

# Strengthening Primary Care Investment in Arkansas

*How SB264 will support the health of Arkansas communities*

Arkansas Academy of Family Physicians & Aledade

February 25, 2025



**AAFP**

**Aledade**

# Agenda

1

What is primary care investment?

2

What will **SB264** do for primary care in Arkansas?

3

Physician panel: what would greater primary care investment mean for patients?

4

Why this bill matters: messages of support from Sen. Missy Irvin (AR-24) and Rep. Lee Johnson (AR-47)

5

Support the bill! How to get in touch with your legislators

# Today's Speakers

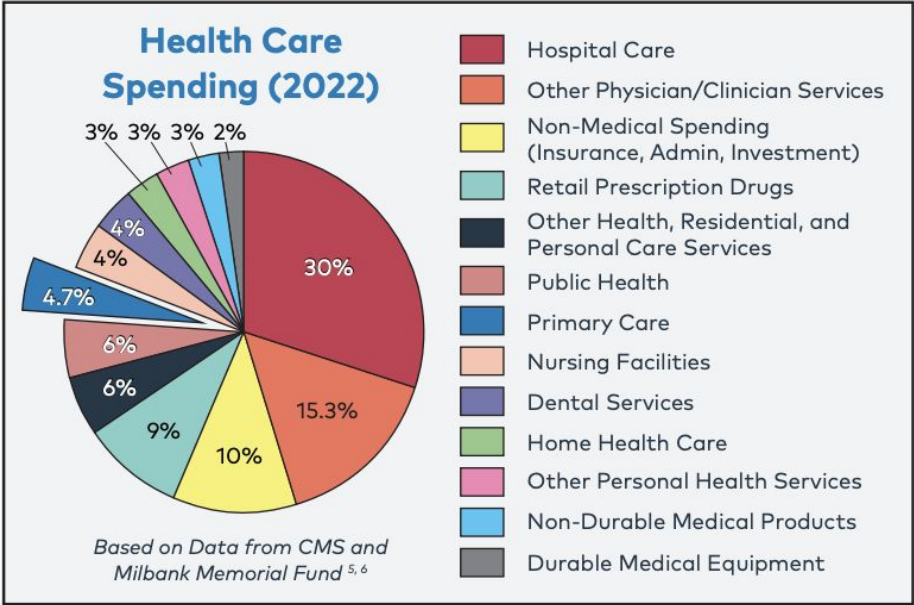
*Providing perspectives from across the state*

- **Mary Beth Rogers**, Executive Director, Arkansas Academy of Family Physicians
- **Jennifer Lyons**, Senior Policy Analyst, Aledade
- **Dr. Jason Lofton**, Lofton Clinic, *De Queen, AR*
- **Dr. Lonnie Robinson**, Regional Family Med, *Mountain Home, AR*
- **Senator Missy Irvin**, serving the 24th district of Arkansas
- **Representative Lee Johnson**, serving the 47th district of Arkansas

# Primary Care Investment Overview

*Redistributing health care spending to support healthy communities*

*Nationally, primary care accounts for 35% of all health care visits, but only 4-6% of spending goes toward primary care*



Primary Care Collaborative. (2024). The State of Primary Care. Available at: <https://thepcc.org/factsheet/the-state-of-primary-care/>



# Primary Care Investment Overview

*Redistributing health care spending to support healthy communities*

## National lack of investment impacts the workforce <sup>1</sup>

- Primary care workforce is consistently declining
- Growing patient needs
- Limited pipeline to primary care for new practitioners

*Weakening workforce leads to poorer health outcomes for patients*

## Arkansas communities are feeling the effects <sup>2</sup>

- Declining access to and quality of care
- Diminishing workforce with demand exceeding supply

*Arkansas has repeatedly been ranked 48th healthiest out of 50 states*

## The impact of stronger investment in primary care <sup>3</sup>

- Lower costs of care
- Improved population health; less chronic disease
- Fewer emergency visits, hospital stays and surgeries

*Greater investment in primary care means healthier communities*

1. Milbank Memorial Fund. (2025). [The Health of US Primary Care: 2025 Scorecard Report – The Cost of Neglect](#).
2. United Health Foundation.(2024). [America’s Health Rankings: Arkansas](#).
3. National Academies of Science, Engineering & Medicine. (2021). [Implementing High-Quality Primary Care: Rebuilding the Foundation of Health Care](#).

# Primary Care Investment Policy

*A path forward for primary care sustainability*

- Primary care investment policy seeks to **increase the proportion of health care spending that goes toward primary care**, relative to other health system costs
- **More than 20 states** are working to increase primary care investment
- Policy solutions are often **collaborative efforts** between provider organizations, payers and health plans, and the state

# Primary Care Investment Policy

*Policy measures states have implemented*



Measurement,  
reporting and  
transparency



Defining and  
establishing targets



Monitoring,  
evaluation and  
enforcement

# SB264: a Solution for Arkansas Primary Care

*Supporting collaboration, measurement, and transparency*



**Convene** provider organizations, health plans and other partners into a Primary Care Payment Improvement Working Group



**Measure and report** current primary care spending in Arkansas



**Define** primary care, including services and providers, for measurement



**Determine target** for future investment



## Message from Bill Sponsors

*Sen. Irvin (AR-24) and Rep. Johnson (AR-47)*



*Sen. Irvin on why primary care investment matters for Arkansas. Click the image to hear her message.*



*Rep. Johnson encouraging folks to get out and support the bill. Click the image to hear his message.*

# Physician Panel

*What will greater primary care investment mean for Arkansas patients?*



**Dr. Lonnie Robinson**  
*Regional Family Med  
Mountain Home, AR*



**Dr. Jason Lofton**  
*Lofton Clinic  
De Queen, AR*

# Show Your Support for SB264!

*How to contact your legislator*

## 1. Find your legislators

- a. Find your Senator: <https://senate.arkansas.gov/senators/senator-search/>
- b. Find your Representative: <https://www.arkansashouse.org/learn/district-map?addr=&zip=>

## 2. Contact them to ask for their support on SB264

- a. Email or phone conversation
- b. In-person meeting

## 3. Ask for help from ARAFP & Aledade! ARAFP and Aledade are glad to provide talking points, resources and support for these conversations

*Thank you!*

**Contact ARAFP**

Mary Beth Rogers

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**Contact Aledade**

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