Professional Organizations and Advocacy for Patients and Professionals

Improving Health Outcomes
AMA’s Approach: The AMA Equation
AMA’s Focused Agenda

• Patients
  – Improving Health Outcomes

• Medical Students
  – Accelerating change in medical education

• Physicians
  – Driving payment and practice models that support physician professional fulfillment
Innovation Pathway

Research and evaluate

Devise intervention strategies

Implement and test

Adjust and reassess

Scale for impact
Current Positioning on the Arc

**IHO**
- Target: ~315M Citizens
- Current Stage: Devise intervention

**Medical Education**
- Target: ~140 Medical Schools
- Current Stage: Implement and test

**Physician Satisfaction**
- Target: ~900K Physicians
- Current Stage: Research and evaluate
AMA Improving Health Outcomes

The American Medical Association is committing its resources, expertise and reach over the next 15 years to prevent heart disease, stroke and type II diabetes and to improve outcomes for those with disease.

Initial focus toward preventing disease and reducing complications of disease through:

- Blood pressure at goal
- Blood glucose at goal
- Blood lipids at goal

for all Americans
Why these conditions, focus on prevention?

• More than 100 million people already have diabetes or pre-diabetes
  – By 2020, more than half of all Americans are expected to have diabetes or pre-diabetes

• Almost 90 million Americans have high blood pressure, which is the number one risk factor worldwide for both disability and mortality
  – Among black population, hypertension more prevalent, less likely to be controlled, and contributes greater risk of stroke
Worldwide, HTN is now the leading cause of death and disability.

Figure 2

Global Burden of Disease Study, Lancet December 2012

The Lancet 2012; 380:2063-2066
AMA’s Unique Contribution

• Every physician in every specialty in every community sees patients with these conditions or at risk for them.

• Success will require a combination of strategies
  – Clinical care redesign, public health advocacy, alignment of financial incentives, patient education and behavior change, community-clinical linkages...

• The AMA is in a unique position to:
  – Reach across specialties, practice types, and communities
  – Marshal its resources in advocacy, public health, quality measurement and communications to make an impact on outcomes for these conditions
  – Emphasize impact on patients
Framework for Strategy
Known determinants of health, constraints on physician time

- Genetics: 30%
- Behavioral patterns: 40%
- Medical care: 10%
- Social circumstances: 15%
- Environmental exposures: 5%

Our Working Hypothesis…

The AMA, *working with partners*, can help measurably improve health outcomes nationwide.

Doing so will serve both patients and physicians – and will reinvigorate the AMA.