Australasian Faculty of Rehabilitation Medicine
Value Proposition and Faculty Narrative document

What do we call ourselves?

While our formal title is Consultant Physician in Rehabilitation Medicine, many people feel that this title is too long for everyday use. We recommend that the term Rehabilitation Medicine Physician becomes the consistently used shorter title. Some of us currently use the term Rehabilitation Physician for everyday day use, however we consider that this term is not specific enough. Our argument is that the word physician is a generic term as is the word rehabilitation - other physicians may perform some rehabilitation as part of their specialty and therefore may want to call themselves rehabilitation physicians.

We believe that being as specific as possible is very important at present, especially as we are starting a process of raising the profile of Rehabilitation Medicine. Therefore, using the full and correct name of our specialty - Rehabilitation Medicine - as often as possible, is vital.

We strongly encourage you to adopt the term Rehabilitation Medicine Physician and be consistent in its use. The consistent use of the terms Rehabilitation Medicine Registrar or Trainee is also encouraged.

Narrative
Taglines

Of the five proposed taglines, two options below were shortlisted. Option one is the preferred option of the AFRM Council.

1. Putting Lives Back Together (preferred tagline)
2. Rebuilding Lives. Together *

* Option 2 is a suggested alternative to Option 1. The plain language/elevator pitch would be ‘We help people to re-build their lives after injury illness or disability’. 
Value sentences

**Educate** – educating trainees for excellence in person-centered, interdisciplinary rehabilitation for people who live with or experience a life-changing injury, disability or chronic condition.

**Advocate** – building understanding and awareness of the unique value of rehabilitation medicine with patients, the profession and the broader community

**Innovate** – embracing new of models in rehabilitation and disability management that look beyond the life-changing event or disease and maximise independence and re-build lives.

Value Paragraphs

The Australasian Faculty of Rehabilitation Medicine is the peak body for education and certification of rehabilitation medicine physicians across Australia and New Zealand and we are committed to providing high quality rehabilitation medicine services to people with a disability, a life-changing injury or chronic condition. There are 650 Rehabilitation Medicine Physicians and over 200 Rehabilitation Medicine trainees working throughout Australia and New Zealand. We diagnose, assess and manage individuals with a disability due to illness or injury. We work with people with a chronic condition to help them achieve an optimal level of performance and improve their quality of life, we are inspired by our patients and their families and are proud to work alongside them.

**Educate**

We are dedicated to providing excellence in training in Rehabilitation Medicine so that people who experience a life changing injury, disability or chronic condition in the future have the same or better rehabilitation care as they receive today. We are also committed to educating our patients and their families and the interdisciplinary rehabilitation team with whom we work and rely upon to help achieve the best possible outcomes.

**Advocate**

We strongly believe in universal access to rehabilitation medicine services and advocate for healthcare policies and services that improve outcomes for our patients, our communities and for our profession. We are committed to building understanding of our work and how it transforms and re-builds lives in order to attract the best people to our specialty. Sharing the inspiring stories of our patients is one of the best ways to show the value of our work.

**Innovate**

We challenge existing models of medical care and rehabilitation by working with other health professionals and health authorities to embrace new technologies and expand the scope of services our patients are able to access, including the introduction of new models of care e.g. in acute and in-reach rehabilitation and community rehabilitation services). We are committed to embedding Rehabilitation Medicine in all policy and practice discussions and to building public awareness of...
our work and the high return on investment that Rehabilitation Medicine delivers for society.