



Our Three Areas of Focus

To achieve our mission, we have established three focus areas in primary care.



WORKFORCE PATHWAYS

Programs aimed at curriculum development, mentorship, teaching practices, and workforce development that are dedicated to improving interest in family medicine, pediatrics, behavioral health, and independent primary care.



CLINICAL & BUSINESS INNOVATION

Business support such as testing new delivery models, practice supports, and programs to improve clinical outcomes and financial stability. Aiming efforts to narrow health disparities in key clinical measures and geographies that lend to the operation of a strong, independent practice and enhance the value of primary care.



ADVOCACY

Creating a unified voice as advocates for primary care in concert with partners and stakeholders committed to helping physicians, practices, and patients thrive in value-based care.

Get Involved

The Center's success leans heavily on the active participation of an Advisory Group who help drive decision making in the programs and initiatives we develop. The valuable input of our partners allows the Center to develop robust and innovative programs that strengthen and support the primary care workforce pathways and initiatives across our state.

By amplifying a unified voice for community-based primary care that is comprised of key physician leaders, CCPN, and primary care experts, the Center will serve as a lead advocate for access to primary care in North Carolina, particularly when searching for grant and funding opportunities.

GET IN TOUCH

If you are interested in learning more about how you can contribute to the Center, please reach out today.

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We're committed to improving access to primary care where it's needed most.

From identification to implementation to advocacy – the Center is removing obstacles and increasing opportunities to primary care access for all North Carolinians.

The Center for Community-Based Primary Care is actively changing access to healthcare in North Carolina. By pioneering and initiating innovative programs in business solutions, human resources, workforce development, and administration in independent practices throughout the state, our initiatives are positively impacting access to primary care, particularly for underserved and rural areas.

“Removing the obstacles between patients and primary care has always been the goal. Capitalizing on the years of experience of our organization, and the passion and expertise of the largest network of independent primary care physicians, we can do just that with the Center. We're poised to create solutions to these obstacles and ensure everyone in North Carolina will have the access to care they need, whenever or wherever they need it.”

Tom Wroth, MD, MPH, CEO of CCNC

WHAT WE DO

- Identify and implement workable solutions that improve access to primary care
- Test proposed programs and initiatives in CCPN-affiliated practices
- Advocate for what helps NC residents gain and maintain access to primary care

Our Beginnings

With a foundation rooted in CCNC, the largest North Carolina-based independent primary care practice partner, and leadership fueled by CCPN, the largest clinically integrated network of primary care physicians in North Carolina, The Center for Community-Based Primary Care is poised to make a substantial impact on access to primary care in every area of our state.

Our Mission

The Center for Community-Based Primary Care is dedicated to improving access to high quality primary care in North Carolina, especially within rural and underserved communities. With support from Center staff and Advisory Group Participants, programs and initiatives are developed, launched, and facilitated.

“With our Advisory Group directing the programs that will increase access to primary care, and our partners giving valuable insight, we’re in a position to shape the independent primary care landscape for years to come. These programs will increase the number of independent care physicians and support for practices; critical areas to focus on ensuring we help increase the access to primary care.”

Greg Adams, MD, Boone, NC

Our Partnerships

Working directly through the leadership of CCNC and CCPN, the Center is creating workforce pathways for physicians, helping to identify clinical and business innovations for their practices, and advocating and fundraising through a unified voice. Through our academic and healthcare institution partnerships and collaborations, we’re designing and developing mentorship programs for medical students as well as programs that guide physicians in staffing and running a successful practice.

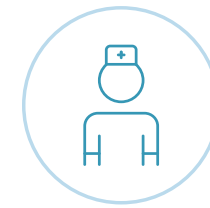
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Mentoring Service

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NORTH CAROLINA ACADEMY OF
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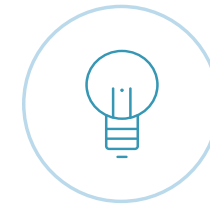
WORKFORCE PATHWAY

FOCUS AREA GOAL

Directly impact the critical shortage of primary care physicians in North Carolina, particularly in rural areas and other underserved communities by increasing interest in Family Medicine, Pediatrics, Behavioral Health, and independent primary care.

2024 WORKFORCE PATHWAY INITIATIVES

- Primary Care Health System Science Curriculum Development
- Family Medicine and Pediatric Medicine Mentorship Program for Medical Students
- Enhancing and Supporting Teaching Practices
- Primary Care Venture Mentoring Services



CLINICAL & BUSINESS INNOVATION

FOCUS AREA GOAL

Improve access to primary care by creating innovative programs and initiatives that narrow healthcare disparities, are based on collaborative care models that integrate behavioral health into primary care, and utilize sustainable partnerships with third-party vendors.

2024 CLINICAL & BUSINESS SOLUTIONS

- Health Equity: Expansion of CCNC Community Health Workers
- Health Equity: Data-driven Support for Health Equity Work (with Cape Fear Collective)
- Behavioral Health Integration
- Rural Health Clinic Feasibility Study Support & Pilot
- Select Practice Administration Business Support



CARE ADVOCATES

FOCUS AREA GOAL

Establish a unified voice in concert with other mission-aligned organizations and stakeholders in advancing primary care opportunities and support. A voice that also represents the influence and expertise of CCPN, experts, and key physician leaders when engaging with philanthropic organizations and seeking grants and funding to advance opportunities for scholarship programs, expand incentives, support innovative delivery models, and improve primary care payment models.

2024 PRIMARY CARE INITIATIVES

- Rural Scholars/Medicine Fellows Program – House Bill 2023
- Advocate the Results in Increased Reimbursement for Tailored Plan Patients
- Support Development of Rural Delivery Models for Essential Services
- Identify Mission Aligned Partners and Potential NC And National Center Fund Supporters