

DR. LULU'S

A.F.F.I.R.M. Program

The AFFIRM Healthcare Professionals Prescription Program

Moving Healthcare Teams from Hesitation to Connection

Most healthcare professionals want to provide affirming, equitable care. Yet many find themselves hesitating — not because they don't care, but because they are afraid of saying the wrong thing, making a mistake, or causing harm.

The A.F.F.I.R.M.™ Framework was developed to help healthcare teams move beyond uncertainty and into confident, connected, patient-centered care. It provides a practical roadmap for creating safer, more affirming experiences for LGBTQIA+ patients and other historically marginalized communities.

“Affirming care is not perfect care. It is the ongoing practice of recognizing, respecting, and supporting people for who they say they are.”

The A.F.F.I.R.M.™ Framework

A	Awareness	Recognizing personal biases, assumptions, and blind spots — and the impact they can have on patient care.
F	Foundation	Building the knowledge, language, and understanding necessary to provide equitable, affirming care.
F	Facilitation	Developing communication skills that create safety, trust, and meaningful connection with patients.
I	Integration	Embedding affirming practices into everyday workflows, documentation, policies, and patient interactions.
R	Real-Life Conversations	Having the conversations that matter most — with patients, parents, colleagues, and care teams.
M	Mastery	Creating a sustainable culture of affirmation where inclusive care becomes part of your organization's identity.

The goal of A.F.F.I.R.M.™ is not perfection. The goal is progress.

When healthcare professionals feel equipped to engage in authentic conversations, patients feel safer. When patients feel safer, trust grows. And when trust grows, healthcare outcomes improve.

Ready to bring A.F.F.I.R.M.™ to your team?

Learn more, explore training opportunities, and download additional resources at
drluluspridecorner.com

Email: **info@drluluspridecorner.com** Instagram: **[@drluluspridecorner](https://www.instagram.com/drluluspridecorner)**

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Helping healthcare professionals move from hesitation to confident, connected care.