Healthcare Data and Technology at the AMA

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Agenda

- AMA – Physicians' powerful ally in patient care
- Physician burden
- Integrated Health Model Initiative

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Physicians' Powerful Ally In Patient Care

- Founded in 1847

- Largest and only national association that convenes **190+ state and medical specialty societies and other critical stakeholders**

- **250,000+ active physician members**

- <u>Mission</u>: Promote the art and science of medicine and the betterment of public health

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AMA Strategy Framework

Enterprise Foundation
At our foundation is every employee across every BU propelling the fulfillment of our mission:

- *To promote the art and science of medicine and the betterment of public health.*

Strategic Arcs
At the core of our work are three strategic ARCs:

- *Confronting chronic disease and public health crises*
- *Advancing professional development*
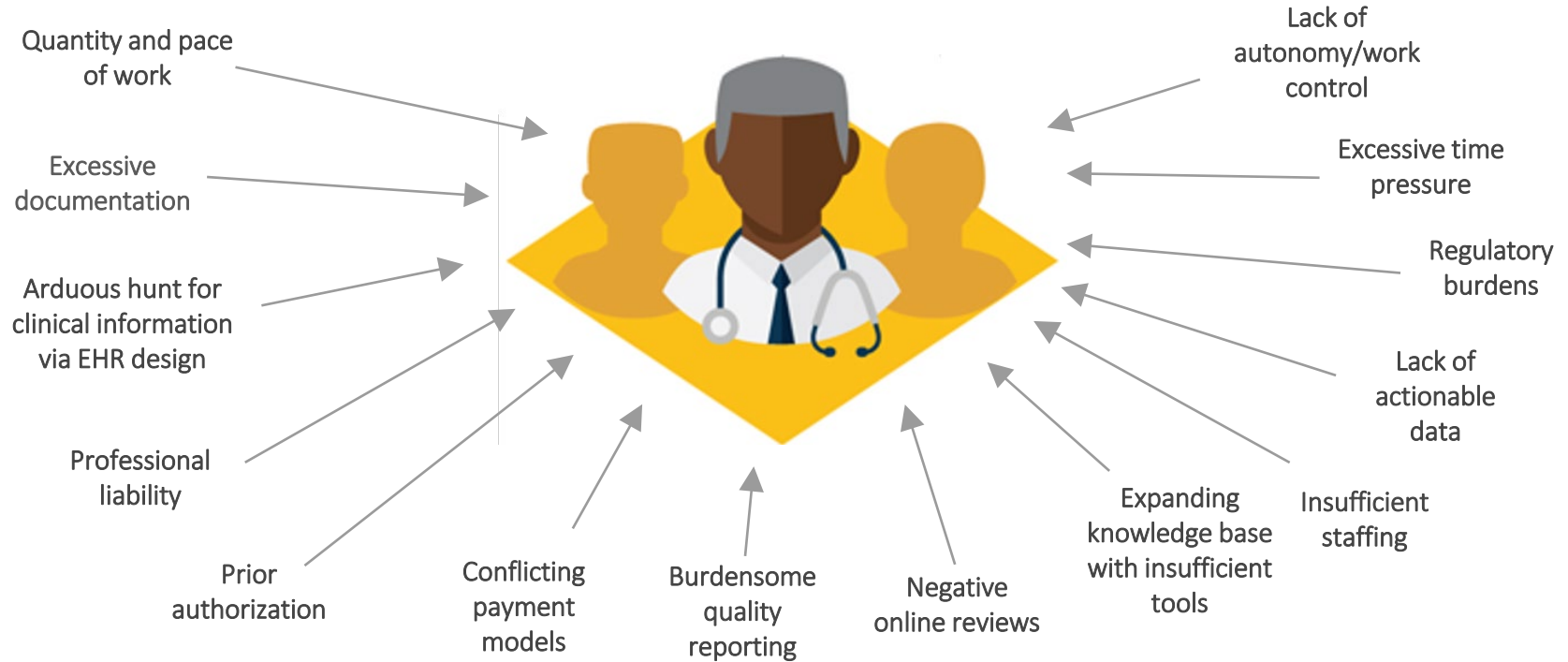- *Removing obstacles that interfere with patient care*

Cross-Enterprise Accelerators
Three accelerators help us advance those ARCs:

- *Advocacy - Representing physicians with a unified voice*
- *Equity - Embedding equity throughout health care*
- *Innovation - Ensuring technology is an asset, not a burden*

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Negative forces impacting physicians

Quantity and pace of work

Excessive documentation

Arduous hunt for clinical information via EHR design

Professional liability

Prior authorization

Conflicting payment models

Burdensome quality reporting

Negative online reviews

Expanding knowledge base with insufficient tools

Insufficient staffing

Lack of actionable data

Regulatory burdens

Excessive time pressure

Lack of autonomy/work control

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Digital Health Research revealed physicians' key requirements for technology adoption

Does it work?

Will I be liable?

Will I receive payment?

Will it work in my practice?

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AMA Integrated Health Model Initiative (IHMI)

- **Monitor/Influence**: Identify opportunities to advance mission objectives through data standards and establish AMA as a leader in the open data standards community
  - HL7
  - US Core Data for Interoperability (USCDI)
  - SNOMED CT
- **Build/Test**:
  - Team of senior informatics developers and terminologists actively contribute to the development of data exchange (e.g. HL7® FHIR) and terminology standards (e.g. SNOMED CT, value sets, etc.)
  - Demonstrate practical uses of data standards in software that, if scaled outside of the AMA, could produce **transformational change**

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AMA IHMI Build/Test

Data Standards

CardX

Enable standards-based interoperability in cardiovascular health and healthcare

gravity PROJECT®

Enable standards-based social determinant of health data interoperability

Software

Verifi Health

Remote monitoring platform specifically focused on self-measured blood pressure

SNAC

Convert health-related social risk screening assessments into ICD-10-CM codes and FHIR objects

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IHMI Burden Reduction Focus Areas

Data Standards

Software

Burden Reduction

- Engage broader care team
- Data quality scoring
- Workflow integration
- Aligned with SMBP specific CPT codes

- Automate social risk screening
- Automate ICD-10-CM coding
- Data quality scoring
- FHIR-based data exchange

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