BE A CHAMPION

- Host an event or conduct outreach to local employers, thought leaders and media for National Primary Care week. Email us at champions@healthisprimary.org for ideas and tools.

- Write a blog post or op-ed for your local paper about the importance of primary care in making and keeping America healthy. Share a patient or practice success story to demonstrate how primary care can provide better care and better outcomes at lower costs.

- Share the facts about primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don’t forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!

- Share your stories about how primary care practices are innovating to deliver on the Triple Aim (better care, better outcomes and lower costs). Go to www.healthisprimary.org and click on the “stories” tab.

THE FACTS ABOUT PRIMARY CARE

- Studies suggest that as many as 127,617 deaths per year in the United States could be averted through an increase in the number of primary care physicians. (Macinko, J., Starfield, B., & Shi, L., 2005)


- Primary care supply has a positive effect on the entire population, but the magnitude of this effect is greater in areas with higher levels of income inequality (which in general are also areas with higher levels of poverty) and on outcomes for African Americans. (Macinko, J., Starfield, B., & Shi, L., 2005)

- In the United States, the states with higher ratios of primary care physicians to population have lower smoking rates, less obesity and higher seatbelt use than states with lower ratios. (Shi, L., & Starfield, B., 2000)
**OCTOBER FOCUS: PRIMARY CARE**

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DELIVERING ON THE PROMISE OF PRIMARY CARE

We know that a strong primary care-based health system leads to:

**BETTER HEALTH**

The evidence shows that access to primary care can help us **live longer, healthier lives**.1

Studies suggest that as many as **127,617** deaths per year in the United States could be averted through an increase in the number of primary care physicians.3

In areas of the country where there are more primary care providers per person, death rates for cancer, heart disease, and stroke are lower and people are less likely to be hospitalized.1,3

**BETTER CARE**

Urban and rural communities that have an adequate supply of primary care practitioners experience lower infant mortality, higher birth weights, and immunization rates at or above national standards despite social disparities.4

An increase of **one primary care doctor per 10,000 people** can decrease costly and unnecessary care.5

- Outpatient visits 5.0%
- Inpatient admissions 5.5%
- ER visits 10.9%
- Surgeries 7.2%

Evidence also shows that primary care (in contrast to specialty care) is associated with a more equitable distribution of health in populations, a finding that holds in both cross-national and within-national studies.2

**LOWER COST**

A primary care-based system may cost less because patients experience fewer hospitalizations, less duplication, and more appropriate technology.4

Medicare spending is less for states with more primary care physicians and yet these states have more effective, higher-quality care.6

A health system that undervalues primary care has resulted in health care spending that is more than double that of other industrialized countries, yet America ranks 24th out of 30 in life expectancy.7

The evidence is clear – and the time to act is now. We can put the health back in health care by making America a place where **Health is Primary**.

---

Long-term relationships between doctors and patients build trust and lead to better outcomes. Family doctors work with their patients throughout their lives. We want to give all patients access to this kind of continuing care.

Let’s make health primary in America.
Learn more at healthisprimary.org.
Health improves when doctors and patients spend time together. Family doctors make it a priority to stay connected to their patients. We want everyone to have a trusted primary care doctor who is there when they need them.

Let’s make health primary in America. Learn more at healthisprimary.org.

Brought to you by America’s Family Physicians
Increased collaboration between primary care and public health is key to addressing the biggest health challenges facing our country today.

Family doctors are working to bridge the gap between personal and public health.

Let’s make health primary in America. Learn more at healthisprimary.org.

Brought to you by America’s Family Physicians

#MakeHealthPrimary
A growing body of evidence shows that chronic medical conditions are best managed in a primary care setting. That’s because patients with access to coordinated, comprehensive care have better outcomes.

Family doctors treat patients, not conditions. We want everyone to have a doctor who sees them as a whole person and provides them with quality, coordinated care.

Let’s make health primary in America. Learn more at healthisprimary.org.
Patients with access to primary care are more likely to receive preventive services and timely care before their medical conditions become serious – and more costly to treat.

Family doctors work with their patients to keep them healthy. We want to ensure that all patients have access to and use regular preventive care.

Let’s make health primary in America. Learn more at healthisprimary.org.
WHERE HEALTH IS PRIMARY.

Primary care improves health care quality and patient outcomes while reducing health disparities and costs.

Family doctors want to build a health care system in America where everyone wins.

Let’s make health primary in America. Learn more at healthisprimary.org.

Brought to you by America’s Family Physicians
Technology is transforming our lives and has the potential to improve our health.

Family doctors are integrating technology into their practices in a way that strengthens their connection to patients and enhances the quality of care.

Let’s make health primary in America.
Learn more at healthisprimary.org.
WHERE HEALTH IS PRIMARY.

In primary care, teams of health professionals provide patients what they need when they need it in a coordinated setting.

Family doctors work closely with team members to keep their patients healthy.

Let’s make health primary in America.
Learn more at healthisprimary.org.

Brought to you by America’s Family Physicians

#MakeHealthPrimary
When it comes to nutrition and exercise, there is no shortage of fads. But the facts remain the same: most of what makes us healthy results from the choices we make each day. Patients with a primary care doctor have someone who can provide on-going, personalized, fact-based guidance about nutrition and exercise habits—and the support needed to follow it.

Family doctors have improved the health of their patients for generations by focusing on strong, long-term relationships. We believe every patient should have access to sound advice from a trusted source to help make smart choices about health.

Trends are temporary, your health is forever.

Let’s make health primary in America.
Learn more at [healthisprimary.org](http://healthisprimary.org).

Brought to you by America’s Family Physicians
Long-term relationships built on trust between patient and doctor are the foundation of good health. That’s why primary care practices treat patients and their families as core members of their health care team.

Family doctors are dedicated to treating the whole person and are seen by their patients as partners. We believe every patient should have access to a health care team that understands and respects them.

Learn more about how you can play an active role in your health care at healthisprimary.org.