



Digital Health at AMA

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Foundational Digital Health Trends Research: 2016, 2019, 2022

01



There has been an increase in the number of physicians that see a definite advantage in digital tools

- There has been growth in those that see an advantage especially among those 51+ years old.
- Those that see no advantage are trending downwards and are concentrated in the Specialist and age 51+ segments.

02



Adoption of digital tools has grown significantly among all physicians regardless of gender, specialty or age

- Use of all seven tools has increased significantly.
- Improved clinical outcomes and work efficiency are key drivers.
- Coverage by standard malpractice insurance continues to be the most common requirement and data privacy concerns have increased.

03



Adoption of remote care tools such as tele-visits and remote monitoring had the most movement

- Use of virtual visits has nearly tripled since 2019 and remote monitoring for efficiency has nearly doubled.
- Providing remote care to patients has increased significantly as a motivator of adoption of digital tools.
- Reducing stress/burnout has also gained importance as a driver of digital tool adoption.



SCAN ME

04



Growth in enthusiasm has largely been concentrated in tele-visits

- Enthusiasm for virtual visits has increased significantly from 2019, while enthusiasm for most other digital solutions is largely stagnant.
- Enthusiasm for consumer access to clinical data has shifted down since last wave.

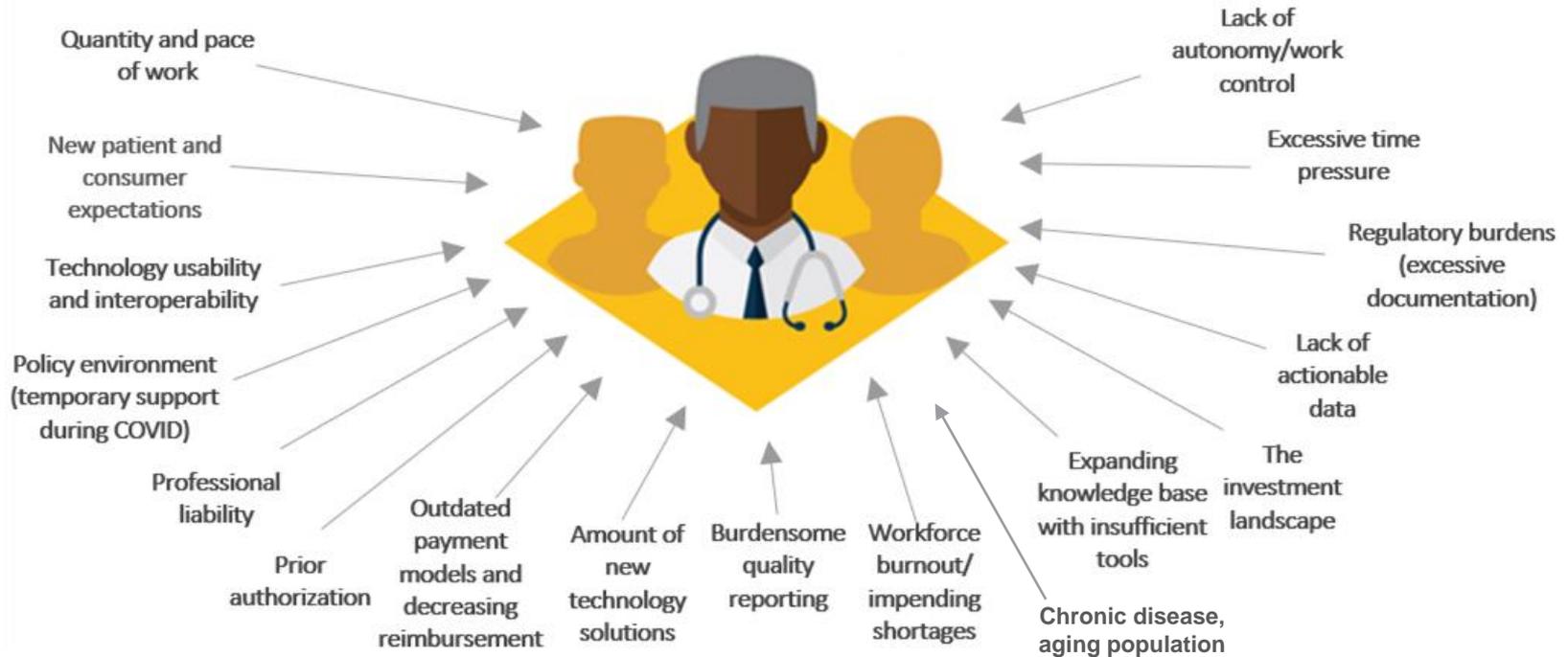
05



Plans for adoption of most emerging technologies is high but current usage low

- Nearly 1 in 5 are currently using augmented intelligence for practice efficiencies and 2 in 5 plan to adopt in the next year.
- Nearly 3 in 5 physicians believe technology can most help key areas such as chronic disease patients and preventative care.

Forces impacting the future of health (and driving the use of healthcare technology in care delivery)



Help physicians feel empowered vs. threatened by the future of health.

Help ensure technology enables care delivery that supports the needs of physicians, care teams, and patients.

AMA digital health research lays the groundwork for our strategy by revealing physicians' key requirements for technology adoption

Does it work?



Will I be liable?



Will I receive payment?



Will it work in my practice?

<https://www.ama-assn.org/practice-management/digital>

AMA Digital Health Strategy Snapshot

VISION: MAKE TECHNOLOGY AN ASSET, NOT A BURDEN FOR PHYSICIANS



MISSION: Drive the future of health care through physician-led innovation from concept to integration

PIN, Physician entrepreneurship and leadership

Target development of digital care solutions to enable physicians to provide evidence-based and quality patient care

Advance the adoption and sustainability of responsible, impactful and equitable innovative solutions and care models

Research (Digital Health, AI, etc.)

Industry involvement: e.g. MATTER, MCHT, HLTH, Sequoia, Carequality

Playbooks & webinars

Quintuple Aim



Addressing the fundamentals

Idea Intake Form

Use the identify

Idea Prioritization Worksheet

If you are considering multiple opportunities to improve, it's important to review and prioritize them based on your organization's strategic priorities.

Use this resource to help you prioritize and select what area of opportunity you'll address using digital health technology.

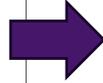
What are current areas of opportunity at your practice? List all areas of opportunity below.

Now prioritize your areas of opportunity based on pain points and your organization's strategic priorities.

Select one area of opportunity that aligns with your organization's strategic priorities.

How might you address this opportunity area if given the resources to do so?

What are you hoping to achieve? What will success look like?

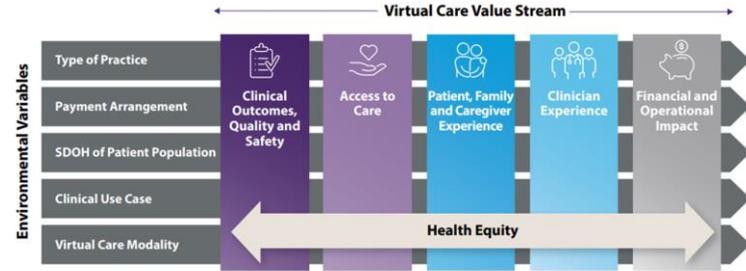
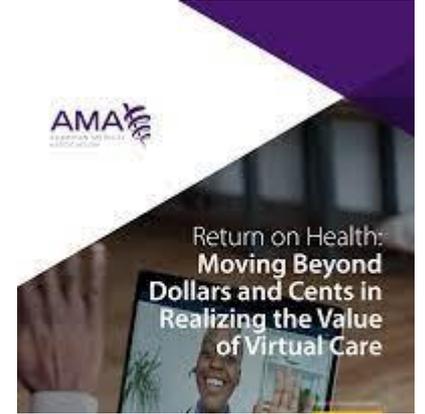
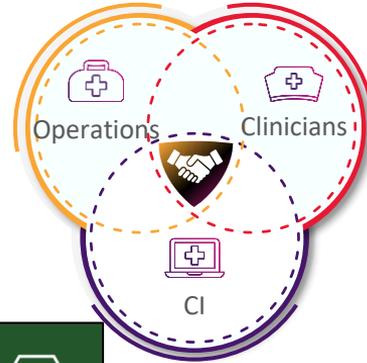


Team Structure Framework

Although every organization may have their own team needs, below is the suggested team organizational structure for a digital health implementation.

It's possible that one person may sit on multiple teams. For example, a Core team member may also be on the Implementation team, or a Leadership team member may also be on the Advisory team.

CORE TEAM	LEADERSHIP TEAM	ADVISORY TEAM	IMPLEMENTATION TEAM
<p>The team that is responsible and accountable for putting together the plan and driving the project forward day to day</p> <ul style="list-style-type: none"> Clinical Representative(s) (physician, nurse, etc.) Administration Representative(s) (practice manager, administrator) Information Technology or Information Security Representative(s) Project Manager(s) Priority Department Representative(s) 	<p>High-level decision-makers who authorize key decisions, provide budgetary approval, and whose alignment is important for wide-scale success</p> <ul style="list-style-type: none"> Board of Directors C-suite Executives Practice Owners/Partners 	<p>A group of advisors for the Core teams to consult for perspective and guidance and ensure the teams' decisions and leadership proposal are strategically sound</p> <p>End Users:</p> <ul style="list-style-type: none"> Practicing care team members Patient Advisory Board/Physician/Caregivers <p>Organizational Navigation:</p> <ul style="list-style-type: none"> A program sponsor Retired Leadership team members Beneficiaries 	<p>Close-to-the-ground teams in impacted departments who will be informed of the plans and ultimately carry out the day-to-day process of implementation</p> <ul style="list-style-type: none"> Nurse Manager Additional Priority Department Representatives Supervisor to provide on-the-ground technical support Information Technology or Information Security Representative(s)



Bringing in the right technology

Selecting a Vendor Guide

There are many factors to consider when evaluating and selecting a remote patient monitoring vendor.

Use the criteria below to guide your evaluation of each vendor under consideration, so you can make a comprehensive and informed decision when selecting a partner.

On the following pages, you will find a sample vendor-information request form, which can be sent directly to your vendor or used as a guide to create your own form.

BUSINESS

- Cost of service
- Business model
- Ability to demonstrate ROI or Return on Health (ROH)
- Reimbursement rates
- Financial viability
- Commitment to organizational diversity, equity, and inclusion

INFORMATION TECHNOLOGY

- Ease/cost of integration with existing technology
- Customization
- Connectivity
- Patient access to data
- EHR integration
- Updates and maintenance process

CUSTOMER SERVICE

- Pre-launch support
- Ongoing clinical support
- Patient training
- Patient support
- Data analysis

EFFICACY/CLINICAL VALIDATION

- Previous results
- Case studies or testimonials
- Peer-reviewed literature/clinical evidence
- Ability to deliver on your organization's goals, metrics, and KPIs
- Product and outcomes research includes patients from historically marginalized and minoritized populations

DATA SECURITY/PRIVACY

- HIPAA/HITECH compliance
- Third-party audits
- (SOC 2, HITRUST)
- Penetration testing for software and device
- Liability structure
- User authentication and authorization
- Transparency on collected data use practices and processes

USABILITY

- Data accuracy
- Device ease of use for patients
- Dashboard/workflow assimilation
- Front/back-end user interface
- Multi-disease state application
- Cross-system interoperability
- Diverse users considered in the development and design of the technology and user experience

76

Vendor Information Intake Form

BUSINESS INFORMATION

Company Name and Corporate Structure (LLC, B-Corp, C-Corp, etc.):

Company Category:

- Population Health
- Clinical Decision Support
- Medical Device
- Big Data/Analytics
- Personalized Medicine/Precision Medicine
- Telemedicine
- Patient Education/Self-Care
- EHR Interoperability
- Other: _____

Company Size and Stage of Development:

Current Number of Customers:

Current State of Financial Viability:

In a few sentences, describe your company and your main value proposition:

What differentiates you from your competitors?

Do you have a commitment to diversity, equity, and inclusion? If yes, can you share your formal statement of commitment?

77

Cybersecurity 101: What You Need to Know

The AMA's research¹ on cybersecurity indicates that physicians are increasingly recognizing the importance of good cyber hygiene in their practices.

The increased industry focus on digital health technology, including telehealth, underscores the need for practices to consider how they will keep their patients' protected health information (PHI) private and secure. Generally, once outside data is incorporated into the patient's electronic medical record, it becomes PHI. Physicians are responsible for the privacy and security of PHI under the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

WHAT YOU NEED TO KNOW ABOUT CYBERSECURITY ATTACKS:

- Cybersecurity is not just a technical issue; it's a patient safety issue.
- 4 out of 5 physicians¹ have experienced some form of cyberattack.
- While inappropriate employee use and disclosure of PHI (e.g., inappropriate sharing or selling of patient information) are more of a concern among large health systems, phishing and viruses are the most common types of cyberattacks in small practices.

WHAT YOU NEED TO KNOW ABOUT HOW CYBERSECURITY CAN AFFECT YOUR PRACTICE/ORGANIZATION:

- Cyberattacks can cause interruptions in practice operations, compromised electronic health records (EHR) security, and direct threats to patient well-being.
- 2 out of 3 physicians have experienced downtime of up to four hours because of a cyberattack; 1 in 10 have experienced downtime of up to two days.

WHAT YOU NEED TO THINK ABOUT WHEN IMPLEMENTING TECHNOLOGY:

- Your practice's health information technology (health IT) network² is comprised of several different components, and it is important to consider all of them when figuring out how to securely implement new technology. For example, not only are your practice's Internet connection and EHR part of your network but also things like copiers, telephones, and practice management systems. You must also consider how a new telehealth solution will impact your health IT network, especially if outside your current EHR vendor. Physicians need to look at their networks holistically to ensure that all the "entry" and "exit" points for information coming in and out of the practice are effectively protected.
- Only 20% of small practices have internal security officers, so they typically rely on health IT vendors for security support. Physicians should understand basics about cybersecurity³ so that they are well informed enough to ask vendors the right questions. Such knowledge will help to equip physicians with the autonomy they need to confidently implement new technologies into their practice.

100

PIN helps connect the dots

The screenshot shows the AMA Physician Innovation Network (PIN) website. At the top left is the AMA logo and the text "Physician Innovation Network". Navigation links include "Newsfeed", "Opportunities", "Discussions", and "Collaborators". A search bar labeled "Search & Connect" is at the top right. The main content area features a large heading: "AMA Physician Innovation Network" followed by "A platform built for the community bringing better healthcare solutions to market". Below this are three bullet points: "Get feedback on your solution", "Connect with innovators and industry leaders", and "Share your subject matter expertise". At the bottom left are "Join now" and "Log in" buttons. The right side of the screenshot shows a social feed with posts from Marie Entchivka, Danielle Davidson, and Alan Davidson, including a post about telehealth and remote patient monitoring.



20,000+
total PIN users to date

10,000+
connections
made to date

1,000+
opportunities for
physician feedback
created to date

PS2 Digital Health Mission and Vision



Vision

Health care technology is trustworthy, reliable, and seamlessly enables patient care to achieve the quadruple aim.



Mission

Facilitate the optimization of health care technology and innovation to enhance care delivery, supporting physicians in all practice settings.



Physicians' powerful ally in patient care