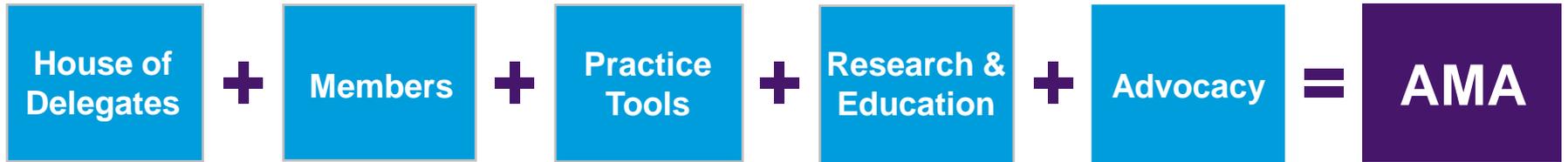


CDC/CMMI Meeting: *Driving Innovation To Improve Population Health*

January 16, 2014
Washington, DC



The AMA Equation



The AMA is the sum of multiple parts

The AMA Equation

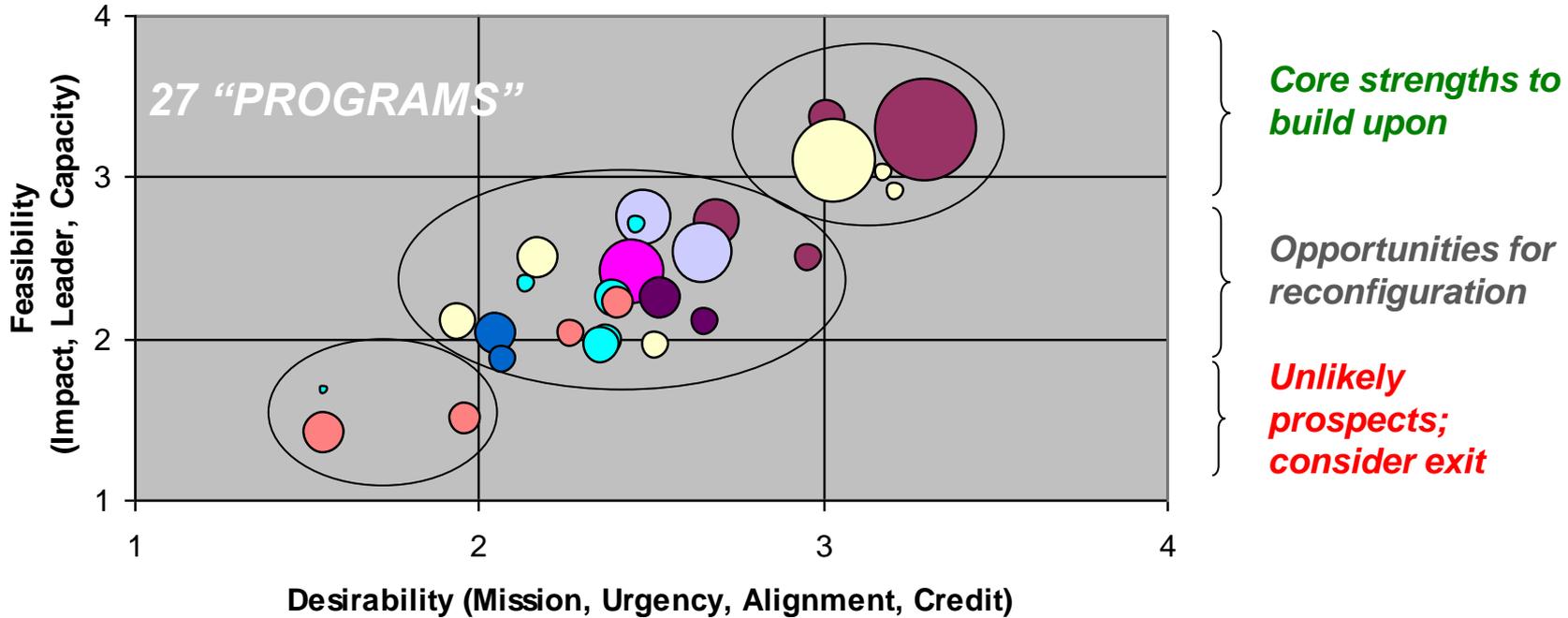


*Initial focus for strategic planning:
Our mission areas – our soul*

Simplifying a Warehouse of Ideas



AMA Prioritization for Focus: Application of Criteria



- 110 active mission-based projects could be consolidated into the 27 programs above

What Physicians Share: The Patient Relationship



IDEO: “*The magic moment*”
The basis of our three
areas of focus

AMA Mission Strategic Plan

Three focus areas:

- 1. Improve health outcomes** (*Karen Kmetik, PhD*)
 - 2. Reform medical education** (*11 school consortium; breaking the 100-yr structure*)
 - 3. Enhance physician practice satisfaction** (*completion of Rand collaboration in 6 states, tools being developed*)
- **From process to outcomes**
 - **From convening to doing through partnerships**

Connecting to Community



YMCA

**AMA
Targets:**

- 1) Hypertension = #1 cause of death and disability worldwide
- 2) Pre-d/diabetes = An accelerating epidemic



Health Sector View of Innovations That Will Be Needed to Restructure Toward Value

Know status quo unsustainable:
(But dislike the uncertainty that comes with change)



Temptation to hold on



**Dramatic change, known to be needed
*(But uncomfortable)***



Non-Health Sector View of Innovations That Would Allow Entry into HC Sector



(That's history)



Possibility of entry into rapidly restructuring \$2.8 trillion industry
(Can't wait)

AMA Focus: Accelerate Strong Clinical-Community Linkages to Prevent Diabetes, Control BP

Driving Innovation to Improve Population Health
Karen Kmetik, PhD



January 16, 2014



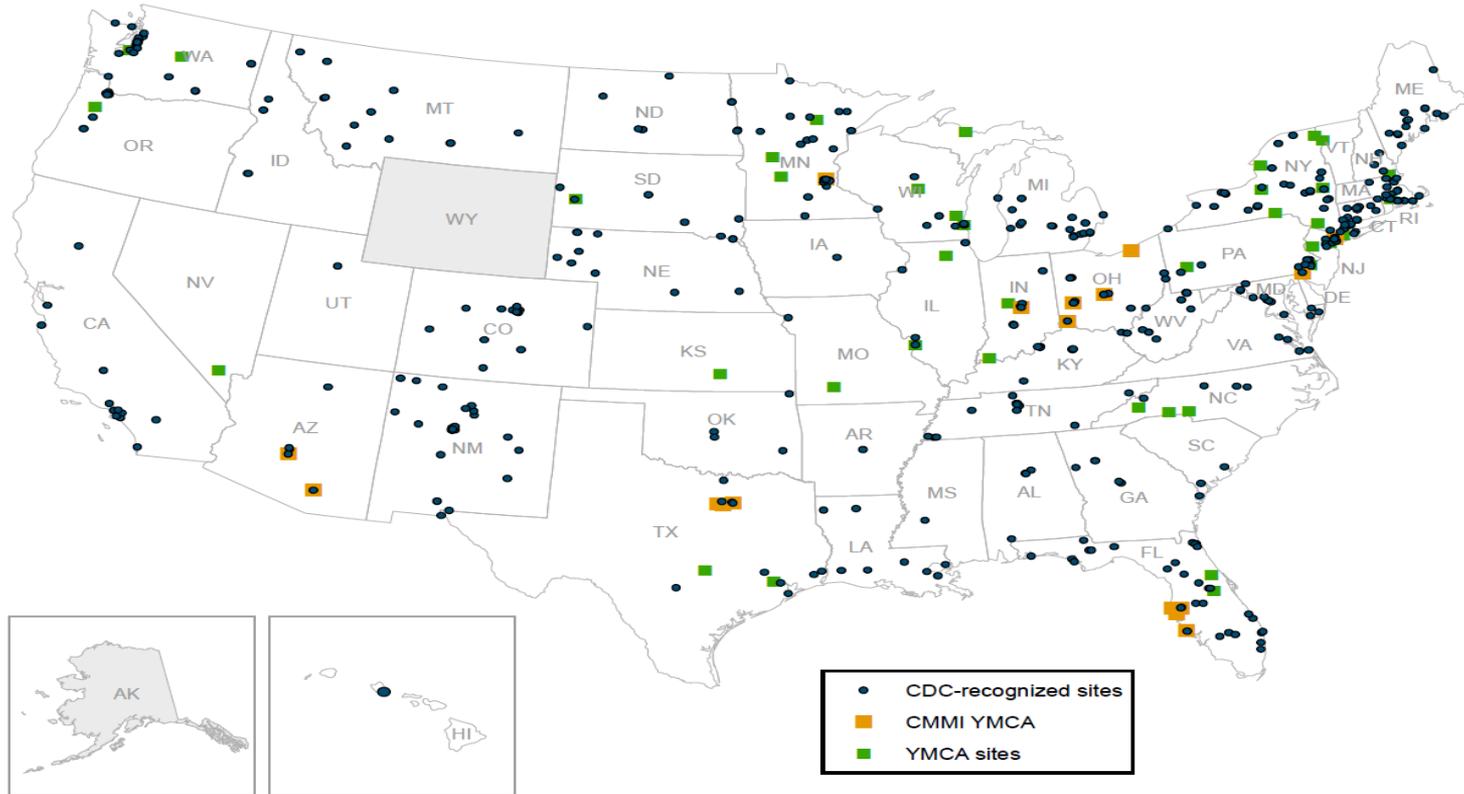
The Potential Power of Working Together

For example ... Prediabetes

- Evidence Base
 - ✓ NIH/NHLBI: research, 2002, 2007, 2008 (Translating Diabetes Prevention Programs into the Community)
 - ✓ USPSTF: Update Screening
 - ✓ Community STF: Review DPP
- Community Programs
 - ✓ CDC: Diabetes Prevention Programs (DPP)



National Diabetes Prevention Program Sites



For example...Prediabetes

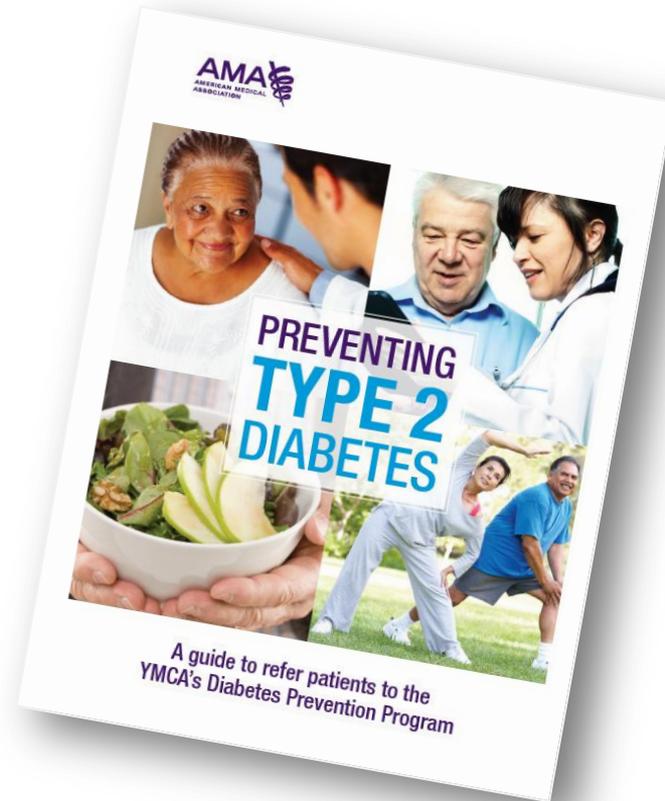
- Evidence
 - ✓ NIH/NHLBI: research
- Community Programs
 - ✓ CDC: Diabetes Prevention Programs
- Physicians/Care teams
 - ✓ **AMA: Clear messaging, tools, linkages with DPPs, coverage**



AMA in Collaboration with Y-USA (CMMI Award)

DPP Physician Practice Guide

1. Screen patients for prediabetes
2. Refer to DPP in your community
3. Integrate feedback from Y-DPP into physician-patient care plan

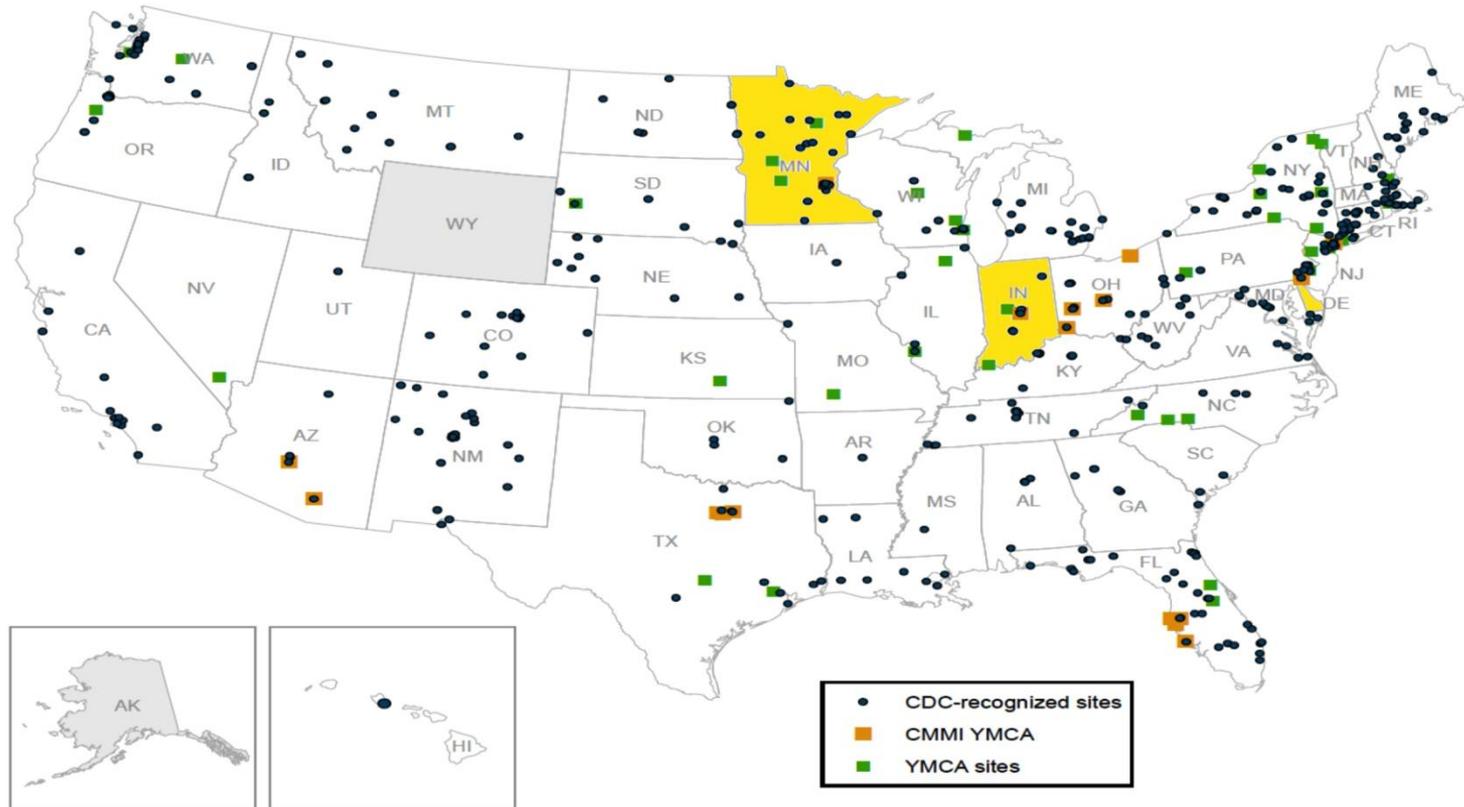


For example...Prediabetes

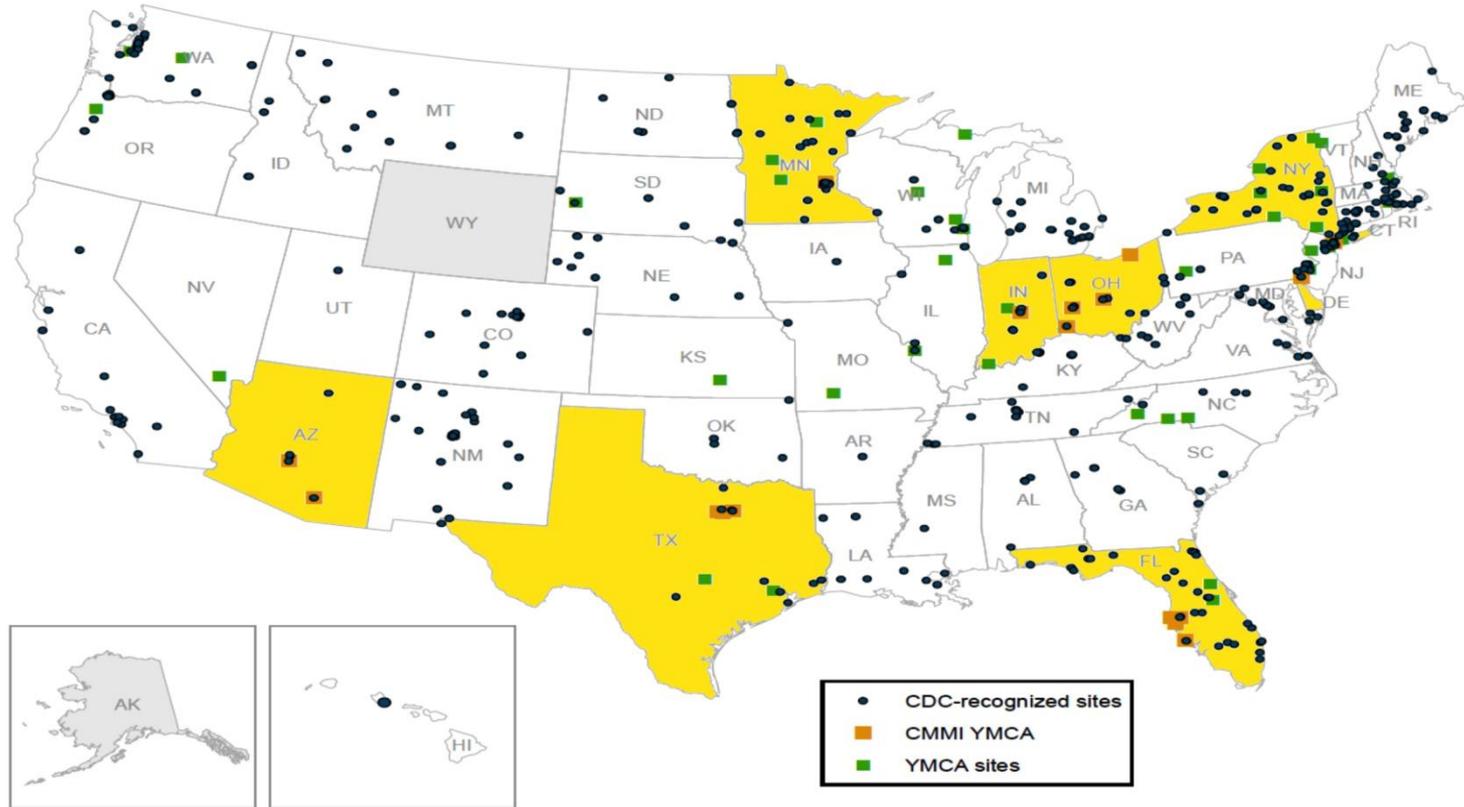
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 - ✓ AMA: Clear messaging, tools, linkages with DPPs, coverage
- Local Leaders
 - ✓ **State Medical Associations: Recruit physicians & systems; local coverage environment**



National Diabetes Prevention Program Sites



National Diabetes Prevention Program Sites



For example...Prediabetes

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- Local Leaders:
 - ✓ State Medical Associations: Recruit physicians & systems; local coverage environment



For example...Prediabetes

- **State Governments, State Public Health Departments**
 - ✓ Is prediabetes a focus under SIM, 1305, other awards?
 - ✓ Where do we need DPPs?
 - ✓ What is strategy for spread within State?
 - ✓ What is strategy for Medicaid coverage, private pay coverage?



Key Takeaways

- For Diabetes Prevention and Hypertension, AMA is creating models and tools that states can leverage to meet their population health outcomes goals
- We are building linkages with new community partners (Ys)
- Accelerating our work together will require close, continued communication and collective strategic planning

Let's work together.



Karen Kmetik, PhD
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