

# Family Medicine Updates



From the North  
American Primary Care  
Research Group

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## NAPCRG LAUNCHES VIDEO TO PROMOTE PRIMARY CARE RESEARCH

At the 44th Annual Meeting of the North American Primary Care Research Group (NAPCRG), held in Colorado Springs, Colorado on November 12-16, 2016, NAPCRG launched a new state-of-the-art YouTube video to stimulate interest in primary care research among trainees and community clinicians and explain the importance and impact of primary care research on patients and community. The video was produced by the Reframe health lab, with the same hand-drawing style as their popular “23 and ½ Hours” video promoting exercise.

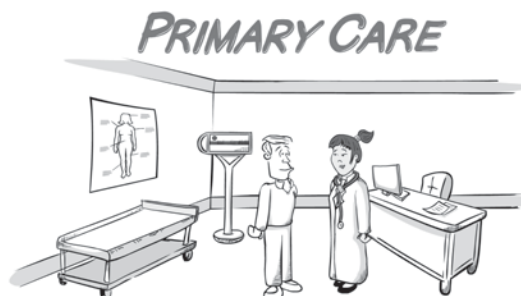
NAPCRG recognizes that it is difficult to engage physicians in primary care research as there are a number of perceived barriers to conducting research in a primary care setting, including writing and submitting grant proposals and writing and publishing papers. The goal of the video is to help break down these barriers and encourage primary care research in community practices and to encourage students to pursue academic endeavors such as primary care medicine and research.

The video introduces students, residents, and practicing physicians to the resources of the American Academy of Family Physician’s National Research Network (AAFP-NRN), the North American Primary Care Research Group (NAPCRG) and many regional practice-based research networks (PBRNs). These organizations and networks can provide nascent researchers with the support and skills they need to break through the barriers that prevent them from carrying out primary care research either by themselves or in collaboration with colleagues. The video shows that primary care physicians involved in these organizations are exposed to novel ideas and research, which can lead to practice improvements that put their practices years ahead of their colleagues. Collaborating with academic researchers, thought leaders, editors of primary care research journals, and heads of government agencies provides for a fertile exchange of ideas and makes the practice of medicine much more rewarding.

NAPCRG has also developed a webpage to supplement the video that provides resources to those inter-

ested learning more about primary care research and its impacts.

The video is available on the NAPCRG website, as well as NAPCRG social media channels and YouTube.



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## FAMILY PHYSICIANS PLAY INTEGRAL ROLE IN EMERGENCY MEDICINE

In 2010, *Annals of Family Medicine* published an article on the challenges facing family physicians providing emergency care.<sup>1</sup> Since that time, the American Academy of Family Physicians (AAFP) has encouraged and supported activities that have increased visibility for those family physicians providing emergency and acute care. The AAFP “special interest group” renamed the Member Interest Group Emergency Medicine/Urgent Care (MIG EM/UC) (<http://www.aafp.org/about/member-interest-groups/mig/emergency-medicine.html>) offers a unique forum for family physicians practicing emergency medicine and urgent care. Family medicine includes urgent care, but family physicians within emergency medicine (EM) continue to face critical practice challenges. As a specialty, new strategies are needed for promoting the essential role of family medicine in emergency care. The challenges are escalating, and we must not be complacent.

AAFP policy emphasizes that family physicians are trained in the breadth of medical care and, as such, are qualified to provide emergency care in a variety