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
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
• Mission: Promote the art and science of medicine and the betterment of public health
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
Negative forces impacting physicians

- Quantity and pace of work
- Excessive documentation
- Arduous hunt for clinical information via EHR design
- Professional liability
- Prior authorization
- Expanding knowledge base with insufficient tools
- Insufficient staffing
- Negative online reviews
- Burdensome quality reporting
- Conflicting payment models
- Lack of autonomy/work control
- Excessive time pressure
- Regulatory burdens
- Lack of actionable data

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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?

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
AMA IHMI Build/Test

**Data Standards**

- Enable standards-based interoperability in cardiovascular health and healthcare
- Enable standards-based social determinant of health data interoperability

**Software**

- Remote monitoring platform specifically focused on self-measured blood pressure
- Convert health-related social risk screening assessments into ICD-10-CM codes and FHIR objects
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Physicians’ powerful ally in patient care

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