

THOUGHTS ON BEST PRACTICES

JAMES L. MADARA, M.D.
CEO, AMERICAN MEDICAL ASSOCIATION

IBM AMA PLAZA
Last Tower by
Mies van der Rohe
September, 2013



IOM ROUNDTABLE ON VALUE & SCIENCE-DRIVEN HEALTHCARE
(BEST PRACTICES INNOVATION COLLABORATIVE)

OCTOBER 23, 2012



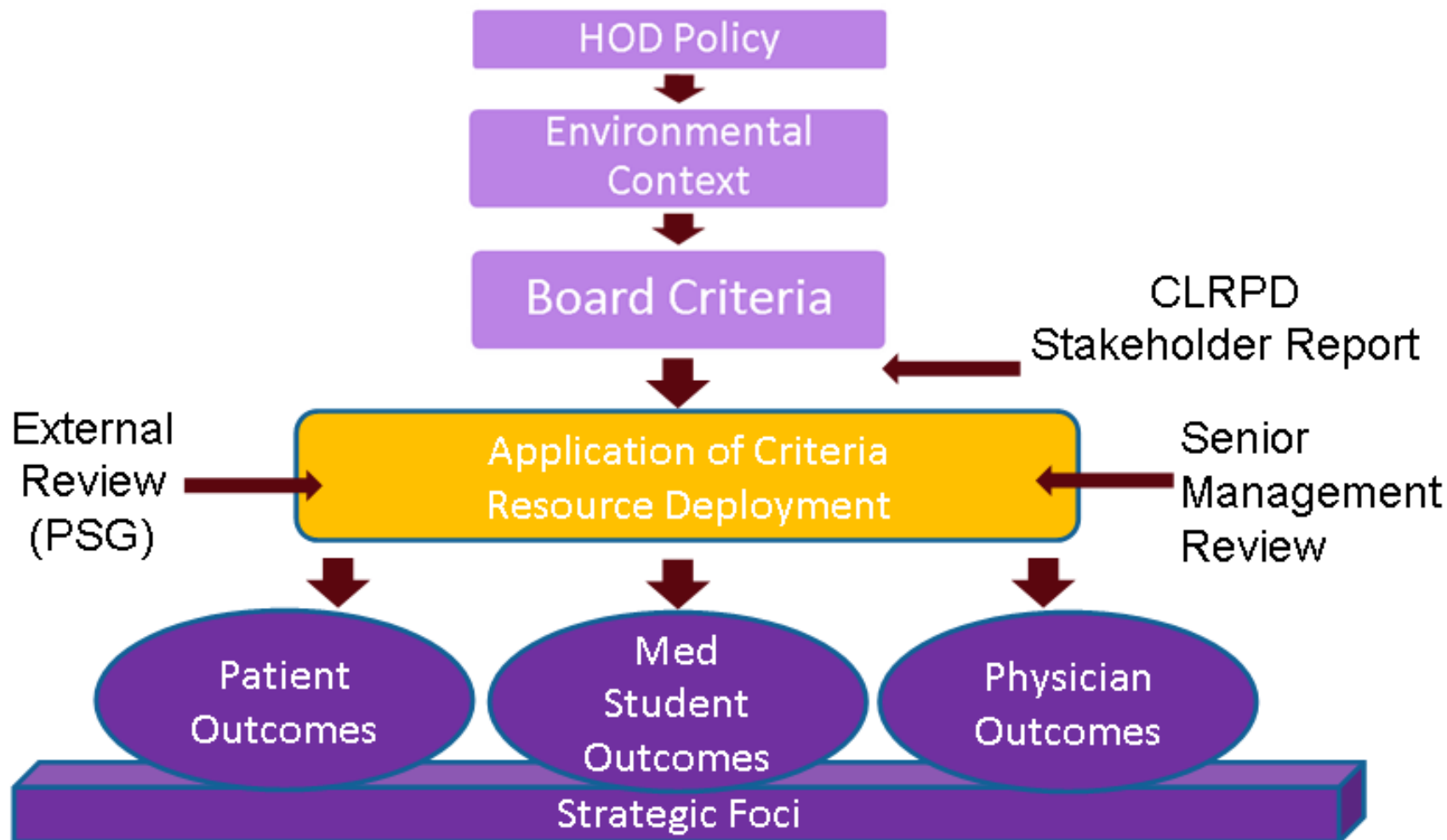
The AMA Equation



***MISSION: TO PROMOTE THE ART AND SCIENCE OF MEDICINE
AND THE BETTERMENT OF PUBLIC HEALTH***

AMA STRATEGIC FOCI

(PROCESS TO OUTCOMES; CONVENING TO DOING/PARTNERING)



BEST PRACTICES: PATIENT OUTCOMES

AMA FOCUS AREA # 1

- *CURRENT STATE UNACCEPTABLE: PER CAPITA COSTS vs. QUALITY*
- *AMA NATIONAL DASHBOARD*
 - *CAPTURES BROAD SWATH OF DISEASE*
 - *NO MORE THAN 7-10 ELEMENTS*
 - *ETHICS/DISPARITIES/PUBLIC HEALTH WRAPPED AROUND*
 - *INCLUSIVE OF PATIENT REPORTED OUTCOMES*
 - *BROADER ECONOMIC ANALYSIS OF IMPACT*
 - *(i.e. CONSIDER \$15 TRILLION, NOT JUST \$2.7)*

BEST PRACTICES: UNDERGRADUATE MEDICAL EDUCATION

AMA FOCUS AREA #2

- *AMA HOLDS ATTRACTIVE “HAND”*
- *A NEW INTEGRATED STRUCTURE*
- *COMPETENCY vs. TIME-IN-CHAIR*
- *ENRICHED INDIVIDUAL LEARNING*
- *GENETICS/GENOMICS*
- *MATCHED TO FUTURE PRACTICE*
- *TEAM CENTERED/PATIENT CENTERED*
- *FLEXIBILITY*
- *RFP OUT JANUARY, 2013*

BEST PRACTICES: OUTCOMES FOR PHYSICIANS

AMA FOCUS AREA #3

- *LONGER TERM VIEW OF PAYMENT AND DELIVERY (P&D)*
- *P&D VIEWED THROUGH “FILTER” AND “LENS”*
- *FILTER = QUALITY AND VALUE; LENS = PHYSICIAN SATISFACTION/SUSTAINABILITY*
- *EMERGING EVIDENCE THAT PHYSICIAN SATISFACTION RELATES TO PATIENT SATISFACTION AND BETTER OUTCOMES*

OTHER ELEMENTS RELATING TO BEST PRACTICES

(AROUND THE CORNER)

- **PRIVATE SECTOR – COMING DRAMATIC CHANGES**
- **POLICY - ALIGNING FEDERAL ACTIONS WITH SYSTEM NEEDS**
- **RECOGNIZING THE NATURE OF OUR RATE LIMITING CAPITAL BARRIER**
- **ROLE OF TECHNOLOGY (EXAMPLES OF ISSUES TO CONSIDER)**
 - **IT IN 1.0 PHASE?**
 - **PERSONALIZED MEDICINE (EMPHASIZE PHASES?)**
 - **FIRST PHASE FOCUSED ON OVERUTILIZATION?**
- **ONE SIZE DOES NOT FIT ALL**
 - **TWO MANHATTANS (KS vs. NY)**

