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As AMA members, you assure that you and your fellow physicians are at the table in developing mobile health innovation.

- The delivery of high-quality health care is increasingly dependent upon advances in science and technology.
- There are more than a quarter million health-related mobile health applications on the market, with 40,000 of these apps directly impacting our patients' safety.
- Of course, these apps often overpromise – and that leaves us and our patients asking essential questions: Do these work? Are they safe?
- That's why the AMA co-founded **Xcertia**, a collaborative effort to establish and promote best practices for mobile health apps, developing guidelines to improve the quality, safety and effectiveness of mobile health applications.
- Through our partnerships, policy, research, and new product development initiatives, the AMA is working across various sectors to improve: patient care and outcomes; physician processes, usability and workflow; practice environments; and industry standards.
- Importantly, innovations in medicine must **strengthen the patient-doctor relationship** to be effective.
- The AMA is working to assure that physicians have a seat at the table and a voice in innovations moving forward.
- And, after a year of beta testing, in October 2017, AMA announced the **Physician Innovation Network, or PIN**, a digital matchmaking website that helps connect physicians with tech entrepreneurs on the next digital health breakthrough.
- PIN already has surpassed its initial benchmark of 1500 members. We believe that physicians and entrepreneurs both win when they team up to bring new ideas to life.
- Physicians and technologists interested in this kind of collaboration can sign up today, [**innovationmatch.ama.assn.org**](http://innovationmatch.ama.assn.org).