**UAB DEPARTMENT OF FAMILY AND COMMUNITY MEDICINE STRATEGIC GOALS**

**Mission:** To improve the health and well-being of society, particularly the citizens of Alabama, by providing innovative health services of exceptional value that are patient- and family-centered, a superior environment for the education of health professionals, and support for research that advances medical science.

**Vision:** The top academic department that develops leaders in Family and Community Medicine

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<td>Grow our clinical footprint with high quality, cost-effective, patient-centered care that includes innovation in delivery</td>
<td>Grow primary care educational programs aimed at increasing the number and caliber of learners who pursue family medicine</td>
<td>Conduct research that is patient- and community-centered, including work that enhances health promotion, improves care for chronic diseases, and advances healthcare delivery, while including cross-cutting themes of health equity, technology, and team science.</td>
<td>Provide service to our communities, including those at UAB, in Birmingham and surrounding areas, statewide and in the discipline of family medicine</td>
<td>Foster a culture that elevates primary care, built on a sense of belonging and values of inclusion, integrity and curiosity</td>
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**STRATEGY METRIC:** Increased reach, scope and quality of clinical services

**MULTI-YEAR STRATEGIES:**
1.1: Leverage technology to improve care delivery and clinical reach
1.2: Increase number of clinicians, care team members, clinical practice sites, multi-disciplinary services, and visit offerings
1.3: Promote value-based care
1.4: Offer comprehensive care for families in the community and UAB employees
1.5: Create brand awareness for services

**STRATEGY METRIC:** Reputation and program growth

**MULTI-YEAR STRATEGIES:**
2.1: Grow pathway programs to increase underrepresented minorities within the UAB Heersink School of Medicine and primary care
2.2: Create opportunities for early longitudinal and mentored experiences
2.3: Innovate in educational delivery and programming
2.4: Increase FM residency positions within the state
2.5: Grow the clinical preceptor network

**STRATEGY METRIC:** Increased scholarship and funded primary care research

**MULTI-YEAR STRATEGIES:**
3.1: Integrate with clinical programs and health system priorities to improve primary care delivery
3.2: Develop programs, resources, mentorship, and incentives to support research, scholarship, and QI to engage students, residents, fellows and clinical faculty
3.3: Partner with key Institutes, Centers and Departments
3.4: Prioritize funding opportunities and announcements that align with our clinical programs and medical education initiatives
3.5: Identify resources to support PBRN and engage community practices

**STRATEGY METRIC:** Increased representation and outreach

**MULTI-YEAR STRATEGIES:**
4.1: Increase outreach to the community, particularly underserved communities
4.2: Leverage partnerships to amplify our efforts
4.3: Connect outreach efforts with primary care services
4.4: Increase representation at state and national family medicine organizations
4.5: Increase representation within UAB, Heersink School of Medicine, and Health System levels

**STRATEGY METRIC:** Engagement of diverse team members and perspectives

**MULTI-YEAR STRATEGIES:**
5.1: Promote and celebrate diversity within the team and when recruiting talent
5.2: Offer individual and team development to promote cohesion
5.3: Create a feedback rich culture
5.4: Recognize and value our people
5.5: Create opportunities to distinguish primary care from other health system offerings