AMA Mission Statement

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

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

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

(That’s history)
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
  ✓ USPSTF: Update Screening
  ✓ Community STF: Review DPP

• Community Programs
  ✓ CDC: Diabetes Prevention Programs (DPP)
National Diabetes Prevention Program Sites

[Map of the United States showing locations of National Diabetes Prevention Program Sites]

CDC-recognized sites
CMMI YMCA
YMCA sites

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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

- **Evidence**
  - NIH/NHLBI: research

- **Community Programs**
  - CDC: Diabetes Prevention Programs

- **Physicians/Care teams**
  - AMA: Clear messaging, tools, linkages with DPPs, coverage

- **Local Leaders**
  - State Medical Associations: Recruit physicians & systems; local coverage environment
National Diabetes Prevention Program Sites
For example…Prediabetes

• Evidence
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• Community Programs
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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.