The Road Ahead for America’s Physicians

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The AMA Mission

To promote the art and science of medicine and the betterment of public health

A critical success factor is to have attractive, thriving physician practices
In the Next 20 Years Physicians Will…

- Need more % effort for patients
- Practice in a collaborative environment with other health professionals
- Heavily utilize technology (EMR, telemedicine, online consultation…)
- Practice in “continuity” systems
- Focus on outcomes (and value) rather than process
More Physicians Joining Systems

- June, 2010
- 65% of established physicians who changed jobs
- 49% of physicians completing residency

Source: Medical Group Management Association
What Caused the Shift?

• Seeking stability
• Work-life balance
• Advancement opportunity
• Pay back student loans
• Costs (expenses outpace reimbursement, 2:1)
• Administrative burden (i.e. dealing with payers)
• Access to improved infrastructure
Technology Future

- Office EHR
- Online coaches for chronically ill patients
- Online physician/patient portals

AT&T/AMA collaboration

Benefits

- Powerful decision support tools
- Personalized based on large data sets
- Continuity
- Access
Technology: Improvement with Health IT

Driving improvement with health IT

Redesigning the Clinical Effectiveness Research Paradigm, 2010.

Kaushal, et al., 2009.

Evidence development in the learning health system.

Effect of electronic medical record (EMR) systems on medication safety in community-based offices practices. Practices that adopted EMR systems experienced a seven-fold decrease in prescription errors compared to non-adopters.

<table>
<thead>
<tr>
<th>Prescription Errors (per 100)</th>
<th>EMR Adopters</th>
<th>Non-Adopters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial</td>
<td>45</td>
<td>35</td>
</tr>
<tr>
<td>1 Year Follow-up</td>
<td>5</td>
<td>15</td>
</tr>
</tbody>
</table>

EMR Adopters

Non-Adopters

Data Produced Per Year

Initial

1 Year Follow-up
Technology Future: Decision Support

Inadequate evidence to guide care

Robert Califf, IOM Meeting, 12 December 2007. Less than 20% of AHA/
Our Future Incorporates Large Data Sets:
Medical decisions becoming more complex

- Structural Genetics: e.g. SNPs, haplotypes
- Functional Genetics: Gene expression profiles
- Proteomics and other effector molecules

Facts per Decision

- 5
- 10
- 100
- 1000

1990 2000 2010 2020

Decisions by Clinical Phenotype


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Telemedicine

Patients

• 42% positive about virtual visits
• 48% would do check-ups at home
• 78% willing to try virtual visits

2010 internet survey by Euro RSCG Tonic, consumer health and wellness arm of marketing firm Euro RSCG
Telemedicine Uses

• See patients outside office hours
• Communicate with chronic disease patients
• Coordinate with patients’ other physicians
• Consulting with other physicians
• Communicating with caregivers
Focus on Outcomes and Value: What We Really Want

“Knowing is not enough; we must apply. Willing is not enough; we must do.”

-Goethe