have been accredited for CME. The CME accreditation for articles in the journal was discontinued in the Winter 2014 journal due to the lack of members taking advantage of the free CME credits and the cost associated with having them accredited.

Our weekly electronic newsletter, *LAFP Weekly Family Medicine Update*, is our principle vehicle for communicating current and breaking news. This newsletter is sent out every Tuesday to all LAFP members. Our staff has been excellent at maintaining our social media presence with regular meaningful and promotional content with both our Facebook and Twitter accounts. If you have not liked our Facebook page or do not follow us on Twitter, I encourage you to do so.

## **Website/Social Media**

We are continuing to improve the LAFP and just completed a complete redesign in January of 2015. Last year the staff began discussions centered on enhancements to gain greater attention to the website such that it may remain up to date and prove useful for members, residents and students.

The Career Center –FP Jobs Online with Job Target has been in place for almost the last year. It provides for broader reach and more royalty income. The use of this site remains suboptimal, however. Discussions regarding the possible optimization of this site occurred but no formal process has been decided on at this time.

Our facebook page, [www.facebook.com/lafamphysicians](http://www.facebook.com/lafamphysicians), has nearly 400 followers. Posts relevant to health care in Louisiana and nationally are made several times a week by LAFP staff. Membership welcomes comments and suggestions from members and prospective members in this forum.

We continue our [@lafp\\_familydocs](https://twitter.com/lafp_familydocs) twitter handle, with nearly 100 followers, including key AAFP leadership as well as Family Medicine publications and organizations interested in keeping an eye on what LAFP has to say. Members are encourage to contribute using our handle @lafp\_familydocs or hash tag #lafp\_familydocs.

## **Leadership**

We have continued to support delegates to the Southeastern Family Medicine Conference, the Annual Chapter Leader Forum (ACLF), the National Conference of Constituency Leaders (NCCL) and the National Conferences of Resident and Student Members. These important regional and national conferences are consistent sources of leadership development for Academy members.

## **Resident & Student Activities**

We have continued to support resident and student activities within the Academy. Our primary commitment has been financial subsidies for our resident and student members to attend LAFP and AAFP meetings. We also encourage resident and student members to serve on our committees and to participate in our Assembly.

## **Governance**

Our committee structure continues to provide an effective and efficient vehicle for member involvement in directing the affairs of the Academy. More than 70 members served on committees this past year. Our committees dealt with a broad range of issues and concerns on behalf of members and were expertly managed by our team of volunteer chairs and professional staff. I appreciate the efforts of those individuals and would like to acknowledge them here:

# Report of Executive Vice President, continued

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<b>Committee</b>	<b>Chair</b>	<b>Staff</b>
Nominations	James A. Taylor, Jr., MD	Ragan LeBlanc
Operations	Bryan Picou, MD	Ragan LeBlanc
Legislative and Membership Issues	James A. Taylor, Jr., MD	Lee Ann Albert
Education	Tobe Momah, MD	Lee Ann Albert
Resident and Student Leadership	Becky Batiste/ Koby Lanclos	Lee Ann Albert

I confer regularly with the president, president-elect and vice president to keep our leadership team apprised of developments that may require policy decisions. These communications also afford the opportunity for me to obtain membership perspective on issues and opportunities as they may occur.

## **Conclusion**

I greatly appreciate the leadership and commitment of Dr. Bourgeois. He has been accessible and active in his presidency and has represented the Academy with enthusiasm and integrity. He has contributed generously to our communications programs and has made himself available to represent us at several meetings and forums. He has been a pleasure to work with and his consistent support has been a welcome enhancement to the working environment for the entire staff. He has represented us well at state and national meetings.

Change remains a constant factor in health care and in medicine. I have observed, with increasing concern, the impact which this is having on Academy members. The dreams and aspirations which so many members had upon making the decision to become a physician and then deciding to specialize in family medicine, have been severely strained by developments in insurance, regulation and technology which have dramatically altered the practice environment and the physician-patient relationship. We have been fortunate to have leaders who have been undeterred by the stress and persistence of change. Each time we are confronted with some new policy, program or practice our leadership has marshalled the fortitude and creativity to respond. In this regard, our members are very well served by the men and women who share their commitment to Family Medicine and their concern for the patients they serve and the profession they have chosen.

We have been successful in producing quality programs with professionalism and efficiency. It is my pleasure to work with an outstanding leadership and staff and I deeply appreciate that opportunity.

So as always, I will take this annual opportunity to thank you for allowing me to serve alongside each of you over the past 10 years. It is been my pleasure to serve the Board and the membership. I remain passionate in my advocacy on your behalf, determined in my persistence to see a brighter future for family physicians in Louisiana, the LAFP and the members we serve. I am looking forward to the next 10 years.

**Sincerely,**  
**Ragan LeBlanc**  
**Executive Vice President**

**Recommendations: None**