Dealing with the Digital Dystopia in American Healthcare

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Digital Dystopia

- Dystopia: an imagined place or state in which everything is unpleasant or bad, typically a totalitarian or environmentally degraded one.

- Some believe that the changes over the last decade have indeed resulted in this state in American healthcare

James Madara MD

AMA CEO James Madara Outlines Digital Challenges, Opportunities Facing Medicine

Address to AMA House of Delegates: June 11, 2016
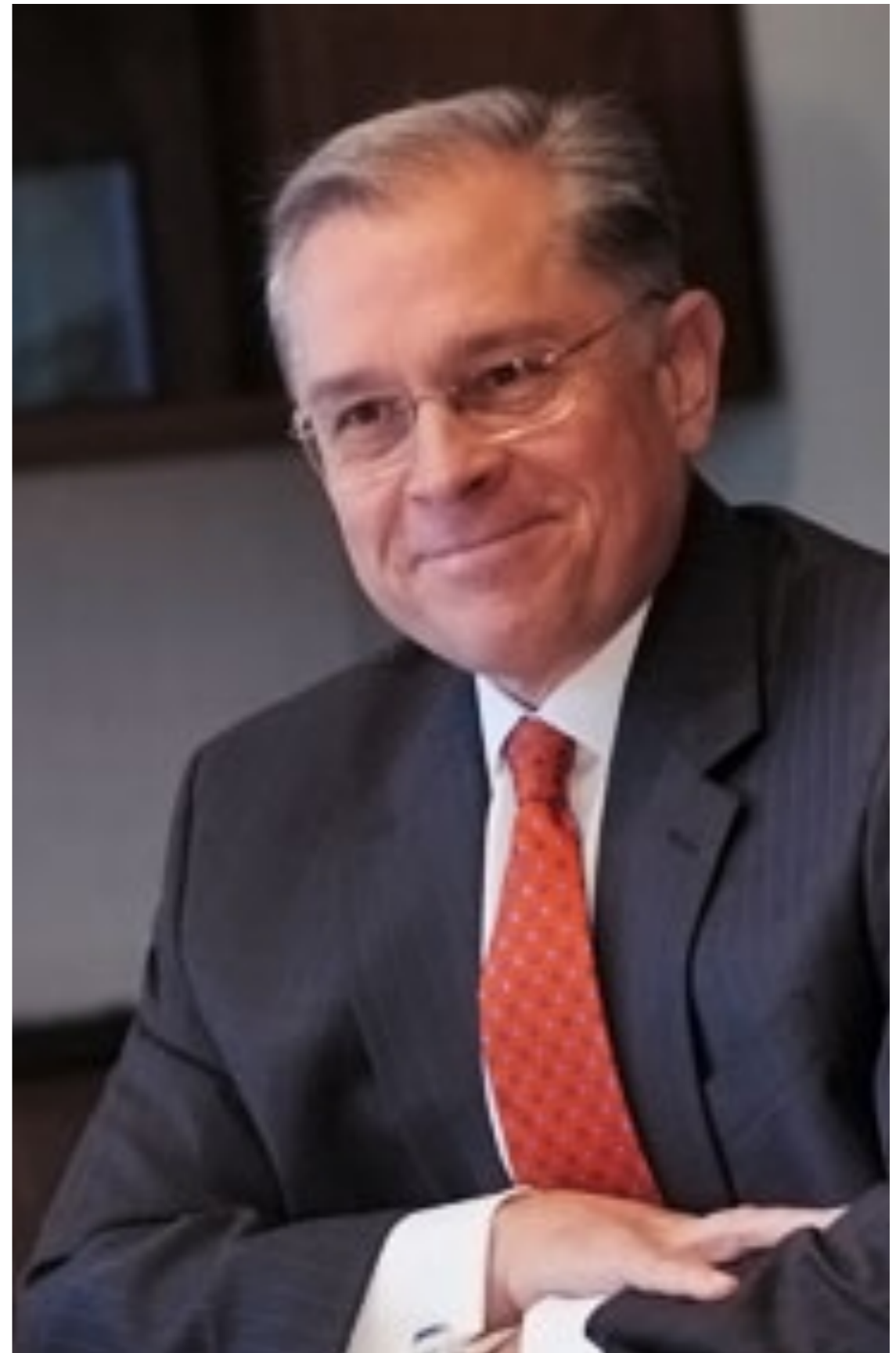
- "Today we have really remarkable tools—robotic surgery, new forms of radiation treatment, targeted biologics; and we live in a time of rapid development in the digital world—telemedicine as an example," Madara said in prepared remarks. "But appearing in disguise among these positive products are other digital so-called advancements that don't have an appropriate evidence base, or just don't work that well—or actually impede care, confuse patients and waste our time."

- "From ineffective electronic health records, to an explosion of direct-to-consumer digital health products, to apps of mixed quality – it's the digital snake oil of the early 21st century."

- "More and more we're seeing digital tools in medicine that, unlike digital tools in other industries, make the provision of care less, not more, efficient. And these digital tools often don't connect with each other—interoperability remains a dream."

- This is the digital snake oil of the early 21st century.

Address to the House of Delegates
James L. Madara, MD
Executive Vice President and CEO AMA
June 11, 2016

- "Just as in the mid-19th Century when we separated the useful anti-toxins and compounds like aspirin from Stanley's snake oil remedy, today we're tasked with separating the digital snake oil from the useful —and potentially magnificent— digital tools.

- The future is not about eliminating physicians, it's about leveraging physicians."

What's being done?

- First, we're conveying to manufacturers what physicians actually need.

- Second, we're forming interactions with the emerging companies that produce health-related goods and services

- Third, in January we launched an innovation studio in Silicon Valley, Health 2047.

- Fourth, while shaping this future, we also need to address the current state. That's why we're identifying workflow and practice adjustments that can produce higher practice satisfaction today. (See stepsforward.org)

- "Even when that wonderful day arrives when we have finally coaxed the machines into doing all the things we want them to do, and none of the things we don't, we will still be left with one human being seeking help at a time of great need and overwhelming anxiety."

The Road Forward...

- Improve the patient experience of care

- Improve health of populations

- Reduce the per capita cost of healthcare

- Thank you Dr. Fridsma

- Engage the American Medical Profession in creative solutions to achieve the above and more.

Thank You!

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William F. Bria MD