AMA Digital Health

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POWERFUL ALLY

1

Represents Physicians
With a unified voice.

2

Leads the Charge
On confronting today's public health crises.

3

Removes Obstacles
That interfere with patient care.

4

Drives the Future
Of innovation in healthcare.

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AMA 2021-2022 strategy

Digital health spans across arcs and focus areas

Chronic Disease:

Leading the charge to confront public health crises and eliminate health inequities

- *Credible nationwide impact on chronic health issues including opioids, hypertension and diabetes*

Professional Development:

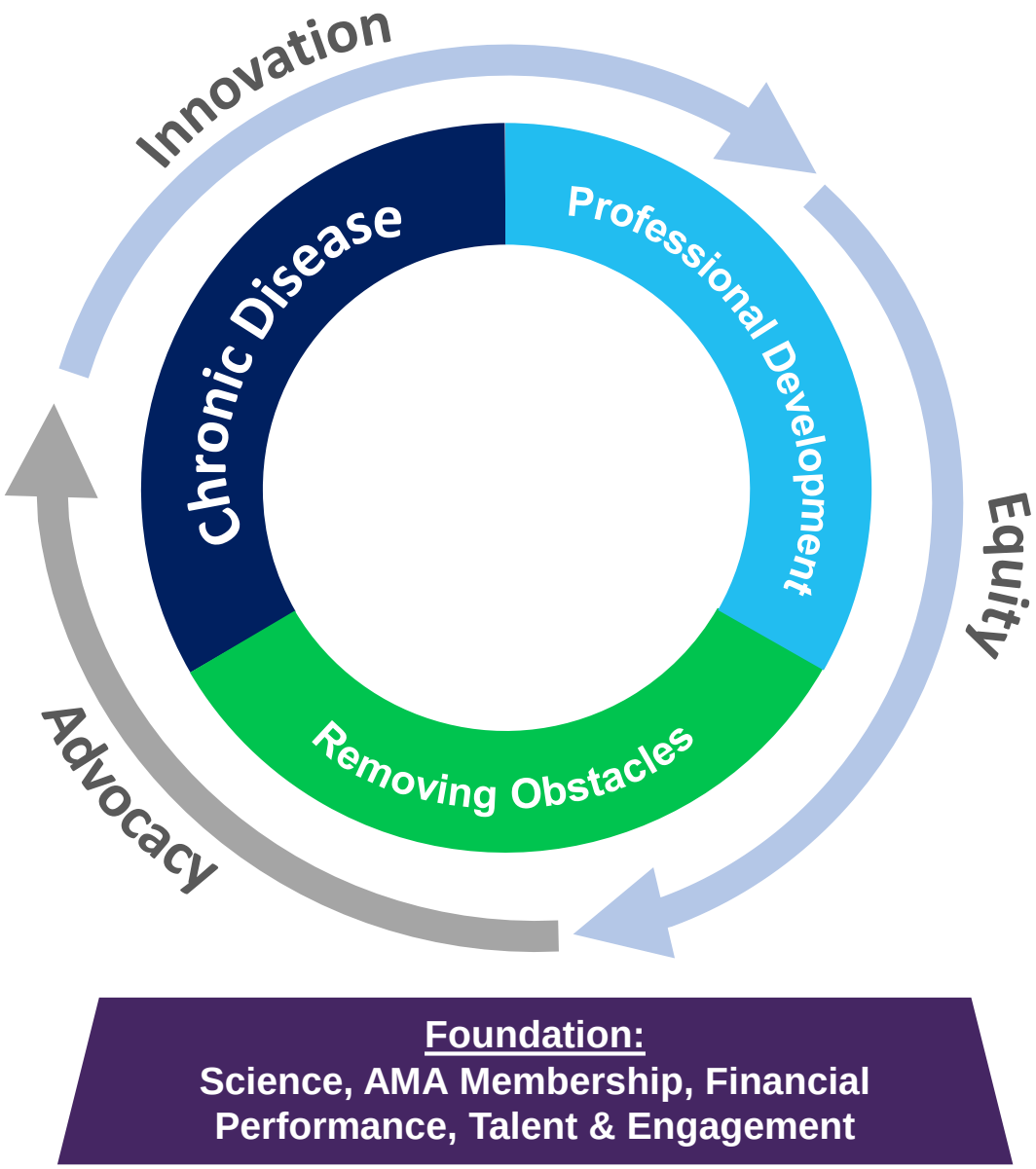
Driving the Future of Medicine

- *Reimagining training, education, and lifelong learning and promoting innovation to tackle the biggest challenges in health care*

Removing Obstacles:

Removing Obstacles that interfere with patient care

- *Making the patient-physician relationship more valued than paperwork, technology an asset not a burden, and physician burnout a thing of the past*



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ARC 1
Attacking the dysfunction in health care

PROFESSIONAL SATISFACTION AND PRACTICE SUSTAINABILITY OBJECTIVE
Address the organizational and system-level dysfunction that hinders physicians' ability to provide high quality patient care.

DIGITAL HEALTH

PRACTICE TRANSFORMATION

PAYMENT & QUALITY

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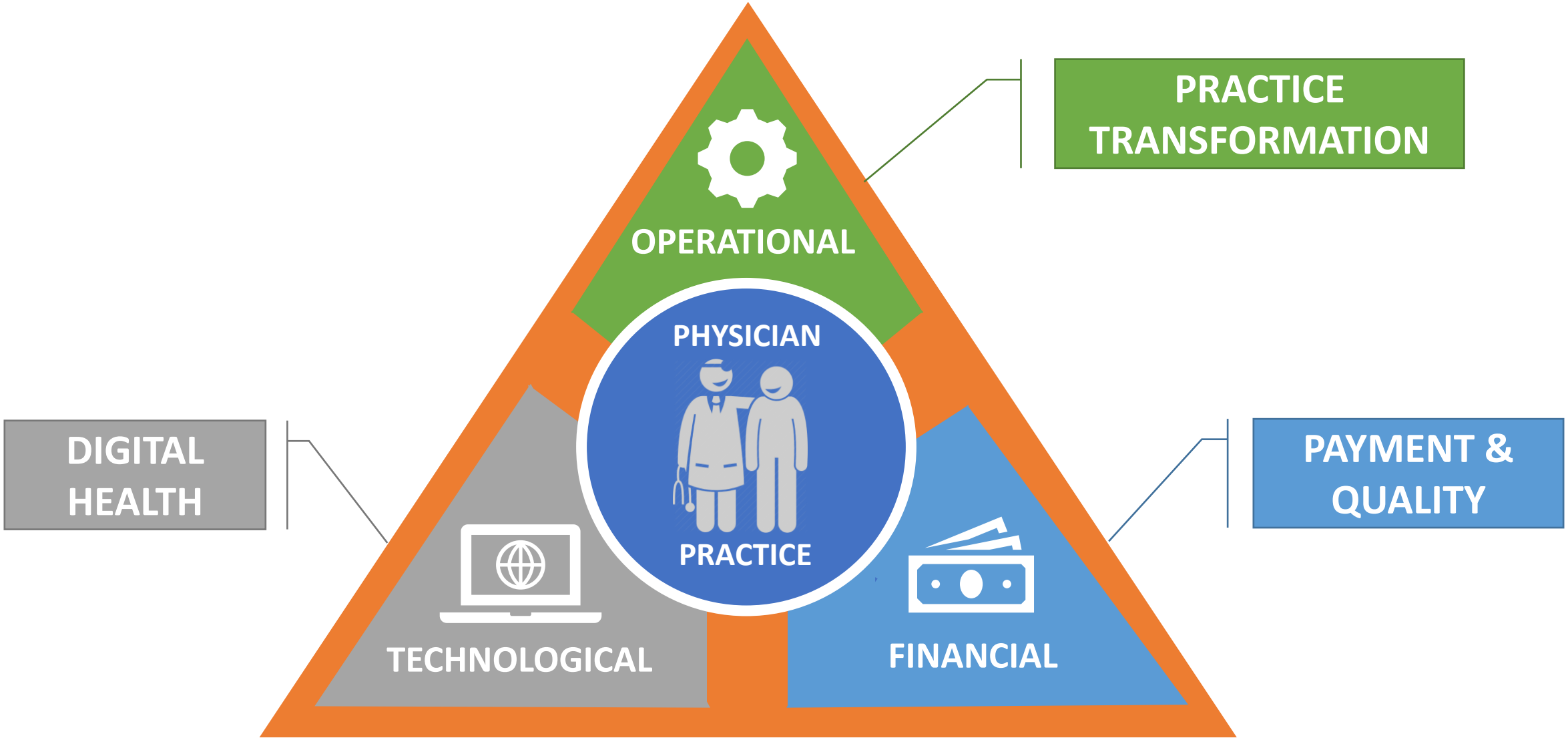
Creating thriving physician practices



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Digital Medicine Payment Advisory Group

Convened by AMA—that engages a diverse cross-section of nationally recognized experts. Along with the support of national medical specialties, the CPT Category I codes have gone through AMA/Specialty Society RVS Update Committee (RUC) valuation.

—Create and disseminate data supporting the use of digital medicine technologies and services in clinical practice.

—Review existing code sets (with an emphasis on CPT and HCPCS) and determine the level to which they appropriately capture in current digital medicine services and technologies.

—Assess and provide clinical guidance on factors that impact the fair and accurate valuation for services delivered via digital medicine.

—Provide education and clinical expertise to decision makers to ensure widespread coverage of digital medicine (e.g., telemedicine and remote patient monitoring), including greater transparency of services covered by payers and advocacy for enforcement of parity coverage laws.

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Our research efforts

many conducted in partnership with other leading health care and practice science researchers, in part focus on

studying systems factors associated with physician burnout, stress, and professional dissatisfaction;

evaluating the use of digital health solutions;

identifying regulatory and environmental influences on the sustainability of physician practices.

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Digital Health

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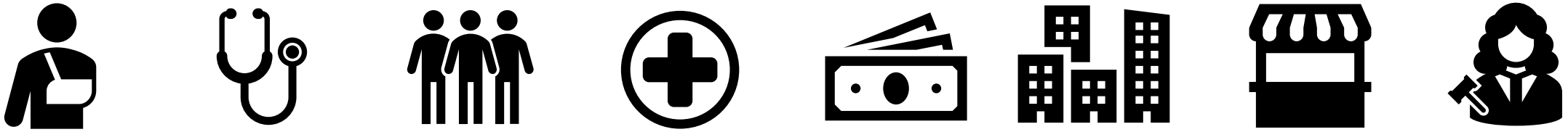
Vision & Audience for Digital Health Efforts

*Advance the adoption and sustainability of **responsible**, **impactful** and **equitable** **innovation** through research, resources and initiatives that guide positive transformation towards digitally enabled care.*

AMA ENTERPRISE GOAL: MAKE TECHNOLOGY AN ASSET NOT A BURDEN FOR PHYSICIANS



Patients	Physicians	Care Teams	Health System Execs	Payors	Employers	Vendors & Investors	Policy Makers

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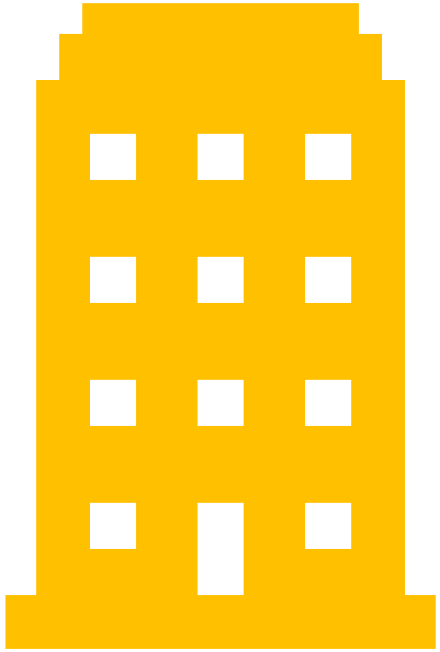
1. Does it work?

2. Will I receive proper payment?

3. Will I be liable?

4. Will it work in my practice?



Physicians key requirements for technology adoption.

AMA Digital Health research, 2016, 2019

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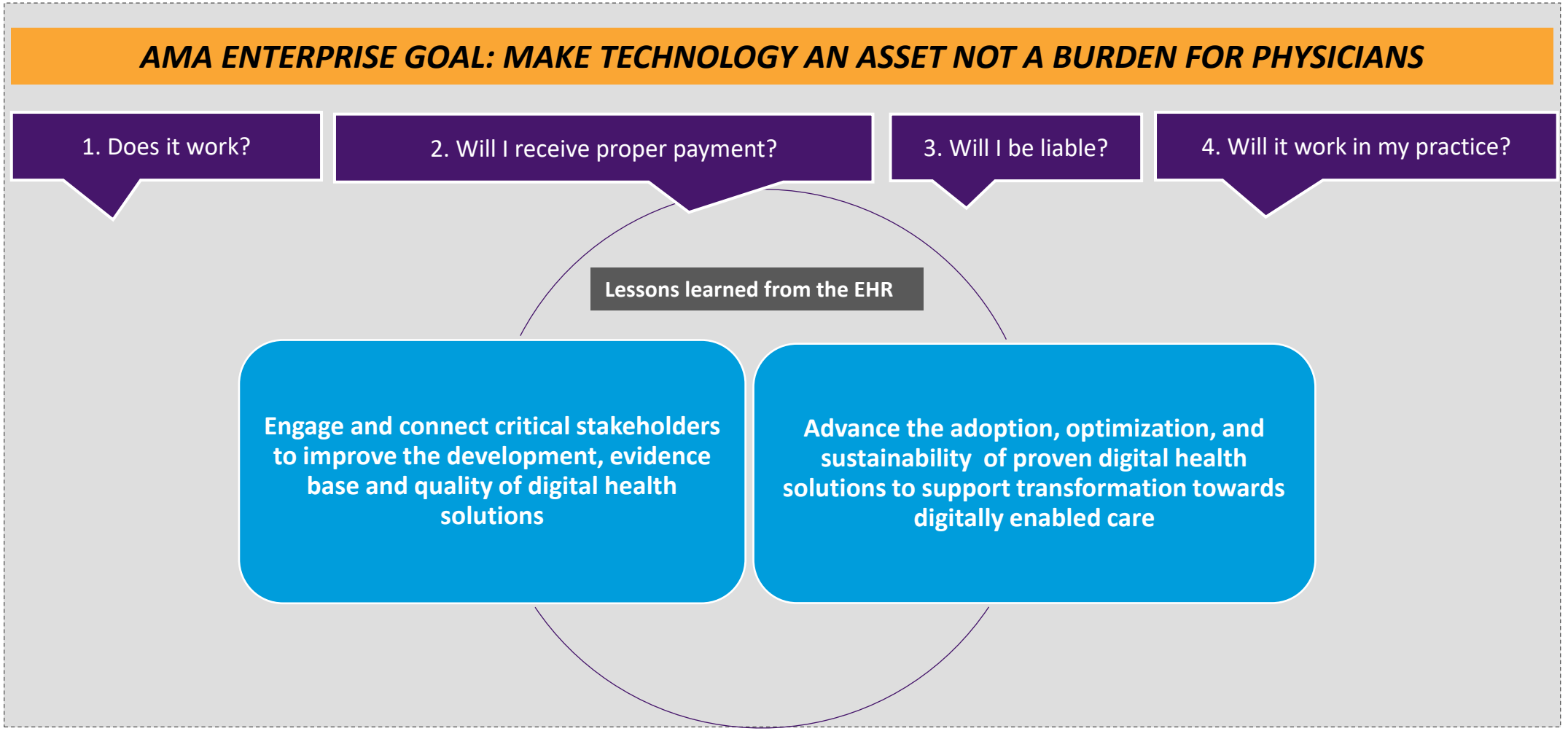
AMA Digital Health Strategy



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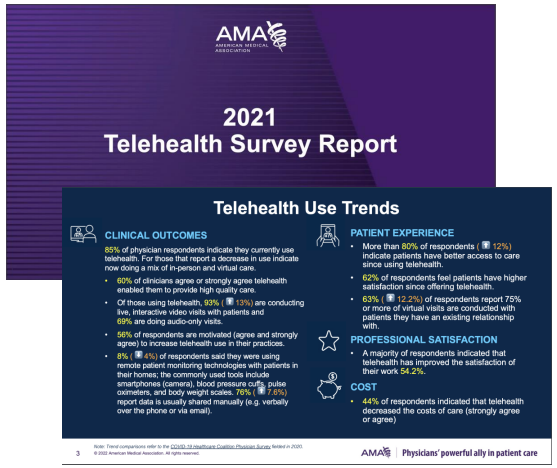
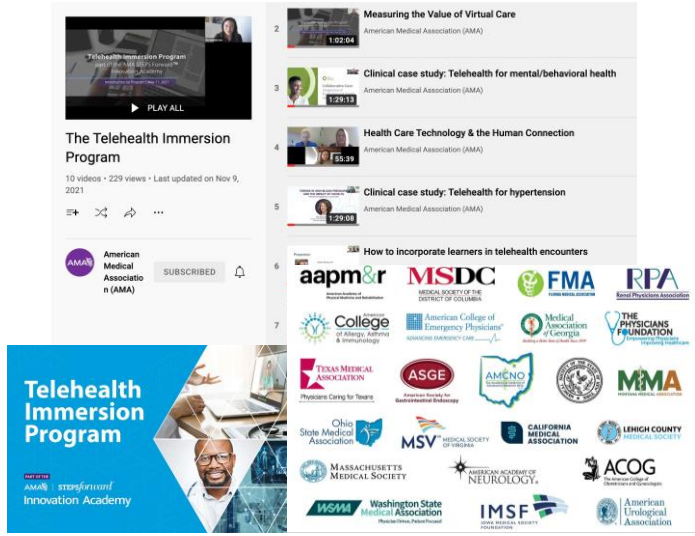
AMA Digital Health Efforts





Research

- Digital Health Research
- National Telehealth Survey
- Return on Health
- Future of Health

Resources

- AMA Digital Health Playbook Series
- The Telehealth Quick Guide

Programs

- The Telehealth Immersion Program
- The Telehealth Initiative

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Physician digital health adoption: 2016 to 2019

Adoption had increased for all digital health solutions, **particularly for tele-visits/virtual visits and remote monitoring for improved patient care (telehealth 14% to 28%)**

As of end of 2019, despite growth across the board, still much room for improvement in terms of wide-scale adoption

More physicians than ever recognized digital health tools as an advantage for driving improved efficiency and safety in health care

Physicians key requirements remained: Does it work, will I receive proper payment, will I be liable, will it work in my practice

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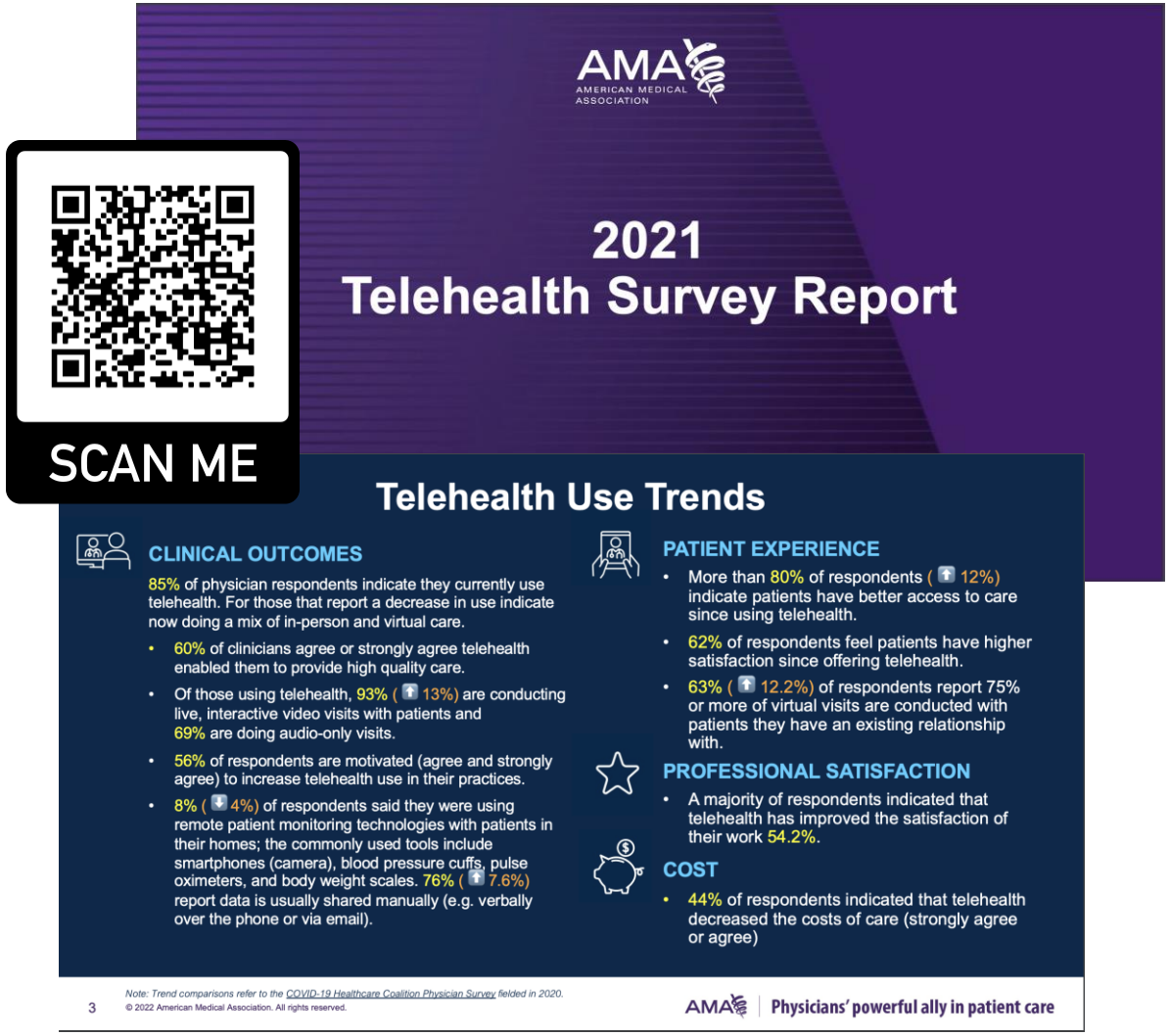
Telehealth Use Survey

Key Survey Findings:

- 85% indicated they are currently using telehealth
- 70% report their organization is motivated to continue using telehealth
- 60% agree or strongly agree telehealth enabled them to provide high quality care
- A majority indicated that telehealth has improved the satisfaction of their work
- Majority of patients chose to see their existing physician for a telehealth visit

Opportunities:

- Fewer than half report being able to access all of their telehealth technologies via their EHR
- Technology, digital literacy, and broadband internet access are the top three patient barriers
- Only 8% of respondents said they were using remote patient monitoring at this time.



2,200+ survey respondents

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AMA Return on Health research

OVERVIEW:

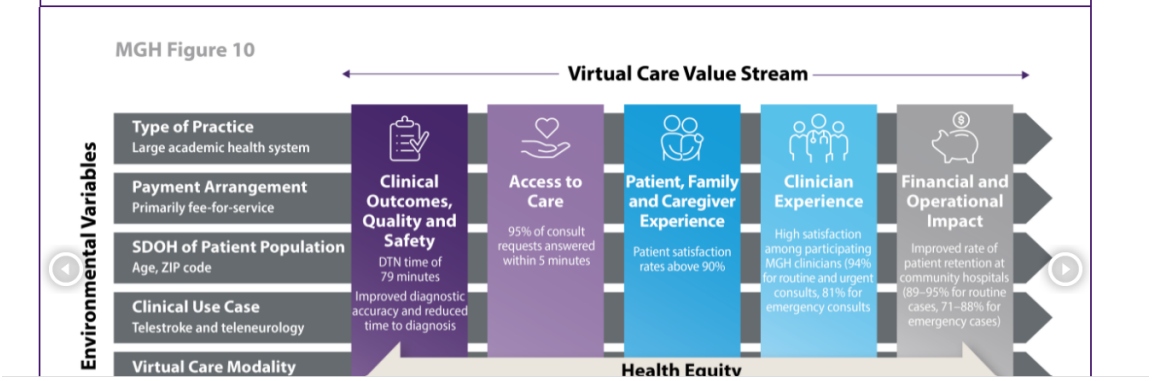
The AMA Return on Health (ROH) research and framework launched in May 2021. This work looks at how physicians in different practice sizes and payment models with varying patient populations and telehealth modalities are experiencing and quantifying the value of virtual care.

Help Measure the Value of Telehealth

Demonstrating the value of telehealth in practice is critical to support national and local advocacy efforts to ensure virtual care coverage and payment remains in place. The American Medical Association's **"Return on Health" research framework** is designed to understand and showcase the various ways virtual care programs generate value—financial and beyond—across practice settings, payment models, digital health modality, and social determinants of health for patient populations.

Are you interested in completing the framework to share how telehealth is adding value and not cost to the health care system? **Click here to complete the framework** and share the impact of telehealth in your environment now.

Examples below:



Measure the Value of Virtual Health Care
hbr.org

www.returnonhealth.org

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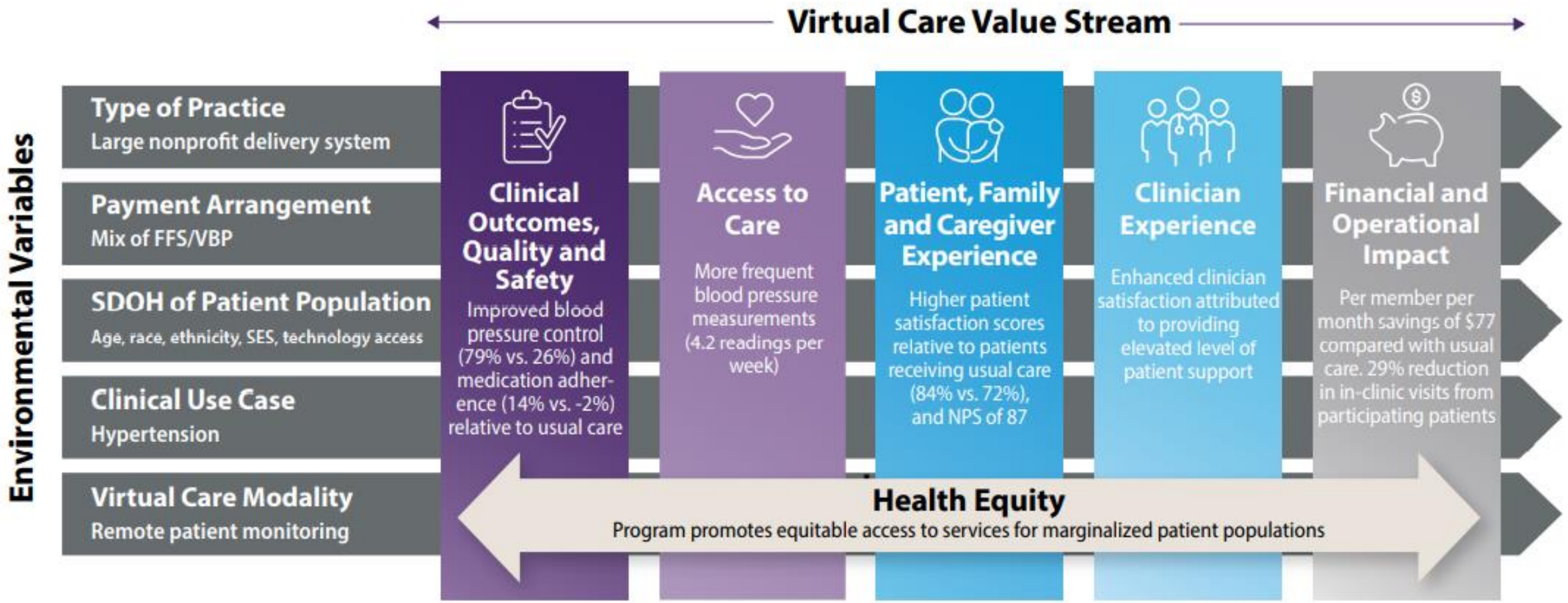
FIGURE 7. OCHSNER HYPERTENSION DIGITAL MEDICINE PROGRAM AND IMPACT SUMMARY



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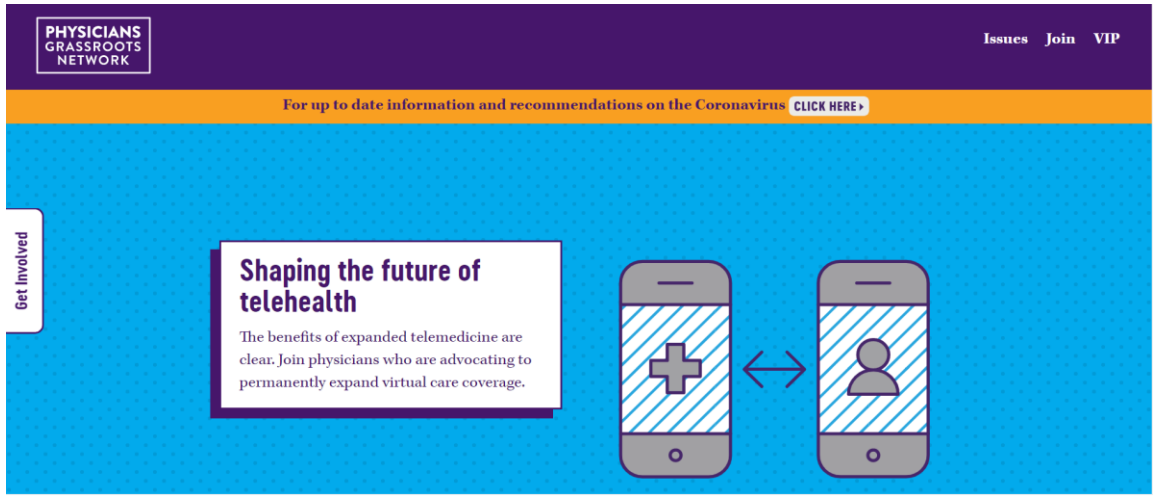
Share your virtual care outcomes with the value framework

https://physiciansgrassrootsnetwork.org/telemedicine



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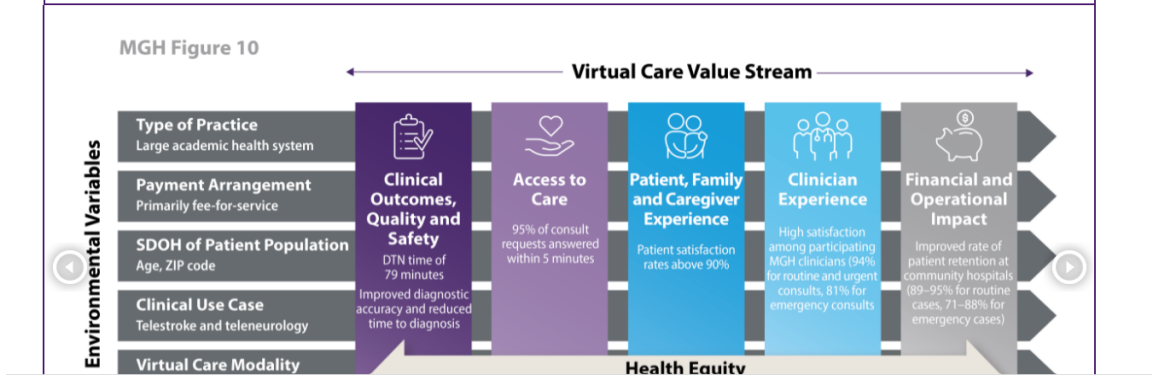

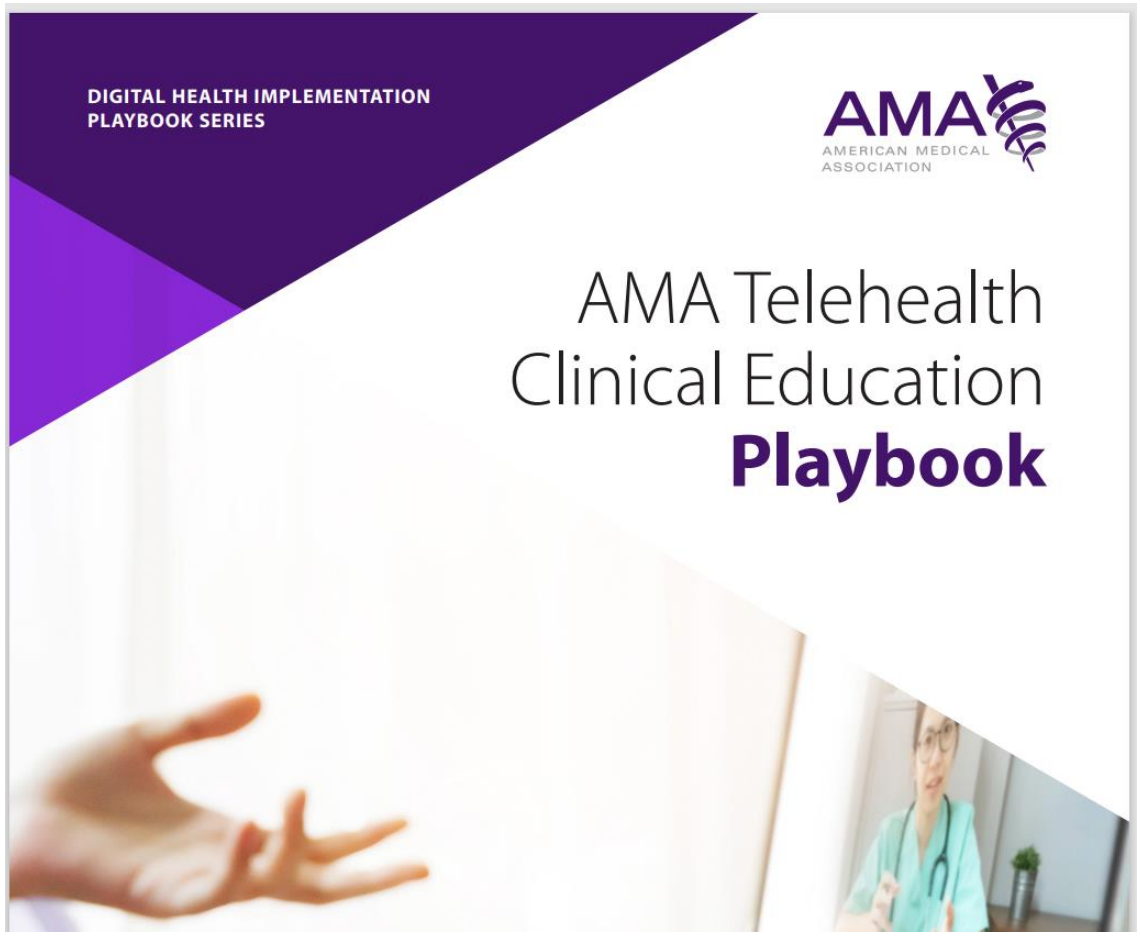

Provides a framework for thinking about what telehealth education is (the provision of high-quality patient care using telehealth modalities and the training that medical students, residents, and fellows need to develop telehealth fluency) as well as a model for best practices for integrating active learning rather than “tacking them on” to telehealth platforms

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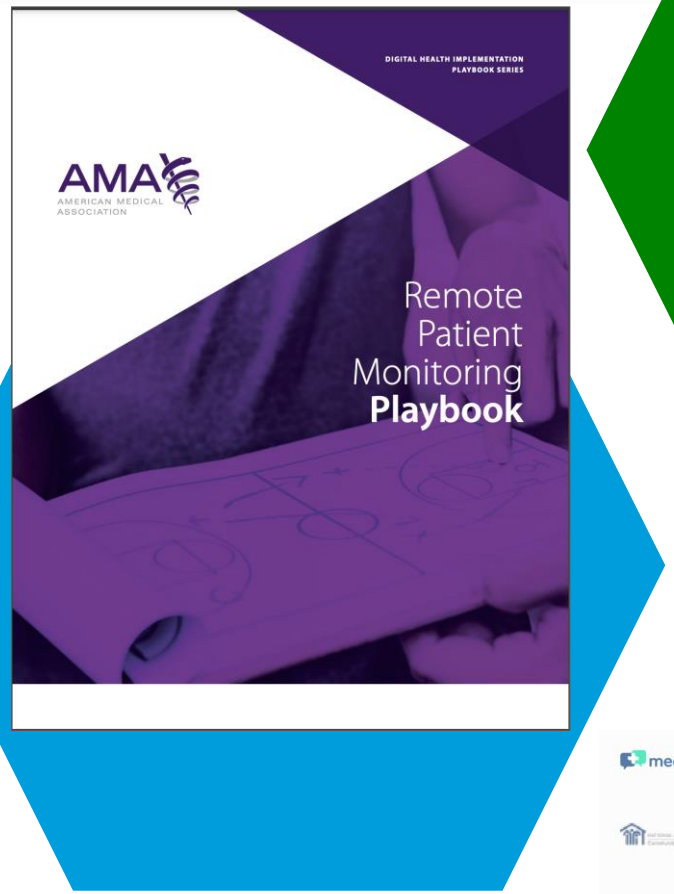
Digital Health Playbook Series



IDENTIFYING A NEED
What's the problem?

FORMING THE TEAM
Who needs to be involved and when?

DEFINING SUCCESS
What are we trying to achieve?

EVALUATING THE VENDOR
What's the right technology?

MAKING THE CASE
How do we get political and financial buy-in?

CONTRACTING
What's our expected timing, budget, and plan with our vendor?

DESIGNING THE WORKFLOW
What will need to change to integrate this technology?

PREPARING THE CARE TEAM
Does everyone know what they need to do to make this successful?

PARTNERING WITH THE PATIENT
What does the patient need?

IMPLEMENTING
How does it work in practice?

EVALUATING SUCCESS
Did it work?

SCALING
What's next?

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AMA Physician Innovation Network

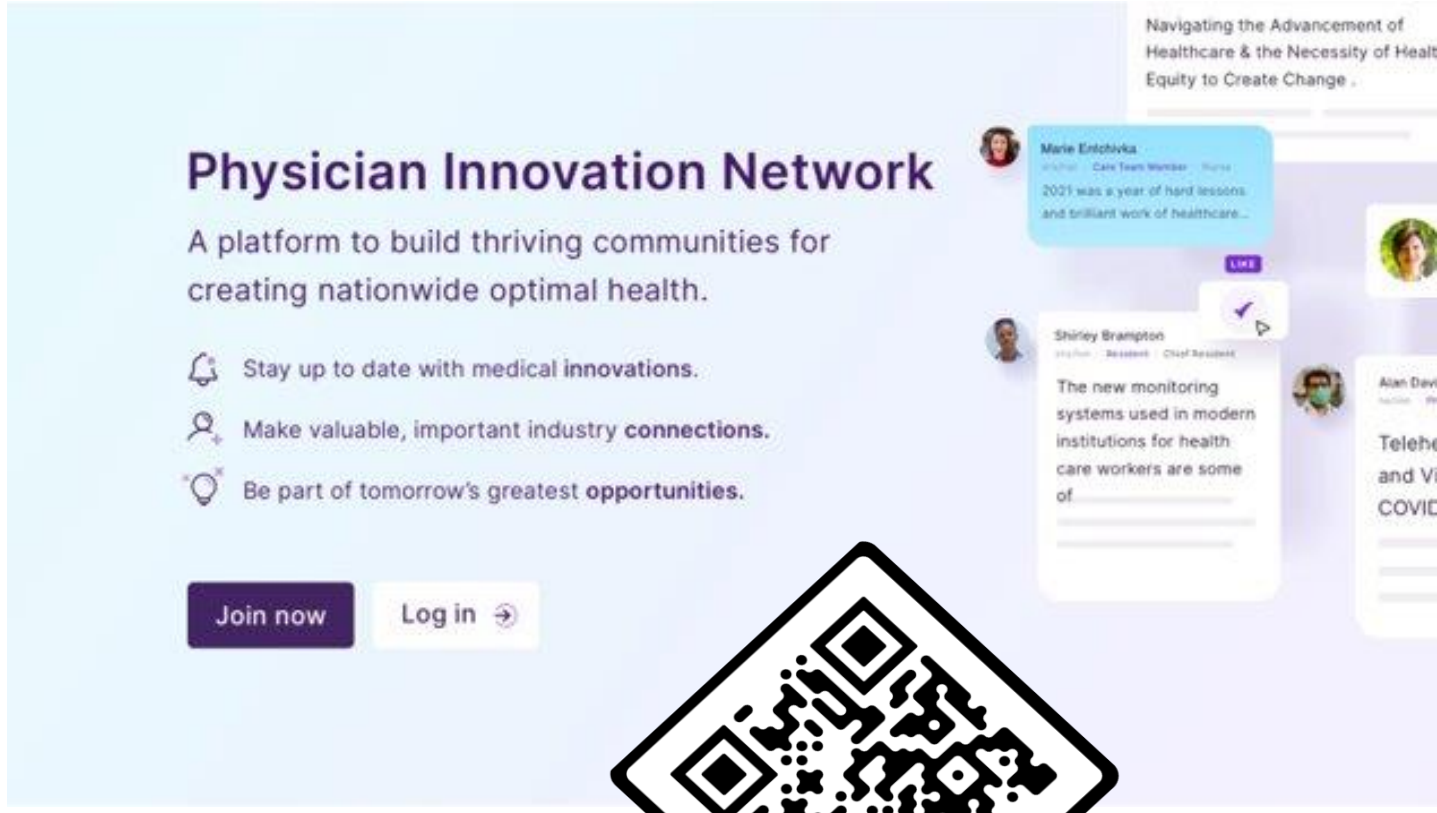
How to Engage Physicians in Innovative Health Care Efforts

by Michael Hodgkins, Meg Barron, and Stacy Lloyd

Harvard Business Review

November 11, 2019

Paper Boat Creative/Getty Images



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What is the Telehealth Immersion Program?

Support physicians, practices, and health systems in optimizing and sustaining telehealth at their organizations

The purpose of the program is to:

1. **Provide available education** on telehealth
2. **Build the evidence base** supporting telehealth use in providing patient care
3. **Facilitate a network** of collaboration and sharing of best practices

There are no registration fees or costs to participate.

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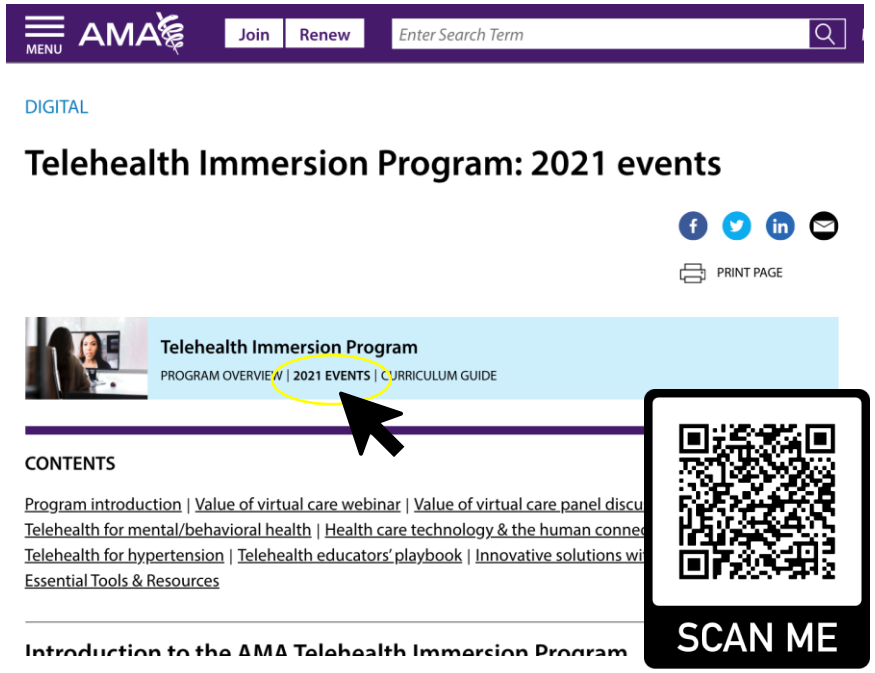
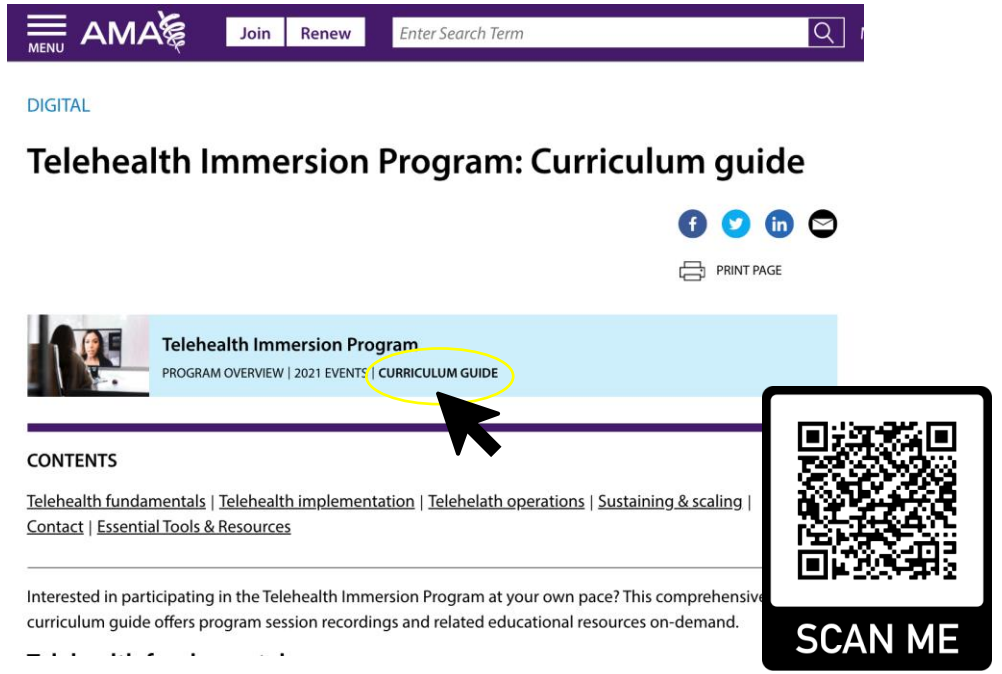
Where can I find more information on the Telehealth Immersion Program?

Program Website: www.ama-assn.org/telehealth-immersion



Register for upcoming events



Access resources and recordings

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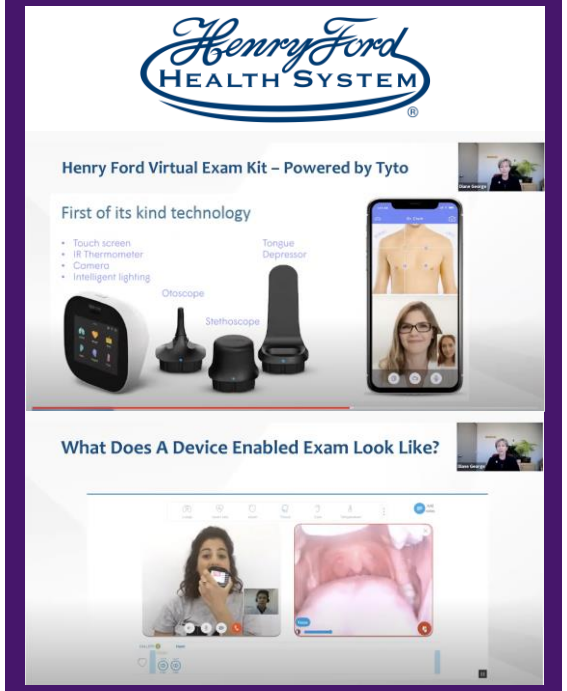
A Few Program Highlights…

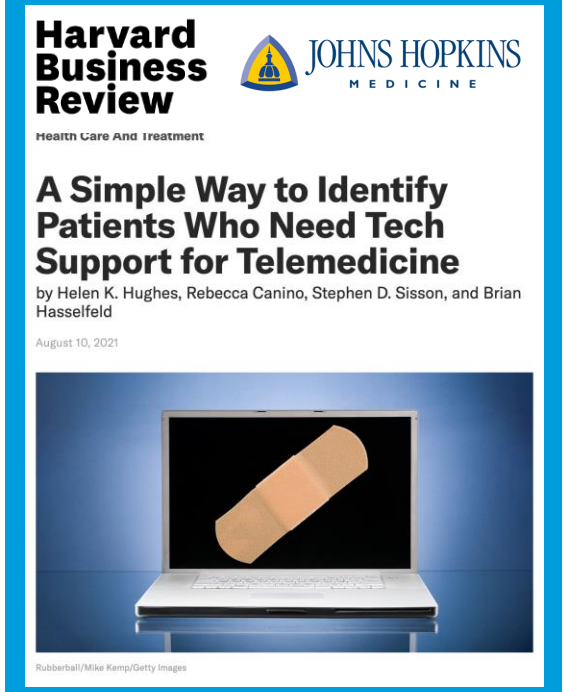
Clinical Case Study: Telehealth for Primary Care

**In collaboration with AAFP*
September 14, 2022



Leveraging EHR-integrated tools to improve the patient & physician experience

November 2, 2021

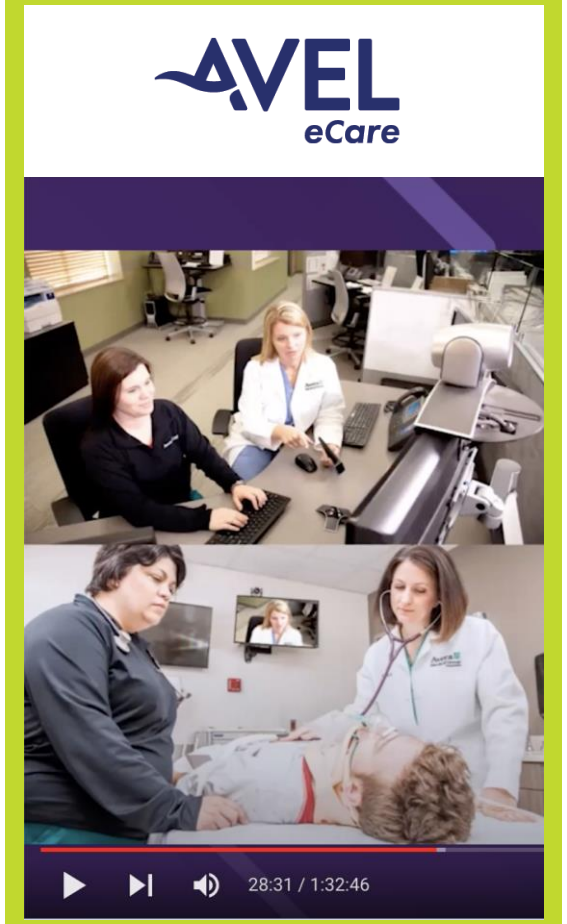


Clinical Case Study: Telehealth for Allergy, Asthma, and Immunology

**In collaboration with ACAAI*
February 18, 2022

Clinical Case Study: Telehealth for Emergency Care

**In collaboration with ACEP*
April 16, 2022



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Thank You!

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