

**OREGON ACADEMY OF FAMILY PHYSICIANS
CONGRESS OF THE MEMBERS
77th ANNUAL MEETING
April 13, 2024
Portland, Oregon**

REPORT OF THE COMMISSION ON EDUCATION

Mission Statement: The OAFP exists to support family physicians in their pursuit of optimal health for the people of Oregon.

The Commission met remotely several times during the fall and winter this during this program year. The Board decided last year to proceed with co-hosting our annual conference with the Oregon Pediatric Society, so our focus as we selected potential sessions was to ensure rich content for family physicians, and for part of the program, find educational topics that would benefit family physicians and pediatricians alike.

From our charter, the Commission on Education is charged with the following:

- Advise and direct staff with creating annual conference programming that meets the educational needs of OAFP members in alignment with the strategic goals of the organization.
- Identify potential conference speakers and conduct initial outreach and recruitment with the support of OAFP staff.
- Assist with “hosting” the meeting to include serving as or coordinating moderators.

Meeting Overview:

The Commission was glad to be able to collaborate once again with ORPRN and folded in a new representative from our partners at the Oregon Rural Practice Based Research Network (ORPRN), Maggie McLain McDonnell. Two of the sessions in the schedule feature ORPRN experts, and submissions for the poster session we held on Friday were coordinated by ORPRN. Though we repeated the “hybrid” format for the session, where presenters did not have to be present to share their posters, we were pleased that a majority of authors chose to participate in person.

The theme of the conference, Healing Oregon with Family Medicine, was meant to reflect a focus on the role OAFP members have to play in confronting some of the biggest challenges that face our state. The program included several hands-on workshops on practical clinical topics; one of them instructed attendees in how to administer naloxone.

For the first time we offered “Pathways” programming on Thursday specifically for high school, college and medical students and residents. The combination of expert panels, practical lectures and workshops allowed learners to focus on getting to a career in Family Medicine, wherever they are on the path. We made sure the program included sessions on a range of patient populations, from pregnant people needing support for substance use disorder, to teenagers grappling with social media, to geriatric patients and the practice of deprescribing.

Support and Attendance:

Registration numbers for all or part of the conference stood at 151 as of April 5. We had 35 medical students registered, 14 residents, and nine high school or college students. These numbers are strong

but we did have/ a significant decrease in the number of active OAFP members attending. While we were hoping the Portland location this year would be a larger draw, it seems that the factors attracting attendees are more complex. We are planning next year to co-host our conference again with the Oregon Pediatric Society, and with the addition of the Oregon Council of Child and Adolescent Psychiatrists and will carefully analyze the data we have to better understand how to market the event to our combined memberships.

Exhibitors & Sponsorships:

We had 21 paying sponsors and/or exhibitors. We offered exhibitors the opportunity to interact with learners on two days this year for the first time. Our total gross committed sponsorship revenue as of April 8 is just under \$59,000. This exceeded our budgeted target by 16%.¹

Registrants:

Total Gross sales as of 4/5 (including Auction tickets) are just over \$53,000 (12% below budgeted \$60,000). We had at least 57 first-time attendees with us.

Costs:

Though they are not final, we anticipate that venue costs for the conference will come in over budget, but still within. Food inflation is a significant factor. For example, coffee, priced by the gallon, is \$110 inclusive of a 22% service charge. Service charges have increased, and prices for labor have also increased. In 2019, a gallon of coffee (at a different property) was \$85 inclusive of service charges. We did work with Travel Portland on an incentive program that will yield some offset of our overall costs.

Speakers:

We had over 55 individuals serve as speakers, panelists or moderators during this conference. Of those who identified their pronouns, over 63% of the speakers identify as women. We are pleased that among our speakers, many represented rural communities in Oregon, including Klamath Falls, Baker City, Enterprise, Scappoose, and Sweet Home.

Thirteen speakers elected to donate their honoraria to the OAFP Foundation, which raised additional much-needed dollars for the Foundation's general fund.

If you would like to volunteer to help plan the 2025 Annual Conference, please contact our Program Director, Louise Merrigan. Keep an eye out for details about 2025!

Respectfully Submitted,
Fayza Sohail, MD, FAAFP
Chair, Commission on Education

¹ Again, Betsy wants to call out Louise Merrigan specifically for her innovative and excellent work in this area.