



For Immediate Release

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CONTACT:

Scott G. Allen, MS, CEO
Family Medicine Education Consortium
scott.allen@fmec.net

FMEC Announces 2022 Annual Meeting Plenary Speakers

DAYTON, OHIO – The Family Medicine Education Consortium (FMEC) is pleased to announce the plenary speakers for its 2022 Annual Meeting, to be held September 16-18, 2022, at the Hyatt Regency Crystal City in Arlington, VA.

The meeting theme is “Unleashing our Family Medicine Superpowers,” to recognize the strengths, accomplishments, and potential of family medicine. From medical student to resident to practitioner, family physicians are challenged to learn how to use their superpowers – such as agility, breadth of practice, leadership, innovation, patient-centeredness and empathy – to create healthy communities. The Host Committee and staff have invited a distinguished group of super family physicians to give plenary presentations at this year’s meeting, sending attendees home inspired to fight the next day’s challenge.

Plenary topics and speakers will be:

- Noetic Medicine: The Impact of Ideas on Health and Healing – **Steve Bierman, MD**, Friday, September 16, 5:15pm – 7:00pm
- Achieving a Healthy Population: REBRAND Family Medicine – **Barbara Ross-Lee, DO, FACOFP**, Saturday, September 17, 7:45am – 9:15am
- Removing the Kryptonite: Unleashing Family Medicine’s Superpowers – **Robert Phillips, MD, MSPH**, Sunday, September 18, 7:30am – 9:15am

Continue below to read more about each of the speakers and topics.

During the 2022 Annual Meeting plenary sessions, the FMEC will honor other “superhero” family physicians by awarding its [2022 awards](#), which recognize family physicians, other faculty, and students for career achievements as well as creative pursuits.

About the FMEC Annual Meeting

Every year, the FMEC hosts a lively and innovative Annual Meeting, rotating through states in the northeastern U.S., for medical students, family medicine residents, faculty and others involved in family medicine. Attendees participate in peer-reviewed scholarly sessions, hands-on workshops and a popular residency program recruitment fair. Through a robust scholarship initiative, the FMEC brings hundreds of medical students to the Annual Meeting to consider family medicine for their careers and to meet with residency programs around the country. The Annual Meeting is also the forum for the FMEC to recognize excellence in family medicine and primary care through its many award programs. As of mid-August 2022, the FMEC expected 800 attendees at the 2022 Annual Meeting, including almost 280 medical students, 200 residents, 250 faculty and other post-



training health professionals, 40 exhibit staff, and others. Over 75 residency programs will participate in the Residency Fair.

About the Family Medicine Education Consortium

The Family Medicine Education Consortium, Inc. (FMEC) is a catalyst, convener, and incubator that connects family physicians and other stakeholders to improve the health communities by strengthening family medicine, primary care and medical education. The FMEC serves 14 states and the District of Columbia in the northeast region of the U.S., working with 60 medical school departments of family medicine, 190 family medicine residency programs, and thousands of family physicians and other health care providers in community settings. Through an Annual Meeting for nearly 1,000 health professionals, annual awards, learning communities, and quality improvement projects, the FMEC inspires medical students to seek careers in family medicine, strengthens academic family medicine through faculty development and leadership experiences, and stimulates innovative approaches to primary care service delivery.

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Friday, September 16, 5:15pm – 7:00pm

Noetic Medicine: The Impact of Ideas on Health and Healing – Steve Bierman, MD

Noetic medicine is an emerging and maverick discipline that recognizes the profound impact of ideas on health and healing. As such, it represents a significant departure from the traditional materialistic/reductionist view of human beings – a view held sacred by the prevailing scientism of the day. Specifically, noetic medicine maintains that the ideas and communications of a caregiver can have significant effects on the mental and physical outcomes of any given intervention; while the ideas of the patient can and often do contribute to the etiology of disease. As Dr. Bierman will explain in this remarkable talk, noetic medicine is the missing element with the potential to set family physicians apart in a manner both precious and profound.



[Steve Bierman, MD](#), whose work blends humanism, hypnosis and alternative modalities with traditional allopathic medicine, has been featured on NBC's Dateline and recently won the 2020 Best Indie Book award for his ground-breaking book, *HEALING – Beyond Pills & Potions* (Gyro Press, International). A graduate of the Northwestern University School of Medicine, Dr. Bierman began his career as a double board-certified Emergency and Family Physician but discovered that what he had spent his first 29 years learning and studying was simply not enough. Dr. Bierman now understands the tremendous impact of ideas on health and healing—ideas held by patients, and ideas delivered by caregivers.

Saturday, September 17, 7:45am – 9:15am

Achieving a Healthy Population: REBRAND Family Medicine – Barbara Ross-Lee, DO, FACOFP

Dr. Ross-Lee's discussion will focus on the lack of alignment of the economic model of the healthcare system with population health, health inequities and health disparities, and the value of family medicine to 'health.' She will address the critical topics such as personal health education, prevention, coordinated care, and collaborative care, while also discussing health policies/regulations that support increased access, lower costs, unbiased institutional behaviors and positive quality of care outcomes.



[Barbara Ross-Lee, DO, FACOFP](#) is a nationally-recognized expert on health policy issues and serves as an advisor on primary care, medical education, minority health, women's health, and rural health care issues on the federal and state levels. She served as Vice President for Health Sciences and Medical Affairs (VPHSMA) at NYIT from 2001 until 2017, while also serving as interim Dean of the College of Osteopathic Medicine and interim Dean of the School of Health Professions. In 2014, Dr. Ross-Lee became the Inaugural Dean for NYITCOM at A-State, where she also served as CEO of its Academic Health Centers and President of its Faculty Practice Plan while continuing service as VPHSMA of NYIT. She is the founding director of the AOA Health Policy Fellowship Program and the Founding Director of the Training in Policy Studies (TIPS) for osteopathic resident physicians. Dr. Ross-Lee is the first African American woman to serve as dean of a United States medical school (Ohio University Heritage College of Osteopathic Medicine, 1993 - 2001) and the first osteopathic physician to participate in the Robert Wood Johnson Health Policy Fellowship. Dr. Ross-Lee currently serves as President of the American Osteopathic Foundation.

Sunday, September 18, 7:30am – 9:15am

Removing the Kryptonite: Unleashing Family Medicine's Superpowers – Robert Phillips, MD, MSPH

Family medicine has many superpowers, but the health system weakens us and our capacity to deliver high-quality, meaningful care. There is a stark opportunity to remove the kryptonite that blunts our superpowers thanks to the recent report on primary care by the National Academies of Sciences, Engineering, and Medicine (NASEM) and the many novel models of primary care that are quickly shaping the market. Students, residents, and family medicine educators have the power to help shape this evolution and to aim for careers that enable their superpowers!



[Robert Phillips, MD, MSPH](#) directs the Center for Professionalism and Value in Health Care in Washington, DC, which aims to create space in which patients, health professionals, payers, and policymakers can work to renegotiate the social contract. Prior to being named executive director of the center in 2018, Dr. Phillips was the American Board of Family Medicine (ABFM) Vice President for Research and Policy. From 2004 until 2012, Dr. Phillips was the director of the Robert Graham Center, a health policy research center in Washington, DC. Dr. Phillips was elected to the National Academy of Medicine in 2010 and has served the National Academies of Sciences, Engineering, and Medicine (NASEM) in several capacities. In 2012, the health policy research fellowship co-sponsored by the Robert Graham Center and Georgetown University was renamed the Robert L. Phillips, Jr. Health Policy Fellowship. He was named to the University of Florida College of Medicine Hall of Fame in 2016.