

Larry Pheifer, MHA
Wisconsin Academy of Family Physicians

Larry Pheifer has been the executive director of the Wisconsin Academy of Family Physicians (WAFP) which has about 3,000 members since 1998. The academy is a state chapter of the American Academy of Family Physicians of about 140,000 members. The priorities of the WAFP included physician wellbeing, advocacy, continuing education and workforce development. Larry has a master's degree in health care administration and has taught at Cardinal Stritch University. He uses continuous quality improvement wherever possible and applies problem solving specific to special cause and common cause variation in most situations.

He considers himself a good helper and thinks he is funny all the time.