

[Curriculum Vitae]

First Name	Viviana		Last Name	Martinez-Bianchi
Affiliation	WONCA Duke University		Country	USA
Department	Department of Family Medicine and Community Health		Position	WONCA -President elect Director for Health Equity at Duke’s Department of Family Medicine and Community Health
Educational Background & Experience	Year	Affiliation		Position
	2006-present	Duke University School of Medicine		Currently Director for Health Equity in the Department of Family Medicine and Community Health. Research 25% time, Equity Director 25% time Family Medicine Residency program Director- 2006-2020 Duke University, Teaching for Equity Fellowship 2018 Chancellor’s Clinical Leadership in Academic Medicine Program, 2014
	2006-present	Duke Family Medicine Center		Family doctor, seeing patients for 50 % of my time
	2023-2025	World Organization of Family Doctors		President-elect
Research Interests		Health Disparities. Structural and systemic policy changes to improve health outcomes		
Publication		Thoumi A, Martinez-Bianchi V, et al. Promoting Latinx Health Equity through Community-Engaged Policy and Practice Reforms in North Carolina. <i>Frontiers in Public Health</i> . 2023;11. Doi: 10.3389/fpubh.2023.1227853		
		Plasencia G, Martinez-Bianchi V, et al. ¿No Hay Racismo?: application of the levels of racism framework to Latinx perspectives on barriers to health and wellbeing. <i>BMC Public Health</i> . 2024 Aug 5;24(1):2105		
		Carvajal DN, Martinez-Bianchi V, et al. We Are Not All the Same: Implications of Heterogeneity Among Latiné/e/x/o/a, Hispanic, and Spanish Origin People. <i>Ann Fam Med</i> . 2024 May-Jun;22(3):254-258.		
		Plasencia G, Martinez-Bianchi V, et al. Systemic Racism Affecting Latinx Population Health during the COVID-19 Pandemic and Beyond: Perspectives of Latinx Community Health Workers and Community-Based Organizations. <i>Health Equity</i> ; Nov 2023;715-721		

[Abstract]

Lecture Title	Primary Care at the Crossroads: Advancing Health for All through Equity, Excellence and Innovation in Family Medicine
<p>Family medicine is central to advancing health equity in the Asia-Pacific region, addressing complex challenges such as caring for aging populations, rural and remote healthcare disparities, migration, and the impacts of climate change. This plenary will explore how family doctors, with their holistic approach to care, can lead efforts to ensure equitable, accessible, high quality and sustainable healthcare for individuals, families and communities across diverse settings.</p> <p>Family doctors are uniquely positioned to care for whole families, recognizing the interconnected health needs of individuals within the family unit, and in relation to their communities. This comprehensive approach not only improves individual health outcomes but also strengthens the resilience of communities. In rural and remote areas, where access to healthcare is often limited, family doctors can bridge gaps through innovative strategies such as telemedicine, mobile clinics, and community-based health programs.</p> <p>With a growing aging population, family doctors also play a critical role in managing chronic diseases, supporting mental health, and providing palliative care, ensuring that older adults receive dignified, person-centered care. At the same time, they address the health needs of marginalized communities, including women, children, migrants, and underserved groups, by addressing social determinants of health and advocating for inclusive policies.</p> <p>This plenary will highlight actionable strategies for family doctors to lead transformative change, leveraging opportunities in digital health, interdisciplinary collaboration, and workforce development. By prioritizing care for individuals, families, and communities, family medicine can become a powerful force for health for all, ensuring that no one is left behind.</p>	