

FMIG Program of Excellence (PoE) Application

APPLICATIONS ARE DUE APRIL 1, AND CAN BE SUBMITTED ELECTRONICALLY VIA EMAIL TO POE@AAFP.ORG. YOU MUST USE THIS TEMPLATE FOR YOUR APPLICATION. You may wish to save your writing in a word processing file as a backup if sharing this PDF with others. Please fill in the following:

1. Medical School Name: University of Wisconsin School of Medicine and Public Health

2. FMIG Name: Family Medicine Interest
Group _____

3. Main Campus or Regionally Separated (branch) campus

a: If regionally separated (branch) campus, name:

4. Number of students in your medical school:

a: If your campus is a regionally separated (branch) campus, number of students on your campus:

5. Number of active FMIG members:

6. Number of students serving in FMIG leadership positions:

7. Check all that apply:

- Our school does not have a department of family medicine.
- Our FMIG has minimal support from our state chapter.
- Our school has minimal faculty support (i.e. from Dean, Dept. Chair, etc.).

8. Has your FMIG applied for this award in the past: YES NO

9. Has your FMIG won this award in the past: YES NO

Contact information:

10. Primary Student Leader Name:

11. Primary Student Leader Email Address:

12. Primary Student Leader Phone:

13. FMIG Faculty Advisor Name(s):

14. FMIG Faculty Advisor Email Address:

15. FMIG Faculty Advisor Phone:

16. Institutional Mailing Address:

CONTINUED

THANK YOU FOR YOUR SUBMISSION!

EMAIL APPLICATIONS TO: poe@aafp.org

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FMIG OPERATION Please answer the following three questions to describe your FMIG's structure and approach to operation. These questions will help describe the environment and provide the background for the programming/initiatives/projects section of the application.

17. How is your FMIG structured? What roles do student leaders play?

CONTINUED

The University of Wisconsin School of Medicine and Public Health FMIG is led by a team of first- and second-year medical students. This past year, we selected six outstanding student leaders, who took over for the previous year's five student leaders starting in January of 2019. Dr. David Deci is the director of the Office of Medical Student Education in the UW Department of Family Medicine and Community health; Dr. Jake Bryan is the UW FMIG faculty advisor, and Joyce Jeardeau is the UW FMIG staff advisor. We also have 3-4 wonderful residents each year from the UW Family Medicine Residency-Madison who volunteer as FMIG liaisons and are tapped for speaking events.

New student leaders, together with their advisors, engage in a half-day retreat every January where they review previous year's programming, divvy up roles and responsibilities for the coming year, review the FMIG Vision and Mission Statement, build a theme for the coming year, and brainstorm new event ideas.

The student leaders have the primary responsibility for planning all events and carrying out their vision for the UW FMIG. Several events recur annually, and the UW FMIG advisors bring their experience and institutional knowledge to help with the planning of these events. In addition, the student leaders develop ideas for new and unique opportunities that fit with their mission of facilitating exploration of and engagement with family medicine. During 2018-2019, this resulted in a series of noon talks exploring the theme of Advocacy. The group developed noon talks for medical students related to that theme. Student leaders are responsible for contacting and confirming speakers, making room and food reservations, fundraising and advertising these events. Students also planned and engaged in several community activities around that theme, to be discussed later in this application.

The leaders of the UW FMIG work in a collaborative fashion, and there is often overlap between different positions. As such, rather than a more hierarchical division of roles like president, vice president, etc., the students take on leadership positions which include Director of Membership; Director of Education; Director of Interprofessional Relations; Director of Outreach and Community Service; and Director of National and Regional Relations. These titles better reflect the roles and responsibilities of the student leaders. Student leaders will each typically take charge of their own event in addition to helping colleagues with their events. Past year leaders and resident liaisons serve as an advisory role.

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18. Describe your FMIG's mission and goals.

The mission of our FMIG is to provide students opportunities to explore and engage in the full scope of Family Medicine. Core values that we use to accomplish our mission include:

- Facilitating community health, engagement and advocacy
- Fostering mentorship
- Building an FMIG network of support and education
- Exploring the spectrum of Family Medicine
- Connecting passion with practical experience

19. Describe the role of your FMIG Faculty Advisor.

FMIG PROGRAMMING, INITIATIVES, AND PROJECTS In this section of the application, please describe your FMIG programming. Each block of questions should reflect one program, initiative, or project. In total, you may submit eight programs, initiatives, or projects, meaning that you may fill out the block of questions up to eight times total to reflect up to eight individual programs, initiatives, or projects. While there is an eight program/initiative/project maximum, there is NO MINIMUM. You are not required to fill out eight separate entries. Certain programs can be combined into one entry. For example, National Primary Care Week Celebration can be one programming entry, and you can describe the week's activities and how they fit into that initiative. Questions during the application process can be directed to Marselle Bredemeyer at poe@aafp.org or (913) 906-6000, ext. 6722.

CONTINUED

Dr. Jacob Bryan was our new advisor as of March 1st, 2018. He graduated from Ohio State University College of Medicine and completed his residency at the University of Michigan. He is a practicing community physician here in Madison. His goal has been to make the FMIG as student-driven as possible, including encouraging students to take charge of their own events and also facilitate traditional events. He attended the 2018 AAFP National Conference where he met with students on a one-on-one basis to help them plan their fourth year and prepare their residency applications.

This section would not be complete without crediting Joyce Jeardeau, our FMIG staff advisor for her unflagging commitment. Before joining the UW Dept of Family Medicine in 2012, she was a medical assistant, program coordinator and alumni relations specialist. Since 2012, Joyce has been a robust advocate for encouraging medical students to find a home in family medicine. Besides mentoring students and providing the logistical leadership for our organization, her warmth and passion sets an example for those qualities that make up a family doctor.

Also, notable about our FMIG, is that as advisors we try to connect medical students with family medicine mentors to facilitate research projects and presentations. We also help students obtain

funding to attend regional and national conferences. We funded 29 students to attend the 2017 AAFP National Conference in Kansas City and 20 students to attend the 2017 Family Medicine Midwest Conference in Madison.

Also of note, we had two FMIG student leaders serve, together with Dr. Bryan, Joyce and other departmental faculty, on the Host Committee for the 2018 Family Medicine Midwest Conference. This involved monthly phone planning meetings with other midwestern family docs as well as serving as facilitators for conference events. Our FMIG, together with the UW Dept of Family Medicine, hosted an evening reception at the conference. Our FMIG leaders served complimentary ice cream to participants during the Poster Board presentations. Finally, our FMIG hosted a breakfast roundtable discussion where we invited approximately 20 undergrads to speak with medical students and family doctors.

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PROGRAM/PROJECT/INITIATIVE 1

• Title of FMIG event, project, or initiative:

• Date(s) and time(s) held:

• Number of students/student work hours it took to organize:

• Number of students who participated:

• Choose the categories that apply. Please choose all that apply, but be discerning with your selections. Chosen categories should strongly apply to your program/initiative/project.

Community service: This is something your FMIG does for the community.

Promoting the scope and diversity of family

medicine: What your FMIG Professional development: This is something your FMIG does to

promote professional and/or leadership development among your

does to educate students and increase their understanding of and appreciation for the broad range of opportunities in family
medicine. members.

Current issues or innovations in family

medicine. Exposure to family medicine and family physicians: This is something

New event for this FMIG. your FMIG does to

expose its members to family physicians in your medical school or the community. Promoting the value of family medicine as
primary care: This is some-

thing your FMIG does to tell members about the role of family medicine in enhancing primary care. This could include the
patient-centered

Significant changes/improvement made on an existing FMIG program. Collaboration with another campus group.

Please indicate which group (SNMA, another primary care interest group, etc.):

_____ medical home, primary care workforce, National Primary Care Week
Activities, or other collaborations with primary care interest groups.

Other: _____

“What is Family Medicine” is an annual lecture-discussion event, scheduled in August, that provides incoming M1 students with a first impression of Family Medicine. This past year David Deci, our Director of the Office of Medical Student Education, was our speaker. In his inspirational talk, he provided an overview of Family Medicine history, core values, scope of practice, residency overview, and career satisfaction. Utilizing heavy Q+A, he challenges students to explain why they decided to become doctors in the first place. He talked about how to see patients as people and not as walking problem lists and talking test results. Students learned how family medicine relates to patient education, social justice, community service, patient access and equity, and health care outcomes. He talked about personal experiences in fostering relationships with whole families and the humility that comes with aiding patients as

they confront tremendous adversity with courage and dignity. Dr. Deci explained how as family doctors we can become effective advocates for our patients within a complex health care system, and how to differentiate our specialty from others.

With our school being among top 10 nationally in graduating students into Family Medicine, this event serves as an eye-opener for students who may not otherwise have thought of Family Medicine as a career. We had another phenomenal year in 2018-19 with 35 students (19% of the graduating class) matching in Family Medicine, making our specialty the most popular of those chosen.

The event also publicizes our upcoming FMIG events for the new year and helps to attract our next class of FMIG leaders.

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PROGRAM/PROJECT/INITIATIVE 2

• Title of FMIG event, project, or initiative:

• Date(s) and time(s) held:

• Number of students/student work hours it took to organize:

• Number of students who participated:

The annual Family Medicine Procedures Fair offered by the Department of Family Medicine and Community Health (DFMCH) and our FMIG is extremely popular with students. The procedures fair is attended by both medical and physician assistant students, providing an opportunity to practice interprofessional collaboration. This past year, we also invited a small cohort of premed students to attend with the goal of building a pipeline to family medicine at an earlier stage in our learners' education.

Students are exposed to the broad scope of practice that Family Medicine offers, and many are surprised about the plethora of options. During the procedures fair, participants each attend two hands-on skills workshops from among a long list of choices. This year, 15 different workshops were on that list: casting, diabetes management, GYN procedures, integrative medicine, IV procedures, OB basics, OB ultrasound, Osteopathic manipulation, vasectomy, suturing, and wilderness medicine and neck stabilization. The workshops were taught by 40+ Family Medicine faculty and resident volunteers from programs around the state (academic and community). In order to keep third and fourth year students involved with the FMIG, they are invited to assist with the procedure demonstrations.

Students are often surprised every year by the vast variety of procedures that are included in the scope of Family Medicine. The overarching goal of this event is to help each of the participating students understand the breadth of Family Medicine by the time they have their ice cream at the end of the night. We used the slogan "THIS IS FAMILY MEDICINE" on all of our advertising and signage for the event and we decorated with AAFP posters and signs.

Thanks to funding from the UW DFMCH, FMIG, numerous other sponsors, and donated supplies from local clinics, we are able to host this event at no cost for students. Students receive an experience that is relaxed and informative. There is also a free dinner at the beginning of the event and homemade ice cream from the UW-Madison Babcock Creamery served by FMIG leaders at the end of the evening. Before students receive their ice cream, they complete a brief

survey that includes the question, “Do you realize every workshop offered tonight can be done in a Family Medicine practice?”. Every year 30-50% say they did not realize it until this experience. We also send a survey to the students and volunteers a few days after the event and utilize that information to make changes and improvements for future procedure fairs.

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PROGRAM/PROJECT/INITIATIVE 3

• Title of FMIG event, project, or initiative:

• Date(s) and time(s) held:

• Number of students/student work hours it took to organize:

• Number of students who participated:

4th Year Planning Series -

Every year we hold three traditional events geared primarily towards assisting prospective 3rd and 4th year students through the interview process. The first event, “Meet the Match” is a catered reception given in April to honor the M4 students who just matched into Family Medicine. It is set-up as a social event with appetizers and small table groupings. We also invite M1-M3 students to the reception. There they have an opportunity, in a casual setting, to mingle and tap into the experience of M4 students who have just concluded the Match. FMIG student leaders participate in the conversations, and we ask FMIG faculty advisors to serve the Babcock ice cream.

Our second event, “Develop Your Fourth Year Path,” is a panel discussion to begin immediately after Meet the Match concludes. Here we will have 2-3 faculty advisors and 1-2 residents answer questions from students. Students will discover how to decide if family medicine is right for them and how to begin the process of looking for a residency. Common topics include: differences between Family Medicine and other primary care specialties, planning fourth year electives, fellowships after residency, burnout in primary care, Family Medicine procedures, geographic differences in Family Medicine, scholarships for National Conference, how to get involved in the AAFP and Wisconsin chapter, and advocacy. This event truly served to solidify our students’ interest in our specialty. We highlighted the AAFP “Strolling Through the Match” and provided copies to all attendees. We also use this event to promote the AAFP National Conference in Kansas City and typically have a good turnout at the conference. Students really seem to enjoy themselves at this event, and the feedback has always been extremely positive.

Our third event in this series, “Match Tips,” is strategically timed at the beginning of the residency interview season. This is an event targeted to third and fourth year students who want to learn more about the application process for family medicine. Approximately 30-40 students attend this panel discussion which features faculty members from family medicine residency programs across the state of Wisconsin. Some third and fourth year students are doing rotations

at UW's statewide campus sites so the event was live-streamed and they were able to tune in and e-mail questions to the panelists. The discussion focuses on what the program directors look for in applicants, how the interview day is structured, and various factors to consider when compiling a rank list. The panel members also explain some of the unique features of their programs and the various career paths that their program's graduates have followed. This event provides valuable, timely, up-to-date information for third and fourth year students, and also gives a nice introduction of family medicine residencies to the handful of first and second year students in attendance.

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PROGRAM/PROJECT/INITIATIVE 4

• Title of FMIG event, project, or initiative:

• Date(s) and time(s) held:

• Number of students/student work hours it took to organize:

• Number of students who participated:

Community Service Initiatives - Truckloads of Toiletries and Backpack Giveaway

This past August, our FMIG designed and implemented a blood pressure screening fair for a primarily minority and underserved population. The fair was given in conjunction with the Backpack Giveaway / Back to School Celebration held in August of 2018, which is an annual event sponsored by the organization 100 Black Men of Madison in coordination with the Madison Area Technical College.

We had ten medical student and two family physician faculty volunteer to screen over 150 parents and children for hypertension. A UW patient resource specialist was available to aid any family who currently does not have access to health care.

We are currently in the planning stage for this coming year's health fair and intend to improve upon past success. We are exploring the feasibility of adding EKG screening, spirometry, a contraception information station, a Careers Corner station for high school students, and other possibilities. We had students who spoke Spanish last year and intend to add a Hmong interpreter this year to better serve our populations.

We held a second community service event in winter of this year called "Truckloads of Toiletries" where we collected hygienic products from medical students at the UW campus that were then donated to local homeless shelters.

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PROGRAM/PROJECT/INITIATIVE 5

• Title of FMIG event, project, or initiative:

• Date(s) and time(s) held:

• Number of students/student work hours it took to organize:

• Number of students who participated:

Themed Events

Each year, FMIG student leaders decide a theme for noon talks that are presented over the lunch hour. Last year, the students created an Advocacy series that included talks about Legislative Advocacy, Patient's Police and Providers, Breastfeeding Pitfalls, Intimate Partner Violence, and an Addiction Symposium. This year our leaders were very excited about all the many career options available to a family physician, and agreed that many students in our class would enjoy learning more about these topics. For each of these events, FMIG leaders solicit funding from local organizations for snacks to encourage attendance.

Legislative Advocacy Panel: On Feb 26, 2018, we hosted a 1-hour advocacy panel for medical students. We had two panelists: Jeff Huebner, MD, a family physician involved in the Dane County Medical Society and the Wisconsin Medical Society; and David Deci, former President of the Wisconsin Academy of Family Physicians. Panelists discussed ways of becoming involved in community advocacy locally here in Madison. We also discussed ways of advocating at the state and national levels for health care policy changes that benefit our patients.

Patients, Police and Providers: We hosted a panel discussion on April 3rd 2018 for 1 hour with the focus being on the interactions between mental health professionals and the criminal justice system. Panelists included two mental health police officers from the Madison Police Department; Pajarita Charles, a professor in the school of social work at the University of Wisconsin; Jean Haughwout, MD who practices at Mendota Mental Health Institute, Dane County's public psychiatric hospital; and two representatives from the Madison-area Urban Ministry's 'Journey Home' program, which is a private, 501 (c) 3 non-profit agency that works to reduce recidivism locally here in Madison.

Panelists answered questions such as:

- What are some unique health considerations for people who are incarcerated or transitioning out of prison?
- What systems are in place to help police respond to health crises?
- How can health and criminal justice systems collaborate to improve community health and protect public safety?

Breastfeeding Pitfalls: this was an event that took place in October 2018, held in conjunction with Mothers and Maternal Support, another medical student initiative. This was a two hour Q+A evening series. During the first hour a family physician who specializes in lactation answered questions from the audience. During the second hour, four mothers of small children, who were currently breastfeeding, served as panelists to answer questions from the patient's perspective.

Intimate Partner Violence Noon Talk

In May of 2018, we held a 1-hour panel over lunch on intimate partner violence. The panel featured three speakers who have expertise in the area: Dr. Alida Evans, a family medicine physician, Kim Curran, a family medicine nurse practitioner, and Dr. Darald Hanusa, a counselor who specializes in working with both victims and perpetrators of domestic violence. The event was well attended and appreciated by our students.

Addiction Symposium: The Addiction Symposium was a new event held this year, in collaboration with a number of other student organizations: MOMs (medical students supporting first time mothers), MEDiC (student run free clinics), Psych Student Interest Group (Psych SIG), Pride in Healthcare (PiH), and Madison's FMIG. We planned a two hour evening symposium with a panel of experts on addiction medicine, and were funded by the Wisconsin Medical Alumni Association. The panel included a Family Medicine Addiction Medicine Fellow, a practicing Family Medicine physician who has extensive experience working with addiction (particularly mothers and pregnancies with addiction complications), a Madison Police chief working with the Madison Addiction Recovery Initiative (MARI), and Addiction Medicine Psychiatrist, and two addiction recovery coaches. We invited medical, public health, PA, PT, nursing, and pharmacy students, in addition to residents, faculty, and family medicine physicians from the Department of Family Medicine and Community Health, to attend the evening event.

The panelists each took some time to introduce themselves and the work they do, and then answered some preselected questions that had been submitted when students RSVP'd. For the second hour, the floor was opened to students to ask questions. Topics around broaching conversations about addiction, setting realistic expectations for and with patients, responsible prescribing, and the risk for struggles with addiction as medical providers were discussed. Students were very interested in this event and we had an amazing turnout- almost 80 attendees! Students were particularly moved by a discussion started by one of the Family Medicine physicians about her experiences working in Oregon with addiction, and the loss she'd experienced when classmates/fellow residents she knew died of overdose. There was interest from student attendees in having her hold a follow up session about the risk of addiction as a medical prescriber, and how to deal with this epidemic amongst our own profession. This event not only provided an educational enrichment opportunity, as we don't learn a lot about addiction

during our didactic years, but also showcased the breadth of field of practice for Family Physicians, and the opportunities for interdisciplinary partnerships when taking care of patients in a primary care setting. Because of the success of this event, we plan to make this an annual event and partnership between the involved interest groups.

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PROGRAM/PROJECT/INITIATIVE 6

• Title of FMIG event, project, or initiative:

• Date(s) and time(s) held: _____ 12/1/18 _____

• Number of students/student work hours it took to organize:

• Number of students who participated:

Basic Life Support in Obstetrics (BLSO) has been a popular addition to the FMIG calendar since 2015, and it has been revered as “hands down, one of the best experiences in medical school.” We host this certification course twice this year. The course is held in April, 2017 for all fourth year students who match in Family Medicine as part of the specialty-tailored Internship Prep Course (IPC). IPC is a mandatory component of our University of WI School of Medicine and Public Health’s formal curriculum. It is also held on a Saturday in December, 2017 for 20-30 1st through 3rd year medical students as preparation for women’s health clerkship and exposure to family medicine obstetrics.

BLSO is a full-day course designed around AAFP’s Advanced Life Support in Obstetrics (ALSO) course. We typically have approximately 5-10 volunteer faculty, residents and students teach the course. The purpose of the course is to showcase Family Physicians as leaders in women’s health and maternity care. Our faculty volunteers all practice full spectrum family medicine with obstetrics.

Using our large number of volunteers, we break into small group stations with an intimate student-to-teacher ratio of about 4:1. We cover a full range of topics including normal vaginal delivery, fetal monitoring, emergency prenatal assessment, malpresentation, shoulder dystocia, neonatal resuscitation, premature labor, maternal resuscitation, hypertensive emergencies, and advanced techniques for assisted delivery. We utilize didactics, small group cases, and hands-on practice with mannequins. By including FM residents as teachers, students also gain valuable tips-and-tricks about how to function as part of a FM residency obstetrical service.

FMIG student leaders and our advisors reach out to our resources to come up with funding to support the course’s operating budget. They encourage department faculty to “sponsor a student” by providing a \$50 contribution for one student’s attendance. The Wisconsin Academy for Family Physicians (WAFP), the UW medical school, the UW Department of Family Medicine, and our FMIG leaders all contribute time and money to provide this for our students who are so appreciative of the opportunity and experience. The support of the AAFP to provide a discounted cost also helps make it possible.

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PROGRAM/PROJECT/INITIATIVE 7

• Title of FMIG event, project, or initiative:

• Date(s) and time(s) held:

• Number of students/student work hours it took to organize:

• Number of students who participated:

“Dinner with the Docs” is an annual event that introduces medical students to the world of family medicine. It is co-sponsored by the Wisconsin Academy of Family Physicians (WAFP) and held at Essen Haus, a beloved local restaurant in downtown Madison. The evening provides an opportunity for medical students to mingle with residents and physicians and learn more about opportunities to explore family medicine during medical school. This year, approximately 50 students, 10 residents, and 10 physicians participated. Attendees chat with each other in small groups before several residents and physicians take the microphone to share some aspects of their journeys in family medicine. Topics range from “What were your best study resources and methods during the preclinical years?” to “What is your scope of practice?” and “What role do family physicians play in the broader healthcare system?” One strength of the event is that it showcases the breadth and depth of family medicine. Speakers included a mix of physicians and residents who have done full-scope practice, OB/GYN, advocacy, and international work, among other professional activities. The event generates a lot of excitement for the field of family medicine and provided valuable connections for current medical students.

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PROGRAM/PROJECT/INITIATIVE 8

- Title of FMIG event, project, or initiative: _____ "Speed Dating" the Full Scope of Family Medicine _____
- Date(s) and time(s) held: _____
3/26/19 _____
- Number of students/student work hours it took to organize: _____ 6 students leaders ~1 month planning _____
- Number of students who participated: _____
28 _____

Speed Dating the Scope of Family Medicine

Our newest event this year came about because FMIG leaders wanted to learn more about the many different areas of mastery within the scope of family medicine. We invited eight family docs, each with unique practice settings and craft, to answer students' questions in a speed dating format. Students each picked four niche areas they were interested in, and then students were given 15 minute blocks to meet with their family docs in small groups of 3-6. This year, our family docs represented: solo private practice and small office procedures, hospitalist medicine, Women's Health / OB, Integrative Medicine, Addiction Medicine, International Health, LGBTQ / Transgender Medicine, Rural Health.

The event received glowing feedback such as, "Thank you! This was super inspiring and helpful to hear from physicians currently practicing. I didn't even know some of these specialties of fam med existed."

Besides organizing the event, FMIG student leaders were responsible for raising funds to support the buffet dinner we provided. We also invited some undergrad pre-med students, all of whom thoroughly seemed to enjoy the event, to further bolster our pipeline to family medicine. The M3 participants who are considering Family Medicine Residency were extremely appreciative of having the opportunity to interact with the Family Medicine Physicians as they prepare to apply for residency. The student leaders hope to further promote the event in future years with the hope of having it become our signature event for the spring semester.