



What Family Medicine can do for the Health System

The following questions are to be used with the Business Case for Family Medicine – Health System Leadership one-pager to help departments localize these talking points when engaging health system leaders (e.g., CEO, CMO, CFO, COO).

1. Primary Care Anchors Market Share and Generates Downstream Revenue

Component A: Questions	Your Responses
What percentage of your health system’s downstream specialty referrals originate from Family Medicine or primary care clinics?	
What service lines (e.g., cardiology, orthopedics, imaging, oncology) receive the greatest downstream referrals from Family Medicine?	
What is the estimated downstream revenue generated from your Family Medicine network?	
What is your current rate of patient leakage outside the system?	
How does access to primary care influence patient retention and long-term patient relationships?	

Component B: Suggested Sources	Your Responses
Health system referral analytics dashboards	
Network integrity or patient leakage reports	
Finance or strategy office	
Service line utilization reports	

2. Family Medicine Drives Success in Value-Based Payment Models

Component A: Questions	Your Responses
What percentage of your health system's revenue comes from value-based contracts (e.g., Medicare Advantage, ACOs, bundled payments)?	
What are your current rates of hospital admissions, emergency department visits, and readmissions?	
How do these utilization rates differ for patients with and without primary care engagement?	
How does access to coordinated primary care influence avoidable utilization?	
How are shared savings or contracted quality payments currently reinvested within the health system?	

Component B: Suggested Sources	Your Responses
Population health or value-based care office	
Utilization dashboards	
ACO or Medicare Advantage performance reports	
Care management program data	

Extra space for additional thoughts/data:

3. Primary Care Improves Patient Access, Outcomes, and Experience

Component A: Questions	Your Responses
What is the average wait time for new primary care appointments in your system?	
What percentage of patients in your health system have an established primary care clinician?	
What do patient experience scores show for patients with versus without a primary care relationship?	
What are your system's screening rates for colorectal, breast, and lung cancer?	
What are your rates of chronic disease control (e.g., diabetes, hypertension)?	
How do outcomes differ for patients with strong continuity in primary care?	

Component B: Suggested Sources	Your Responses
Patient experience dashboards (CAHPS or internal metrics)	
Scheduling and access reports	
Population health analytics	
Quality and outcomes reports	

Extra space for additional thoughts/data:

4. Family Physicians Deliver High-Value, Cost-Effective Care

Component A: Questions	Your Responses
What is the relative cost of employing Family Medicine physicians compared with subspecialists within your system?	
How does the breadth of Family Medicine scope reduce the need for specialty referrals?	
What services currently provided by specialists could be effectively delivered in primary care settings?	
How does comprehensive primary care influence total cost of care in your system?	
How does increased comprehensiveness of primary care affect hospitalization rates?	

Component B: Suggested Sources	Your Responses
Physician compensation benchmarks (e.g., MGMA)	
Clinical productivity reports	
Total cost of care analyses	
Service line utilization reports	

Extra space for additional thoughts/data:

5. Strong Primary Care Teams Improve Workforce Stability and Productivity

Component A: Questions	Your Responses
What are the current turnover rates for primary care clinicians compared with other specialties?	
What operational factors influence clinician burnout and productivity in primary care?	
How does team-based care impact clinician productivity and retention?	
What is the estimated cost of primary care clinician turnover in your system?	

Component B: Suggested Sources	Your Responses
Human resources reports	
Clinician engagement surveys	
Workforce analytics dashboards	
Productivity and RVU reports	

Extra space for additional thoughts/data:

6. Family Medicine Strengthens Community Partnerships and Health System Strategy

Component A: Questions	Your Responses
How is Family Medicine deployed across care settings (e.g., urgent care, telehealth, home-based care, residency faculty practices)?	
What role does Family Medicine play in addressing social drivers of health within your system?	
What partnerships exist between Family Medicine and community organizations or public health agencies?	
How is your health system responding to state-level policies related to primary care investment and workforce expansion?	
How does Family Medicine contribute to community benefit requirements?	

Component B: Suggested Sources	Your Responses
Community benefit reports	
Population health dashboards	
Public health partnership reports	
Community outreach program metrics	
State policy or strategy reports	