



1 **NJAFP 2026 Resolution 3**

2 **Proposed by Ken Kronhaus, MD**

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4 **Title:** Preserving the Functional Definition of Primary Care and Ensuring Enforcement,
5 Transparency, and Accountability in Patient-Facing Designations

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7 **WHEREAS**, Primary care is defined by the provision of comprehensive, continuous, and
8 coordinated care that addresses a broad range of patient needs across the lifespan; and

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10 **WHEREAS**, primary care includes the management of undifferentiated conditions,
11 preventive services, chronic disease management, and care coordination; and

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13 **WHEREAS**, emerging business models have begun to describe limited-scope, procedural,
14 or aesthetic services as “primary care” through the use of diagnostic coding, branding, or
15 concierge labeling without providing the full scope of services consistent with established
16 definitions of primary care; and

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18 **WHEREAS**, such reclassification risks creating confusion among patients and may
19 undermine the statutory intent of primary care designation; and

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21 **WHEREAS**, consistent enforcement of existing laws and regulations, along with clear
22 patient-facing transparency, is essential to maintaining patient safety, trust, and integrity
23 in the healthcare system; therefore be it

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25 **RESOLVED**, That the New Jersey Academy of Family Physicians (NJAFP) affirm that
26 primary care is defined by the provision of comprehensive, continuous, and coordinated
27 care, and not solely by diagnostic coding, procedures performed, or marketing
28 designations; and be it further

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30 **RESOLVED**, That NJAFP call upon the Governor of New Jersey and the Attorney General to
31 ensure and prioritize the active, consistent, and uniform enforcement of existing laws and
32 regulations governing the designation and representation of primary care services,
33 including timely investigation and appropriate corrective action for practices that
34 misrepresent limited-scope or primarily procedural services as comprehensive primary
35 care; and be it further

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37 **RESOLVED**, That NJAFP call upon the Governor, Attorney General, the New Jersey Board
38 of Nursing, and other appropriate regulatory authorities to ensure verification, audit, and
39 enforcement of statutory requirements for independent practice, including completion of
40 required clinical collaboration and supervision hours, and to ensure consistent and

41 uniform enforcement of the Corporate Practice of Medicine (CPM) doctrine; and be it
42 further

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44 **RESOLVED**, That NJAFP call upon the Governor of New Jersey and the Attorney General to
45 direct appropriate state agencies to establish and enforce requirements for clear,
46 accurate, and transparent patient-facing disclosures in advertising, marketing, and
47 clinical settings, and that NJAFP request representation and active participation in the
48 development of such regulations to ensure alignment with the functional definition of
49 primary care and protection of patient understanding; and be it further

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51 **RESOLVED**, That NJAFP advocate that the American Academy of Family Physicians (AAFP)
52 support state chapters through advocacy, resources, and potential funding, and engage in
53 national collaboration to promote consistent interpretation, enforcement, and public
54 understanding of the functional definition of primary care.