

SGIM LAUNCHES #PROUDTOBEGIM CAMPAIGN

The percentage of internal medicine residency graduates entering the field of general internal medicine (GIM) fell precipitously during the 2000s. As recently as 1998, more than half of PY-3 internal medicine residents planned to enter GIM, whereas by the mid-2000s, that percentage had fallen to about 20% (source: In-Training exam Questionnaire, courtesy of American College of Physicians). This has led to a supply of internists—particularly primary care internists—that is insufficient to meet demand. Despite current initiatives aimed at re-designing the primary care workplace and compensation for primary care, an even greater need for general internists in the near future is anticipated.

SGIM Council and its Health Policy Committee have undertaken several initiatives to influence policymakers regarding the design of the primary care workplace of the future and the development of appropriate reimbursement models. These initiatives include sponsoring the National Commission on Physician Payment Reform from 2012 to 2013 and engaging regularly with Centers for Medicare and Medicaid Services and others regarding payment reform. However, given the wide range of options available to residents completing an internal medicine residency, the Society's leaders believe that it is critical to communicate to trainees the incredible opportunities available to general internists both now and in the near future.

Council chartered a working group within the Society (SGIM Communications Task Force, chaired by Ann Nattinger) to develop a communications plan to ensure that trainees (particularly medical students) have the opportunity to carefully consider a career in GIM. The resulting campaign, #ProudtobeGIM, highlights GIM as a career path that offers physicians the opportunity to impact lives and speaks to the values of a new generation of medical students eager to make a difference. The campaign features general internists leading health care into the future—at the forefront of medical ed-

ucation and innovation—and making an impact at an individual and societal level.

In September, SGIM formally launched the campaign via social media and other SGIM communications avenues. We have partnered with a number of organizations, including the American College of Physicians, the Association of American Medical Colleges, the American Medical Student Association, and Primary Care Progress, to bring this message to the largest audience possible and disseminate information about opportunities available through the campaign. The #ProudtobeGIM website (www.proudtobeGIM.org) contains helpful materials that can be used to discuss GIM career options with trainees, including video materials, blog comments, and a slide deck about the field of GIM and career options within the field. More than 30 institutions made inquiries about a pilot program offering modest funding for hosting GIM informational events for medical students. Although only six could be funded for the first phase of this work, several others are still holding an event without funding. From these pilot phase institutions, we plan to identify the types of messaging that speaks most effectively to trainees and refine our portfolio of tools for engaging trainees (and faculty) in developing a better understanding of the field of GIM. The initial response to the #ProudtobeGIM campaign has been overwhelmingly positive.

An issue that has historically been problematic for the field of GIM is a lack of positive regard and even disrespect from some of the other specialists in our academic centers. The #ProudToBeGIM campaign helps us to recall what we have found the most satisfying about our field. As care delivery is re-designed and payment mechanisms are revised, the resulting structures must optimally support internists and other members of our care teams in providing outstanding care for patients according to the triple aim: improving the patient experience of care, improving the health of populations, and reducing the cost of health care. A motivated and satisfied expert workforce is critical to achieving these goals. #ProudToBeGIM aims to ensure that we recruit intelligent and compassionate colleagues to work alongside us and that this workforce will be sustainable for years to come.

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