



TEXAS ACADEMY OF FAMILY PHYSICIANS

# Introducing TAFP's Partners in Health program

**CONNECT AND ENGAGE WITH FAMILY PHYSICIANS ACROSS TEXAS BY BEING OUR PARTNER IN HEALTH**

Connecting with and engaging family physicians in a meaningful way can be a time consuming and costly endeavor. TAFP's new Partners in Health program helps community and corporate partners build connections with family physicians across the state.

The TAFP Partners in Health Program is designed to cut through the noise and facilitate those connections, building long-term relationships that will help our members thrive in a complex and everchanging environment. For years, TAFP has offered partnership opportunities to like-minded corporations and community organizations through exhibits and advertising. With Partners in Health, we want to expand those opportunities to the online environment.

We want to open doors and help establish relationships so that when members find themselves in need of information, products, or services, they only need to look as far as the Academy and our partners that exist to support them.





# Enhance your visibility while supporting Texas' family physicians

## BUILDING RELATIONSHIPS THAT MATTER

TAFP's Partners in Health program recognizes community and corporate supporters as not only partners in family medicine, but as true "Partners in Health." Participants in this program receive a web-linked logo or graphic recognition on the Partners in Health resources page on TAFP's website for one year. Additionally, your physician-focused, multi-media content will be cross promoted in TAFP's communication vehicles and maintained on the Partners in Health resource page for an entire year.

TAFP Partners in Health receive extra benefits throughout the year including:

- Two spotlight feature placements in TAFP's e-newsletter during the year highlighting our partnership and driving physician attention to your online resources
- Recognition in the TAFP's Annual Report, which is printed and distributed to all TAFP members
- Discounted exhibit opportunities at TAFP's three in-person educational conferences
- Recognition during all TAFP educational conferences
- TAFP will also follow your organization on social media and retweet and share content when appropriate. (Posts are at the discretion of the TAFP.)

Gain greater access and enhance your company's visibility among TAFP's 9,000 family physicians, family medicine residents, and medical student members. TAFP offers many opportunities throughout the year for community and corporate partners to engage with our physician members, and as a participant in our Partners in Health program, you will receive top billing and priority preference in these opportunities. Let us customize a package that best suits your goals and needs.





# Texas Academy of Family Physicians

**PROMOTING THE HEALTH OF ALL TEXANS BY SERVING THE NEEDS OF MEMBERS AND ADVANCING THE SPECIALTY OF FAMILY MEDICINE**

The Texas Academy of Family Physicians is one of the largest, most active chapters of the American Academy of Family Physicians and represents nearly 75% of all family physicians in the state of Texas.

TAFP is a statewide professional association of more than 9,000 members, including practicing family physicians, academic family physicians, family medicine residents, and medical students. Since 1948, TAFP has represented the professional interests of Texas family physicians, provided postgraduate medical education, and encouraged medical students to enter the specialty of family medicine and to advance the patient-physician relationship.

TAFP is known for providing:

- Family-medicine-focused, evidence-based continuing medical education
- Practice management and value-based care resources
- Effective legislative and regulatory advocacy on the state and national levels
- Timely, multi-channel communications to keep our members informed and engaged
- Ongoing support to ensure a robust family physician workforce pipeline
- Unique programming that assists physicians in maintaining board certification through the American Board of Family Medicine
- Leadership training and support to develop family physician leaders in communities, corporations, institutions, and organizations
- Face-to-face opportunities for physicians to network and build relationships with other family medicine colleagues from across the state

**and much, much more!**





# Let's work together for the health of Texas

Just like the family physicians we serve, the TAFP staff is dedicated to building lasting and meaningful relationships with community and corporate partners that share a common goal: to advance family medicine and to support the health of all Texans. Our staff is ready to discuss customizing a partnership package that is meaningful and addresses your organizational needs.

Are you ready to discuss joining TAFP's Partners in Health program? Call or email Kathy McCarthy, CAE, TAFP's COO, at (512) 329-8666 ext. 114 or [kmccarthy@tafp.org](mailto:kmccarthy@tafp.org).



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