

## WHY FPM? ASK OUR READERS!

- “Excellent, relevant content. Every family physician in practice should read every issue.”
- “Thank you for all this timely material that is difficult or impossible to find elsewhere.”
- “Excellent articles that I use for daily practice.”
- “This content is extremely timely and helpful for those at all stages of clinical practice.”

## WE KNOW WHAT MOVES PHYSICIANS!

## EDITORIAL PROFILE

FPM is the only journal dedicated to everything family physicians care about: taking the best possible care of patients, working in a smoothly functioning practice, making a living, and getting home in time for dinner.

### CME credit.

FPM offers several continuing medical education (CME) credits free in each issue. That makes it even more attractive to AAFP members and subscribers. The CME quiz that readers complete covers most of the content of the issue, therefore encouraging cover-to-cover reading.

### The AAFP connection.

FPM is wired into all the resources AAFP has to offer. We are accorded the respect commanded by the AAFP logo on the cover and by our status as the sister publication of *American Family Physician*.

### Author connections.

FPM's reputation, the quality of its content, and the strength of its editors have attracted many of the best experts and most remarkable trendsetters in family medicine. Thought leaders value FPM as much as “in-the-trenches” physicians do, and primary care decision-makers count on FPM to offer insight and direction on the topics that matter the most to them.

### Coding expertise.

FPM's advice on diagnosis and procedure coding translates to dollars for the readers. Every code they submit on insurance claims determines how much they get paid. The complexity of the coding systems involved makes FPM's coding advice invaluable.

### Practice improvement focus.

Skyrocketing healthcare costs and declining physician reimbursement make efficient, effective health care delivery more challenging, and more important than ever. FPM authors describe proven approaches to managing the care of patients with chronic diseases, communicating effectively with patients, providing team-based care, and implementing electronic health record systems, with practical advice that readers can begin using immediately.

## Tools.

Family physicians know their medicine, but they don't always have the tools they need to manage their practices the way they want. FPM give them both. FPM issues contain tools the physician will keep and use. Some examples include coding guides, medical record forms, and other quick-reference tools.

## Regular departments.

**SPPACES: FPM App Reviews:** Expert reviews of mobile apps pertinent to family medicine.

**Coding & Documentation:** Questions and authoritative answers about issues that directly affect physicians' pocketbooks. Always rated among the most valuable content in the issue.

**Practice Pearls:** Tips from physicians and from the literature – good ideas in small packages.

**The Last Word:** A variety of one-page essays – humorous, thought-provoking, or both.

**FPM Quiz:** The key to unlocking our CME credit. We get thousands of quiz responses per year.

## TENTATIVE SCHEDULE FOR UPCOMING ISSUES

### November/December 2013

Closing: Oct. 1, 2013  
 ICD-10 coding series  
 CME content  
 Regular departments

### January/February 2014

Closing: Dec. 1, 2013  
 ICD-10 coding series  
 CME content  
 Regular departments

### March/April 2014

Closing: Feb. 1, 2014  
 ICD-10 coding series  
 CME content  
 Regular departments

### May/June 2014

Closing: April 1, 2014  
 ICD-10 coding series  
 CME content  
 Regular departments

### July/August 2014

Closing: June 1, 2014  
 ICD-10 coding series  
 CME content  
 Regular departments

### September/October 2014

Closing: Aug. 1, 2014  
 Bonus distribution at AAFP Assembly  
 ICD-10 coding series  
 CME content  
 Regular departments

### November/December 2014

Closing: Oct. 1, 2014  
 EHR survey  
 CME content  
 Regular departments