



Genomics

Annual Clinical Focus

2005 Annual Summary



The Annual Clinical Focus Program

The Annual Clinical Focus (ACF) is the American Academy of Family Physicians' (AAFP) educational initiative designed to bring members state-of-the-art clinical information on a specific topic each year. Through educational grants, the AAFP is able to disseminate the clinical core elements on the specific topic to members through various educational formats. 2005 marked the first year ACF produced all web-based programming. Throughout 2005 a series of eight video CME programs were developed and posted online. The programs focus on the relationship/role of genomics in a specific clinical condition and/or disease and were designed to include tools, patient information and resources for physicians to use in their everyday practice.

Program Topics

- Family History
 - Practice-based Quality Improvement Component
- Breast Cancer
- Alzheimer's Disease
- Colorectal Cancer
- Bipolar Disorder
- Newborn Screening
- Hemochromatosis
- Autism



ACF 2005 Genomics Partners Total Grant Support: \$655,115

The 2005 ACF program on genomics is made possible by the generous support and participation of:

Maternal and Child Health Bureau, HRSA (MCHB/HRSA)
National Human Genome Research Institute (NHGRI)
National Coalition for Health Professional Education in Genetics (NCHPEG)
American Cancer Society (ACS)
National Heart, Lung, and Blood Institute (NHLBI)
National Institute of Child Health and Human Development (NICHD)
The Susan G. Komen Breast Cancer Foundation
Roche
GlaxoSmithKline
Genentech

Other participating partners include:

American Academy of Nurse Practitioners
American Academy of Pediatrics
American Academy of Physician Assistants
American College of Medical Genetics
American College of Physicians
American Heart Association
American Society of Human Genetics
Centers for Disease Control and Prevention
March of Dimes
National Society of Genetic Counselors, Inc.

Benefits to Supporters

- Opportunity to partner with the AAFP
- Targeted more than 94,000 family physicians, family medicine residents, medical students and other clinicians
- Extensive recognition and exposure through core elements
- Use of attribution phrase acknowledging supporters on products and programs
- Recognition through articles in AAFP publications
- Announcements/house ads in *American Family Physician*
- Special recognition at annual events
- Opportunity to fund additional program elements

ACF 2005 Genomics Online Video Programs

Each program included:

- Introduction by Nancy Stevens, MD, ACF Medical Director and Director of the Family Medicine Residency Network, University of Washington, and Norman B. Kahn, Jr., MD, AAFP Vice President, Science and Education
- Clinical presentation
- Physician/patient vignette role play
- Web tour of physician and patient resources linking to partners' Web sites
- Conclusion by Dr. Stevens
- Clinical quiz/program evaluation
- Downloadable text version

Web Visits and Quiz Cards Returned (data from 1/05-9/06)

Family History

Supported by: Maternal and Child Health Bureau/HRSA
aafp.org/acfgenomics/familyhistory
Posted on January 27, 2005
Web Visits: 3,388
Quiz Cards Returned: 204
QI Component: 7 participants

Bipolar Disorder

Supported by: National Coalition for Health Professional Education in Genetics
aafp.org/acfgenomics/bipolaridorder
Posted on August 31, 2005
Web Visits: 2,709
Quiz Cards Returned: 108

Breast Cancer

Supported by: The Susan G. Komen Breast Cancer Foundation
aafp.org/acfgenomics/breastcancer
Posted on March 7, 2005
Web Visits: 2,437
Quiz Cards Returned: 228



Newborn Screening

Supported by: National Institute of Child Health and Human Development
aafp.org/acfgenomics/newbornscreening
Posted on September 13, 2005
Web Visits: 1,203
Quiz Cards Returned: 70

Alzheimer's Disease

aafp.org/acfgenomics/alzheimersdisease
Posted on April 18, 2006
Web Visits: 3,447
Quiz Cards Returned: 220

Hemochromatosis

Supported by: National Heart, Lung, and Blood Institute
aafp.org/acfgenomics/hemochromatosis
Posted on October 17, 2005
Web Visits: 1,225
Quiz Cards Returned: 110

Colorectal Cancer

Supported by:
American Cancer Society
aafp.org/acfgenomics/colorectalcancer
Posted on June 6, 2005
Web Visits: 2,291
Quiz Cards Returned: 184

Autism

Supported by: National Institute of Child Health and Human Development
aafp.org/acfgenomics/autism
Posted on November 21, 2005
Web Visits: 762
Quiz Cards Returned: 43

Promotion Report

Audience is the 94,000 AAFP family physicians, family medicine residents, medical students and includes other clinicians as well as patients and the general public.



AAFP Publications Number of Issues

<i>American Family Physician</i> journal	21
AAFP News Now (e-mail/print)	27
Annals of Family Medicine	3
AAFP Services & Product Update	5

TOTAL EXPOSURE: 6,193,802

AAFP/ACF Materials

- ACF Genomics Program Guide, Part I (first 4 programs mailing)
- ACF Genomics Program Guide, Part II (all 8 programs mailing)
- AAFP Resource Directory and Catalog
- News from the AAFP (AAFP Home Page)
- AAFP CME Center (Academy CME offerings Home Page)
- Blast e-mails to members
- Blast e-mail to AAFP Constituent Chapter Executives
- On-hold Messaging
- CME Course Brochure
- The Pulse (monthly newsletter to AAFP Headquarters staff)
- Your Financial Health* Banner Ad (AAFP Insurance newsletter)
- WONCA Home Page
- CME Self-Study Resource Packages brochure
- Highlights* (newsletter to Residency Program Directors)
- ACF list serve
- AAFP Home Study mailing
- Flyers/Program Guides (distributed at all major AAFP meetings/events)



TOTAL EXPOSURE: 1,018,114

2004 Scientific Assembly Promotion

- Official Program Guide
- Onsite Program Guide
- ACF note pad in registration bags
- Coupon bk. and pocket guide in registration bags
- Dateline Segment
- Articles in onsite FP Report
- ACF 2005 Genomics Flyer
- ACF Genomics Program Guide
- Signage/promotion in partner and ACF booths
- ACF computer alligator clips with ACF information
- ACF brochure/flyer in doctor's bags at hotels

Live Events/CME Courses

Total Participants

Scientific Assembly	7,348
Selected Internal Medicine Topics for Family Physicians	166
Women's Health in Primary Care	180
Infant, Child and Adolescent Medicine	160
Geriatric Medicine for the Family Physician	165

TOTAL EXPOSURE: 8,019

Other Promotion by ACF 2005 Partners

- National Coalition for Health Professional Education in Genetics - List serve and Web site posting
- American Medical Association - Web site posting
- National Institutes of Health - List serve e-mail distribution
- National Human Genome Research Institute/NIH - List serve e-mail distribution and distribution of family history bookmarks at national courses.
- Public Awareness ad in MediZine's Healthy Living magazine and developed in collaboration with the U.S. Surgeon General's Family History Initiative – quarterly circulation 3.5 million and readership of 14.9 million.

Scientific Assembly

Approximately 7,348 physicians participated in the launch of ACF 2005 Genomics and attended ACF lectures and courses at the Scientific Assembly which coincided with WONCA (17th World Conference of Family Doctors) in Orlando, FL in October 2004. ACF events at Assembly included:

- AAFP/WONCA Opening Ceremony Keynote Address: “Genomics and the Family Physician: Realizing the Potential” – Presenter: Francis S. Collins, MD, PhD, Director, National Human Genome Research Institute
- All in the Family: ADHD in Children, Adolescents and Adult Parents
- Family History of Breast Cancer: What Do I Do Now?
- Addicted Patient: Pathophysiology and Management
- Genomics: Answering Patient’s Questions – Panel Discussion
- Hypertension Update
- Practical Genetics
- Women Baby Boomers: Strategies to Survive

Video Viewing of the ACF Genomics Videos

2005 Assembly: 120 viewers

2006 Assembly: 135 viewers



ACF 2005 Genomics CD-ROM

This CD-ROM is a compilation of products and programs developed for the ACF year, which includes:

- Eight Genomics Video CME Programs
- Physician/patient Web Resources
- AAFP Journal Articles – including, but not limited to:
 - [Genomics and the Family Physician: Realizing the Potential](#)
 - [The U.S. Surgeon General’s Family History Initiative](#)
 - [Family History: The Three-Generation Pedigree](#)
- Assembly Lectures
- Practice-based Quality Improvement Program link
- Link to online post-test for CME opportunities



The CD-ROM is distributed free to members by request and at all major AAFP courses and conferences. It is promoted in AAFP News Now both electronically and print, AAFP Services and Products, AAFP Catalog, AAFP Internet and Intranet.

ACF Home Page on AAFP Web Site

aafp.org/acf

The ACF Web site provides information about the past and present ACF programs. Messages can be e-mailed to ACF staff at acf@aafp.org.

Total Web Visits: 15,622



Announcement and House Ads

Two (2) AAFP **thank you announcements** recognizing partners and thirteen (13) AAFP **house ads** appeared in American Family Physician (AFP).

AFP total circulation per issue: 186,198



National CME Courses

Approximately 671 physicians participated in genomics-related lectures at National CME Courses.

- Selected Internal Medicine Topics for Family Physicians
- Women's Health in Primary Care
- Infant, Child and Adolescent Medicine
- Geriatric Medicine for the Family Physician



AAFP continues efforts in Genomics by participating in:

- National Human Genome Research Institute Family History Initiative
- Regional Genetics & Newborn Screening Collaborative Group
- Secretary's Advisory Committee on Genetics, Health and Society
- Secretary's Advisory Committee on Heritable Disorders and Genetic Diseases in Newborns and Children
- National Advisory Committee on Single Gene Disorders Resource Network
- American Academy of Nurse Practitioners annual meeting
- NHGRI Policy Roundtable
- Health Resources Services Administration (HRSA) Genetic Services Policy Project Advisory Panel
- Genetics and Public Policy Center's National Genetic Policy Summit
- National Coalition for Health Professional Education in Genetics annual meeting
- Group Health Cooperative-CDC (Office of Genomics and Disease Prevention) meeting
- National Center on Birth Defects and Developmental Disabilities workgroup
- National Cancer Institute review panel
- Genetic Alliance National Advisory Committee

AAFP/NHGRI Research Study

The American Academy of Family Physicians and the National Human Genome Research Institute collaborated to implement a research study on the “Clinical Integration of Genetic Risk Assessment in Family Medicine.” The study was conducted in two phases with AAFP members surveyed before programming began and fifteen months after completion of the initial survey. The survey asked AAFP members about their attitudes about genomics of common disease and use of family history in clinical practice. Questions also related to current practices and opinions about implications of genomic medicine for preventing and treating common diseases such as diabetes and heart disease. At the time of this publication, survey results are being analyzed for development of a published report and articles.

Current and Future ACF Programs

2006 – Caring for Children and Adolescents

Developed in cooperation with the American Academy of Pediatrics, Society for Adolescent Medicine, American Cancer Society, American Diabetes Association, and American Heart Association. ACF 2006 is supported by: **sanofi pasteur, Cephalon, Abbott Laboratories, Merck, and Wyeth Pharmaceuticals.**

2007 – Management of Chronic Illness

Developed in cooperation with the American Academy of Pain Medicine, American Cancer Society, American Diabetes Association, American Heart Association, American Association of Diabetes Educators, Centers for Disease Control and Prevention, and the National Heart, Lung, and Blood Institute. ACF 2007 is supported by: **Abbott Laboratories, PhRMA, Pfizer and Takeda Pharmaceuticals North America**

2008 – Infectious and Communicable Diseases

2009 – Management of Chronic Illness, Part II



ACF Purpose and Mission

- To support AAFP’s Mission Statement:

The mission of the AAFP is to improve the health of patients, families and communities by serving the needs of members with professionalism and creativity.

- To identify a clinical subject area in which AAFP members can update their practices to a level of “state-of-the-art.”
- To produce and distribute learning aids to all members of the AAFP; including students and residents in training.
- To make available high-quality, clearly-focused patient education materials to benefit patients and the general public.
- To draw attention to the breadth of family medicine and increase awareness of the family physician’s role.
- To partner with other health organizations in a common goal, which would strengthen professional relationships and increase understanding between organizations.