



MEMBERSHIP
MOVES
MEDICINE™

Physician Leadership and the Urgency of the Moment in Medicine

Gerry Harmon, MD
Former Chairman, AMA Board of Trustees
SCMA Leadership Symposium
August 2019



2019-2020 AMA leadership

AMA: The Physicians' powerful ally in patient care.

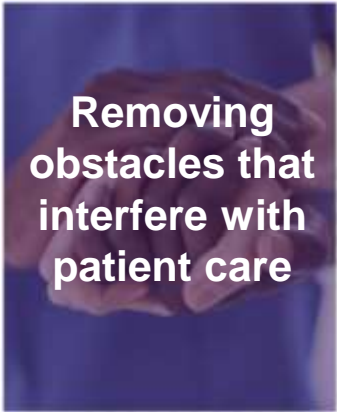


Tyese Gaines, DO
Member since 2013

AMA: The physicians' powerful ally in patient care



Representing physicians with a unified voice



Removing
obstacles that
interfere with
patient care



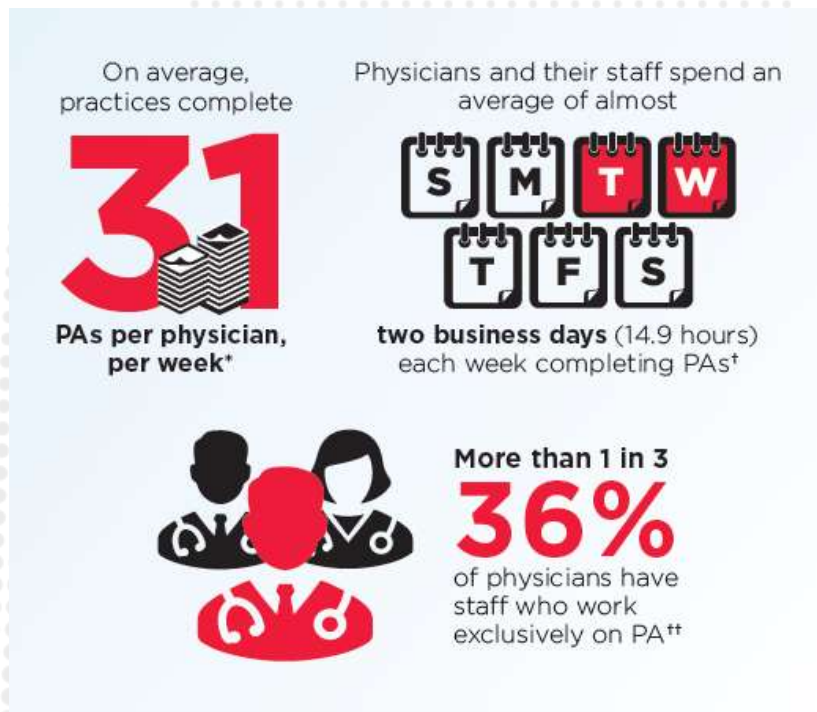
Leading
the charge
to confront
public health
crises



Driving
the future
of medicine

Right-sizing prior authorization

- Working directly with national partners and the insurance industry to “right-size” prior authorization
- Pushing state legislation to address prior authorization and step therapy and advocating to national policymaking organizations for regulation of these programs and entities
- Creating new resources to help practices streamline prior authorization
 - Visit [FixPriorAuth.org](https://fixpriorauth.org)



Source: 2018 AMA Prior Authorization Physician Survey

Impact of prior authorization on clinical outcomes

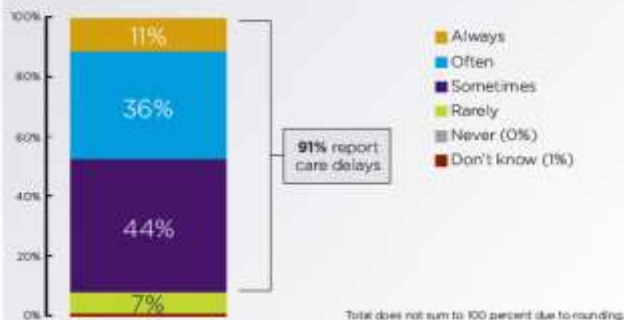
Average wait time for PA responses

Q: In the last week, how long on average did you and your staff need to wait for a PA decision from health plans?



Care delays associated with PA

Q: For those patients whose treatment requires PA, how often does this process delay access to necessary care?



In your experience, has the PA process ever affected care delivery and led to a serious adverse event (e.g., death, hospitalization, disability/permanent bodily damage, or other life-threatening event) for a patient in your care?

28% reported PA led to a serious adverse event

Source: 2018
AMA Prior
Authorization
Physician Survey

Scope of Practice

- The AMA in 2018 tracked more than 1,000 state bills related to scope of practice, collaborated with 35 state medical associations and has been directly involved in 24 legislative and regulatory victories.
- The AMA's Scope of Practice Partnership (SOPP) has awarded more than **\$1.5 million** in grants to help its members fight scope of practice expansion bills since its creation in 2006.

ADVOCACY



An **AMA membership** means you oppose scope of practice expansions that threaten the health and safety of patients.

Insurance Mega-Mergers

- The AMA blocked two insurance mega-mergers and effectively protected over \$500 million in annual physicians' payments
- Victories like this are possible because 60% of all membership dues go to lobbying activities that advance the cause of physicians and their patients

ADVOCACY



An **AMA membership** means you have a say when it comes to costly insurance mergers.

Transparency in Prescription Drug Pricing

- The AMA's interactive grassroots campaign microsite—truthinrx.org—has built a network of more than 338,000 advocates who have taken action and signed our online petition
- This campaign has generated more than a million messages sent to Congress demanding drug pricing transparency

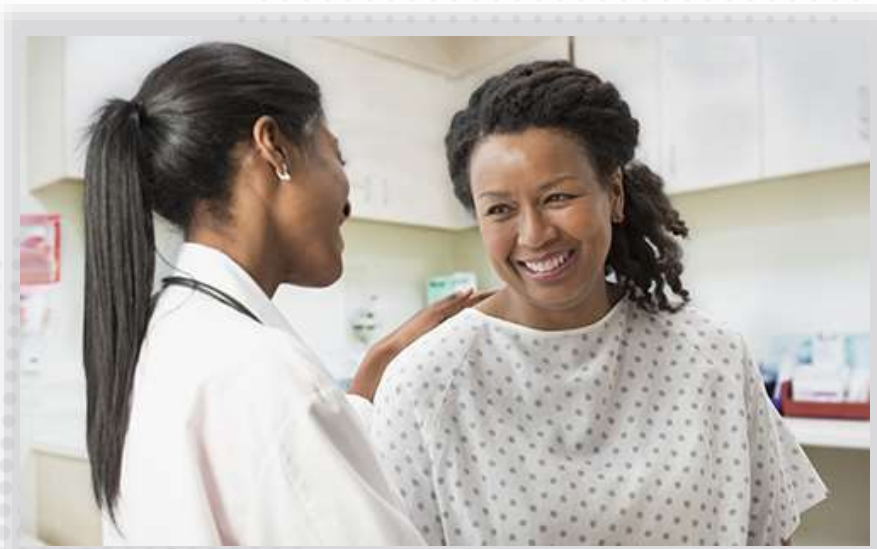
ADVOCACY



An **AMA membership** means you oppose scope of practice expansions that threaten the health and safety of patients.

Drug pricing policy priorities

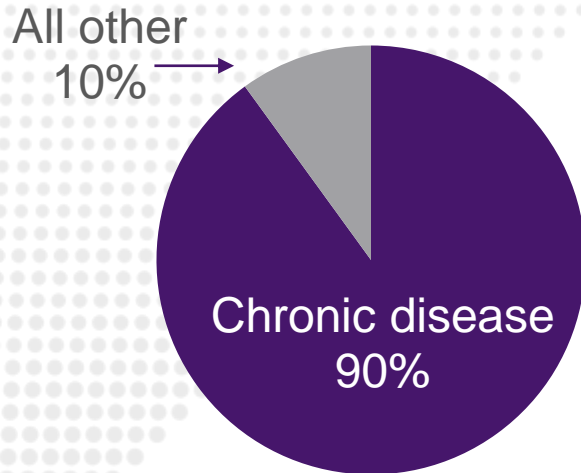
- Increase pharmaceutical market competition and combat anticompetitive practices
 - Prohibit pay-for-delay settlements
 - Limit anticompetitive efforts to reduce competition from generic manufacturers through manipulation of patent protections or abuse of Risk Evaluation and Mitigation Strategies (REMS)
 - Shorten the exclusivity period for biological products
- Require pharmaceutical supply chain transparency
 - Require pharmaceutical manufacturers to provide public notice before increasing the price of any drug by 10% or more and provide justification for the increase
 - Support improved transparency of PBM operations
 - Unless a change is made for safety reasons, prohibit negative mid-year formulary changes



The human and financial toll of chronic disease in the U.S.

- Half of American adults have one or more chronic conditions
- Heart disease, stroke and diabetes are among the top 10 leading causes of death and disability in the U.S.
- Chronic diseases may negatively affect health, quality of life, and productivity

\$3 trillion annual U.S. health care spending

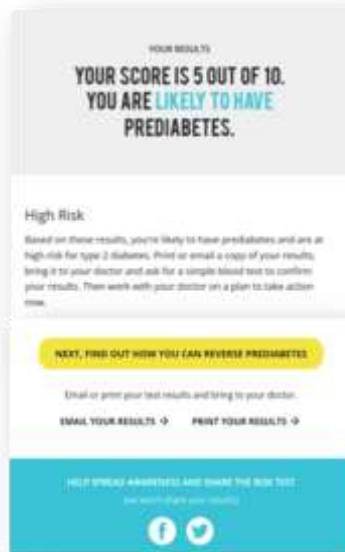


Source: CDC

Partnerships to prevent diabetes

2.3 million visits and **730k** risk screenings for prediabetes and counting ...Take the test:

[DoIHavePrediabetes.org](https://doihaveprediabetes.org)



PATIENT CARE



An **AMA membership** means you're helping to prevent new cases of type 2 diabetes.

Partnerships to prevent heart disease

More than **1,600** physician practices and health systems have so far joined the effort



TARGET:BP™

Learn more at TargetBP.org

PATIENT CARE



An **AMA membership** means you're helping to prevent new cases of type 2 diabetes.

AMA's commitment to non-discrimination



- Two key principles of our Code of Medical Ethics state:
 - We are to provide “competent medical care, with **compassion and respect for human dignity and rights.**”
 - We are to respect the law and also recognize **our responsibility** to seek changes when it is contrary to the best interest of patients.
- Non-discrimination, health equity and access to health care for all are key goals of our advocacy work.

AMA works to create greater health equity in America

Policy

The AMA's House of Delegates has adopted dozens of policies calling for: reducing racial and ethnic disparities in health care; increasing diversity in the medical profession; and eliminating bias among health professionals.

Advocacy

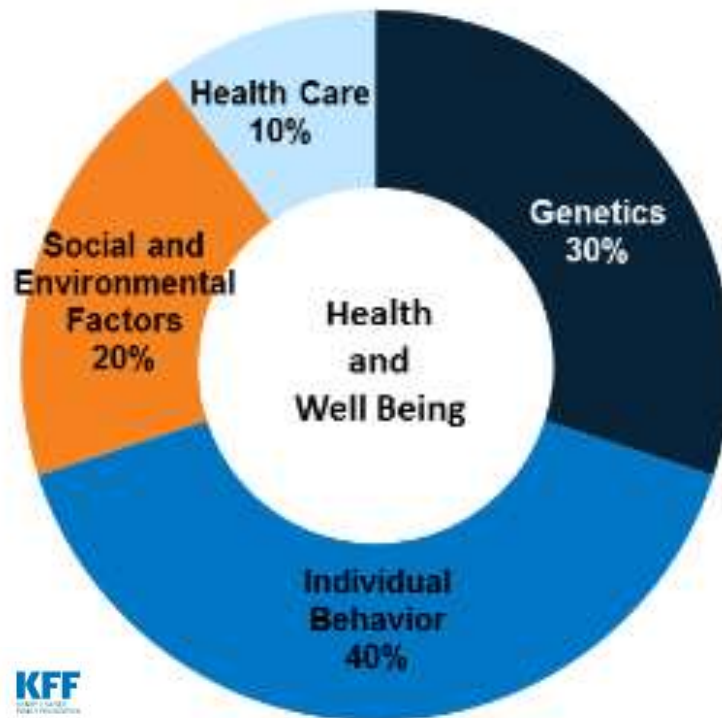
The AMA advocates for policies, such as expanded access to care for all, and for adequate funding of safety net programs.

Tools

The AMA creates tools such as the *Health Disparities Toolkit*, for physicians to use to implement better health literacy and culturally competent care in their own practices.

Social determinants of health

Impact of different factors on risk of premature death



SOURCE: Schroeder, SA. (2007) We Can Do Better — Improving the Health of the American People. *NEJM* 357:1221-8.

KFF
Kaiser Family Foundation

More than two dozen AMA actions on gun violence

- **2016:** Calls for federal funding of gun violence research; declares gun violence a public health crisis
- **2017:** Helped overturn Florida law that barred physicians from talking to their patients about gun safety at home.
- **2018:** New partnership with AFFIRM – The American Foundation for Firearm Injury Reduction in Medicine – to support efforts for firearm injury prevention.
- **NEW:** The AMA now offers a CME module to help physicians counsel patients on firearm safety

➤ [AMAEdHub.com](https://www.ama-assn.org/amaedhub)

DELIVERING CARE

What is the physician's proper role in reducing violence?

JAN 19, 2018

Staff Writer

AMA Wire

Show this article



People suffering some form of violence routinely seek health care. As first responders, physicians and other health professionals are required to treat these patients equitably and promote their best interests. In clinical practice, guidelines can help or hinder clinicians' capacities to fulfill these duties to patients who are victims of gun violence or rape, for example.

Standards of care regarding sexual assault protocols and forensic examinations have important limitations that need clinical and ethical consideration. At the macro level, clinicians can work with organizations and governments to implement prevention strategies.

This month's *AMA Journal of Ethics*¹ features numerous perspectives on the nature and scope of clinicians' obligations to respond to violence clinically and as a public health threat.

Take a moment to consider this question: A patient confesses to his physician that he is struggling with insomnia and having violent thoughts about his ex-girlfriend, and he owns a gun. How should his physician respond?

Overdoses fueled by opioid epidemic now the *leading cause of death* for people under age 50

End-Opioid-Epidemic.org

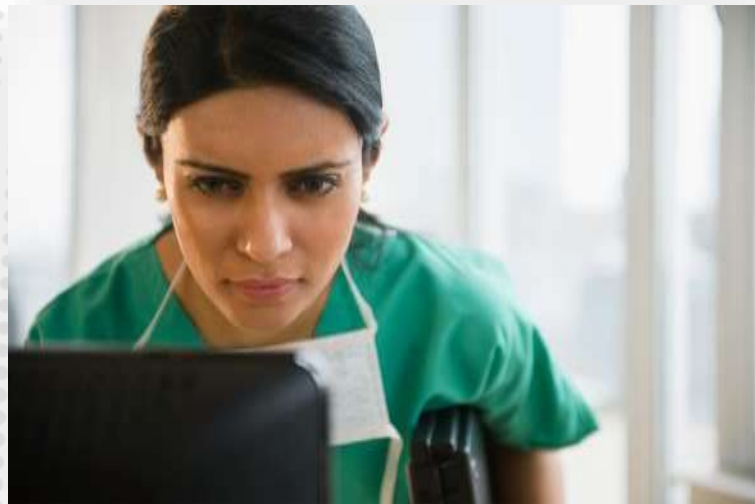
Ending the opioid epidemic

- Advocating to policymakers and payers to end prior authorization for medication-assisted treatment
- Working with payers to remove barriers to multidisciplinary pain care
- Providing physicians with specialty-specific educational resources on safe opioid prescribing and treatment
- Advocating for expanding access and coverage for treatment of substance use disorder
- Working to reduce the stigma associated with pain and substance use disorders



Progress of the AMA Opioid Task Force

- Opioid prescribing has decreased by 33 percent since 2013.
- PDMP registration and use continues to increase; more than 450 million queries were made in 2018.
- Treatment capacity is increasing. More than 66k physicians are certified to provide buprenorphine to treat opioid use disorder.
- Physicians are enhancing their education – more than 700k physicians and others took CME in pain management and substance use disorders in 2018.
- Naloxone prescriptions increased to nearly 600k in 2018.



(Source: AMA Opioid Task Force 2018 Progress Report)

New recommendations from the Opioid Task Force

- Remove prior authorization, step therapy and other administrative burdens for MAT
- Enforce state and federal mental health and substance use disorder parity laws
- Remove barriers to pain care
- Increase access to treatment for pregnant women and mothers
- Support access to treatment within the civil and criminal justice systems



Pain management best practices

- Calls for individualized patient-care decisions – not arbitrary thresholds;
- Supports PDMP use when clinically appropriate;
- Emphasizes need for access and affordability of comprehensive, multidisciplinary, multimodal pain care;
- Recognizes urgent need to address stigma as a barrier to care.



Recommendations of HHS Pain Management Best Practices Inter-Agency Task Force Report, 2019

Regulatory relief

- Working to eliminate, streamline, align and simplify federal rules and regulations imposed on physicians
- Improving the usability of EHRs, making practice data available to physicians and holding vendors accountable for their products
- Creating clear and concise educational resources for physicians to improve their understanding of issues relevant to their practice, such as cybersecurity



Physician Burnout

- Every AMA member can tap into more than 50 award-winning tools that help with everything from managing stress and preventing burnout to improving your workday routine
- Membership provides easy access to [AMA STEPS Forward™](#) program that offers insightful and innovative strategies that allow physicians and their staff to thrive in a constantly changing health care environment

PRACTICE RESOURCES



An **AMA membership** means you're working to reduce physician burnout.

Burnout in your Organization

- More than 536,000 physicians and practice managers have already accessed [AMA STEPS Forward™](#), the practice improvement strategies that support care teams in learning about and implementing workflows and other best practices
- Based on extensive research, expert input and case studies from physician practices, these educational modules drive the type of change that benefits both patient care and physician well-being

PRACTICE RESOURCES



An **AMA membership** means access to workflow strategies that can reduce burnout in your organization.

Electronic Health Records (EHR)

- Annually, physicians spend up to 52 hours *just logging in* to EHR systems
- This year, we worked successfully with the Centers for Medicare & Medicaid Services to make it clear that more of the care team can document information in the EHR so the burden does not rest solely on physicians

PRACTICE RESOURCES



An **AMA membership** means you're working to improve EHR usability so you can spend more time with your patients.

Cybersecurity

- The AMA found that 83% of physician practices report they have experienced a cybersecurity attack
- The cost to protect against future attacks can be unmanageable, which is why the AMA is helping develop resources that can help physicians of all practice sizes and specialties create a culture of good cyber hygiene, protect patients and reduce burden

PRACTICE RESOURCES



An **AMA membership** means empowering physicians to protect their patients and practice from cyber attacks.

Driving the future of medicine



Aaron Wolbrueck
Member since 2016

Accelerating Change in Medical Education Consortium (ACE)

- The AMA formed the Accelerating Change in Medical Education Consortium, a group of 37 leading medical schools working together to transform medical education.
- The AMA has awarded \$14.1 million in grants to these medical schools to support training for an estimated 24,000 medical students.

INNOVATION & EDUCATION



An **AMA membership** means you're rewriting the book on medical education.

Reimagining Residency

- New \$15 million, 5-year grant program to improve residency training
- Builds on the success of the ACE Consortium
- Supports future physicians, their well-being, and fosters practice readiness
- Eight grant recipients selected in June; three additional projects awarded planning grants for further exploration.



Medicine's next frontier – Health2047

- Silicon Valley-based business development company **founded by the AMA in 2017.**
- Integrates physician experience and expertise into the design and commercialization of new health care technologies.
- Work focused in four areas:
 - Enable data liquidity
 - Realign systems to better manage chronic care
 - Enhance productivity at all levels
 - Facilitate value-based payments



Xcertia: mHealth App Guidance

- The AMA helped create Xcertia, a collaborative effort by top health and technology experts to establish industry-wide guidelines for safe, effective mobile health apps

INNOVATION & EDUCATION



An **AMA membership** puts you at the table on mobile health innovation.

A Hub for Lifelong Learning

The AMA is reimagining medical education, training and lifelong learning for the digital age to help physicians adapt and grow at every stage of their careers because we know that **for physicians, learning never stops.**

We recently launched an Education Hub that consolidates the AMA's broad content resources and covers timely practical, ethical and clinical topics.

Visit: EdHub.ama-assn.org

EDUCATION



An **AMA membership** means you've got access to world-class clinical research, education and insights.



Frank Alexander Clark, MD
Member since 2003

Advancing the health care profession

We cannot change the system
without your support and the work
of organized medicine... and that
starts with you.

MembershipMovesMedicine.com

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