

THE INSTITUTES AT NORTHWESTERN MEDICINE

# INSTITUTE FOR PUBLIC HEALTH AND MEDICINE AT NORTHWESTERN MEDICINE

## CENTER FOR PRIMARY CARE INNOVATION



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At Northwestern Medicine, we believe that primary care medicine is the backbone of all healthcare. Whether a young patient visits a pediatrician, or an adult sees a general internal medicine physician or seeks a family physician, everyone needs a physician who cares for them as a whole person.

We know that a primary care physician is not only an essential first contact to evaluate a new medical problem, but is also someone to care for a patient's chronic medical problems, a trusted source of advice to help coordinate care with subspecialists, an expert navigator of our increasingly complicated health care system, a frequent advocate for the patient, and, always, a caring partner to help create and sustain an optimal state of health and wellness. This is the vital role of the primary care physician.

Primary care physicians at Northwestern Medicine often serve as physician-scientists who also pursue and implement essential chronic care and infectious disease research. Without a strong primary care base focused on education and research, it will be impossible for

our nation to meet the combined challenges of improving access to care, enhancing quality of care, and controlling health care costs.

### The State of Primary Care Medicine

As our population grows and ages, the number of people with multiple chronic diseases who need primary care is rapidly increasing. There are critical concerns about whether we will in fact have enough primary care physicians to meet these needs. The number of medical students and residents entering primary care is on a serious decline. Currently, only one-third of physicians in the United States are primary care physicians. In contrast, in most countries, primary care physicians comprise over half of all physicians in total.

### A Timely Vision

Our vision for the new Center for Primary Care Innovation is simple. We strive to be the nation's premier thought leader on effective strategies to improve primary care education, practice, and research.



“Outstanding primary care is essential to the health of our communities. The CPCI works to advance research to improve how primary care is delivered and to support the career development of future primary care physicians.”

Stephen D. Persell, MD, MPH, Director of the Center for Primary Care Innovation and Associate Professor of Medicine-General Internal Medicine and Geriatrics and Center for Healthcare Studies, Institute for Public Health and Medicine



These strategies include:

- Establishing Primary Care models of education, mentorship, training, and scholarship;
- Exploring and implementing best practices in clinical preventive services for routine patient visits;
- Offering rigorous evaluations of clinical programs to improve patient care and safety;
- Expanding primary care rotations in rural, underserved, and international locations; and
- Conducting research on optimal use of health communication technologies.

### Innovative Primary Care Medicine at Northwestern

Opportunities to achieve revolutionary improvements in healthcare are abundant via primary care medicine. We do not just need more primary care physicians: we need leaders in primary care. To address and meet this vital challenge, Northwestern University Feinberg School of Medicine has established the **Center for Primary Care Innovation (CPCI)**. The mission of the Center is to improve the health of our communities by developing successful platforms to innovate and transform primary care clinical education, research and leadership training, and clinical practice.

Innovations are already taking place. Primary care physicians now lead health care teams that include advance practice nurses, psychologists, and health

educators. Health information technology is giving us new tools to work together to improve patient care in the office and to reach out to patients at home or their workplace. Additionally, primary care physicians are increasingly managing the health and wellness needs of “panels” of patients who may not come in for office visits and thus require a complex team approach for ongoing care and communication.

This is an exciting time for primary care medicine. And the need has never been greater. The launch of our new Center for Primary Care Innovation proves Northwestern Medicine’s commitment to exceptional patient care – now and for future generations.



## THROUGH NORTHWESTERN MEDICINE, WE ARE CREATING A NATIONAL EPICENTER FOR HEALTHCARE, EDUCATION, RESEARCH, COMMUNITY SERVICE AND ADVOCACY.

### Northwestern Medicine

Northwestern Memorial Healthcare and Northwestern University Feinberg School of Medicine are seeking to impact the health of humankind through Northwestern Medicine. We aspire to be the destination of choice for people seeking quality healthcare; for those who provide, support, and advance care through leading-edge treatments and breakthrough discoveries; and for people who share our passion for educating future physicians and scientists. Our commitment to transform healthcare and to be among the nation's top academic medical centers will be accomplished through innovation and excellence.

Our Institute for Public Health and Medicine is comprised of world-class centers that serve as a nexus for innovation, collaboration, and growth in research. The new Center for Primary Care Innovation is an integral part of the Institute. Through both the Center and the Institute, we are working to innovate and introduce public health solutions to address the biggest health challenges of our time.

At Northwestern, we recognize that without dramatic changes in our approach to public health and healthcare delivery, we will confront surging, unsustainable costs and an inability to meet the healthcare needs of our citizens. We see this urgent need as a tremendous opportunity to provide leadership and a new direction to improve the health of our nation and world.



### For further information, please contact:

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