How YOU Can Be an Effective Leader in Organized Medicine

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Conflicts of Interest

• None



- Highlight why physicians should be involved in organized medicine.
- Provide an AMA advocacy update, policy and practice points.
- Describe opportunities for physician leadership.
- Review tips on how you can be an impactful advocate.

"Act as if what you do makes a difference. It does." - William James



Clinical Practice

Fair Payment

Physician-led care

Truth in Advertising

Prior Auth / Step Therapy

Transparency

Physician Wellness

Burnout / Moral Injury

Digital Health

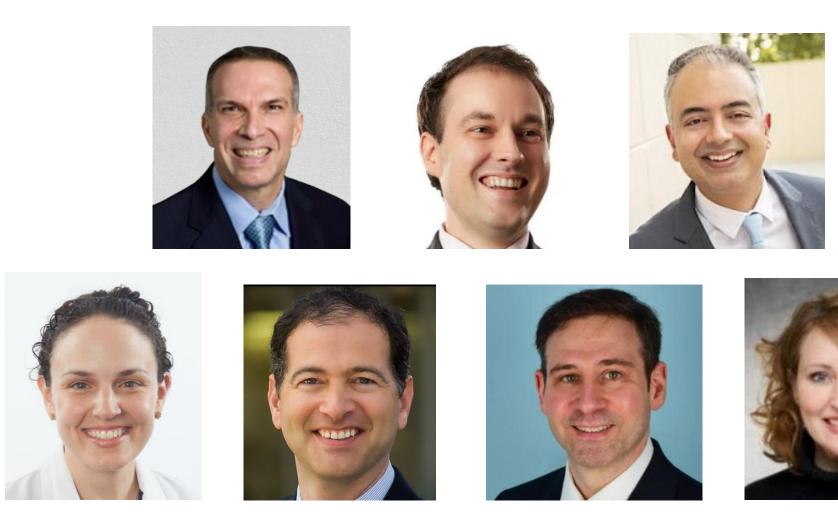
AI, Telehealth

Drug Shortages Drug Prices Medical Education Autonomy Quality Measures **Clinical Practice** Physician-led care Dermatopathology **Skin Cancer HTfees** Informatics Laboratory Research MOHS Truth in Advertising Fair Payment Contact Dermatitis Government Patient Safety Clinical Trials Healthcare Consolidation Prior Auth / Step Therapy Transparency Health Insurers Dermatologic Manifestations of Systemic Disease Health Equity Information blocking **Digital Health Physician Wellness** Public Policy EHR Interoperability Disease of Hair and Nails Public Health Burnout / Moral Injury AI, Telehealth Private Equity MOC Administrative Simplification Noncompetes INNOVATION

From the Halls of the Dermatology Clinic To the AMA House of Delegates



Several of the Dermatologist Leaders in AMA



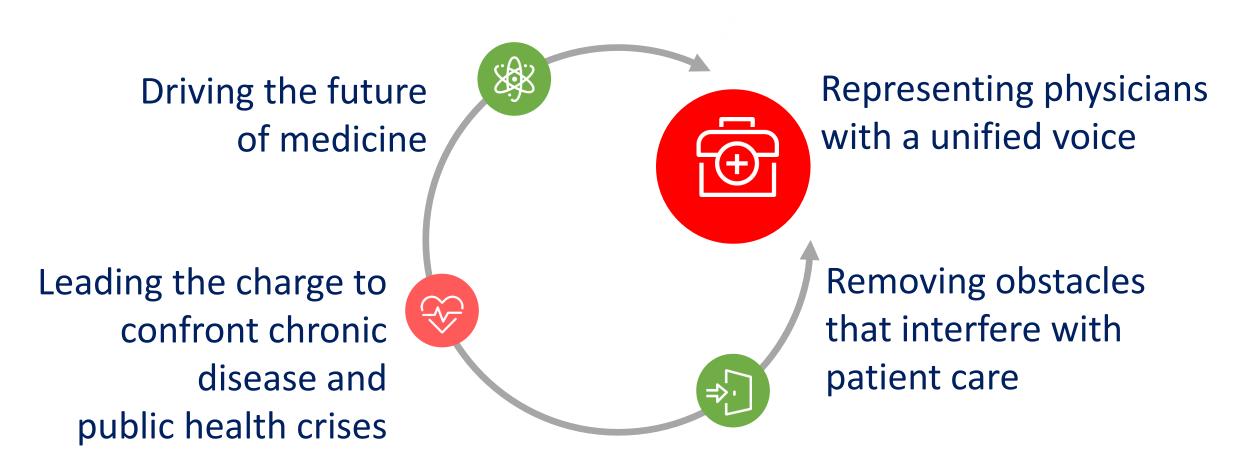
And more...

American Medical Association: Who We Are Mission Promote the art and science of medicine and the betterment of public health

Publications Medical Ethics JAMA CPT [®] Codes EdHub™ Background Founded in 1847 National issues Advocacy Resource Center SOPP Federation collaboration

Policy: House of Delegates Convenes > 190 state and specialty medical societies and other critical stakeholders

AMA: The physicians' powerful ally in patient care



Equity | Advocacy | Innovation

AMA Recovery Plan for America's Physicians











#FightingForDocs







• The Medicare physician payment system includes an adequate inflation-based annual physician payment update, like those that apply to other Medicare provider payments.



Reform Medicare Physician Payment

Medicare updates compared to inflation in practice costs (2001–2024)

Adjusted for inflation in practice costs, Medicare physician payment **declined 29%** from 2001 to 2024.





Sources: Federal Register, Medicare Trust Note: Updates from the Consolidated Ap

Proposed Medicare provider updates for 2025

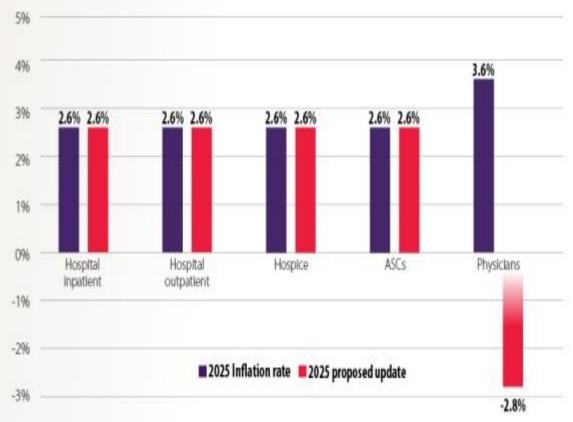
Note:

Hospital inpatient, hospice, hospital outpatient and ASC inflation rates reflect market basket less a productivity adjustment.

Physician fee schedule inflation rate is the Medicare Economic Index, which has a productivity adjustment.

Potential adjustments for quality performance omitted for all provider types.





Updated July 2024



• The Medicare budget neutrality system for physicians is flawed. Which of the following are true?





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D. Lacks guardrails to prevent dramatic positive or negative destabilizing changes to Medicare physician payments.



Reform Medicare Physician Payment

To promote thriving physician practices and innovation

Annual, permanent inflationary payment update in H.R. 2474 Medicare that is tied to the Medicare Economic Index

Reform Budget Neutrality H.R. 6371

Reform Merit-based Incentive Payment System (MIPS) Framework

Alternative Payment Model (APM) bonus, program H.R. 5013 / S. 3503





#FixMedicareNow FixMedicareNow.org

Reform Prior Authorization

Nearly 1 in 4 physicians (24%) report that PA has led to a serious adverse event for a patient in their care.

of physicians

of physicians report

- report that PA has that PA has led to that PA has led to a 40-question, web-based survey administered in December 2023 led to a patient's disability/ Sample of 1,000 practicing physicians drawn from-Medscape panel 40% optimal/care physicians (60% specialisted on the second secon 40% primary care physicians/60% speciali
- Sample screened to ensure that all participating physicians:
- Are currently practicing in the Different states manent
- Provide 20+ hours of patient cape per weepr damage
- Complete PAs during a typical week of practice

of physicians report

damage



of physicians report that PA somewhat or significantly increases physician burnout

Reform Prior Authorization

To reduce the burden on practices and minimize care delays for patients

Streamline MA prior authorization	H.R. 8702 / S. 4532
	GOLD CARD Act: H.R.4968

ERISA Step Therapy ReformSafe Step Act: H.R.2630 / S. 652

Favorable regulations

AMA supports state advocacy

Codify and expand through legislation

Model bill, talking points, data (10 wins 2023, 10 wins 2024) NAIC



#FixPriorAuth FixPriorAuth.org

Promote Physician-Led Team Care

To stop scope creep that threatens patient safety

Scope of Practice Partnership	> \$4 M in grants since 2007 (PA recipient) Resources, Truth in Advertising campaign
Support state advocacy	> 100 wins 2023, > 50 wins 2024 to date
Congress	Oppose bills that would endanger quality care for Medicare and Medicaid patients
VA's Supremacy Project	Leads coalition effort to oppose





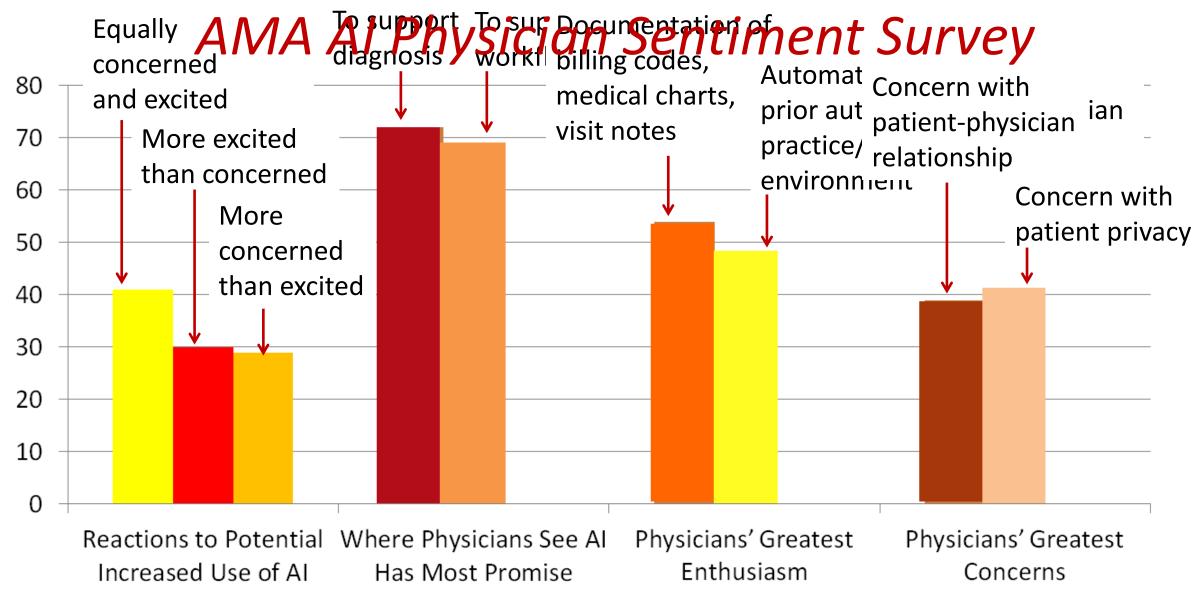
Drive the Future of Digital Health

To make technology an asset, not a burden

AMA Principles on AI*- enabled health care tools	Designed, developed, deployed: ethical, equitable, responsible, accurate, transparent
Al resources	Guide, ChatGPT cautions, education, more
Telehealth	Extend PHE-related flexibilities – end of 2024 Passed House Ways & Means – end of 2026
Cybersecurity, Change HC	Resources, advocacy

* Augmented Intelligence

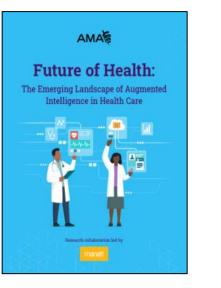




AMA's Augmented Intelligence Research on Physician Sentiments Around the Use of AI in Heath Care



1,081 physicians 420 primary care physicians | 661 specialists Tech adopter 525 } Tech averse 556 Qualtrics survey platform AMA Physician Professional Data file sample Survey conducted In August 2023



Example Clinical Use Cases Now and Future



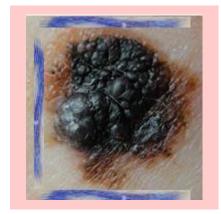
- Identify melanoma
- Assess psoriasis

- Skin cancer earlier detection
- Personalized treatment



Mrs. G visits Dr. W for evaluation of a skin "mole."

Dr. W plans to use AI to help determine if the "mole" is melanoma. What should Dr. W consider?



Which of the following factors should Dr. W consider if using Al in the patient's care?

- A. If the algorithm was trained with data reflective of the patient's skin tone.
- B. If the algorithm was trained using images with skin markings leading to a higher false positive rate.
- C. If the AI tool developer accepts liability since this is a high risk situation. D. All of the above.



Dr. S considers using ChatGPT to decrease the administrative burden of generating office notes for patients.

Dr. S is aware that this technology has limitations in the clinical setting. What limitations Dr. S should consider? Which of the following are among the current limitations of using ChatGPT or other large language model tools in a clinical setting or for direct patient care?

- A. risk of incorrect and falsified responses
- B. risk of bias, discrimination, promoting stereotypes, inequities
- C. risk of flawed training data
- D. impacts data privacyE. all of the above





Reduce physician burnout, promote mental health

48% Physicians who reported burnout in 2023, improved since surge in 2021 but remains high.*

*More than 12,400 responses from physicians across 31 states from 81 health systems and organizations who participated in the AMA Organizational Biopsy[®] between Jan. 1 and Dec. 31, 2023. The AMA national physician comparison report reflects 2023 trends in six key performance indicators—job satisfaction, job stress, burnout, intent to leave an organization, feeling valued by an organization and total hours spent per week on work-related activities (known as "time spend").

Reduce physician burnout, promote mental health

To promote wellness and address stigma

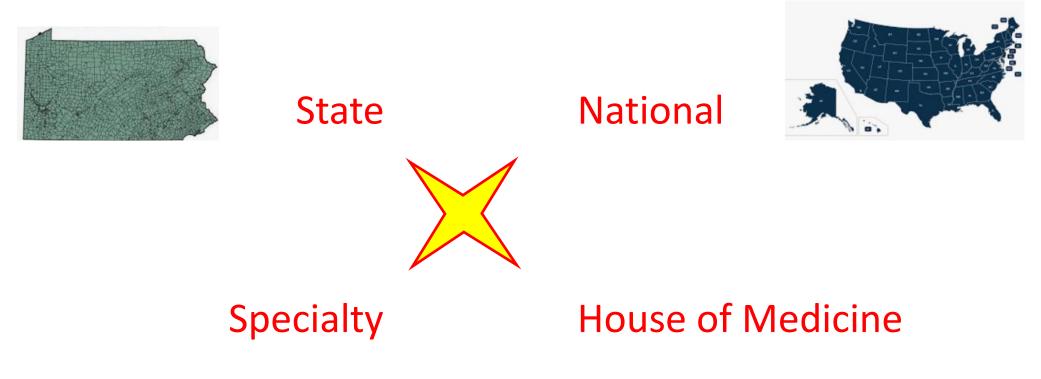
Remove Intrusive Mental Health Qs	19 health systems
w/Dr. Lorna Breen Heroes'	29 state medical boards (New: PA)
Foundation, state medical societies	NAMSS: Ideal Credentialing Standards NCQA: aligned, health plans
Support state legislative victories	Confidential physician wellness programs



"The greatest leaders mobilize others by coalescing people around a shared vision." -Ken Blanchard



Where to Engage?



All of the above

Leadership Committees or Councils | Policymaking Body | Board

Together We Are Stronger!

My Journey

Patient and Physician Advocacy

County Medical Society PAMED, State and National Specialty Society

County Medical Society President, PAMED Delegate, State Specialty Society President, National Specialty

Committee Chair & Council

PAMED President



PAMPAC Chair AMPAC Board



AMA Delegate PAMPAC Board AMA Council on Legislation, Chair

AMA Board of Trustees

At each step, instrumental mentor, sponsor, and/or policy collaboration





B rand







"A genuine leader is not a searcher for consensus but a molder of consensus."

-Martin Luther King Jr.



How to Make an Impact

- 3 Rs: Pearls and Pitfalls
- 6 Ps
- How to Promote Policy



Make sure your voice is heard.



How to Promote Policy

"No one is more qualified to help guide members of Congress as they create, debate and enact health care legislation than those who deliver quality care to patients every day."

– AMA Guide

From the Halls of the Dermatology Clinic To the Halls of the Capitol

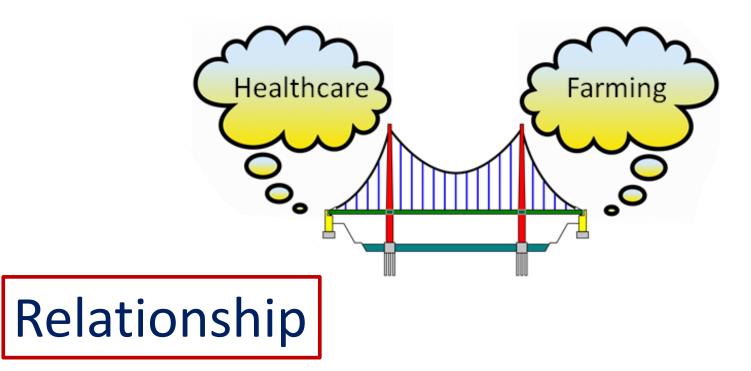




- Dr. G would like to advocate for patients, but has little time. What can Dr. G do that will be impactful in the little time they have?
- A. Collect patient stories that demonstrate their concern.
- B. Be confrontational on social media and tag their legislator.
- C. Offer to be a resource for their legislator on medical issues.
- D. Join their physician organization's grassroots network and take action when urgent.





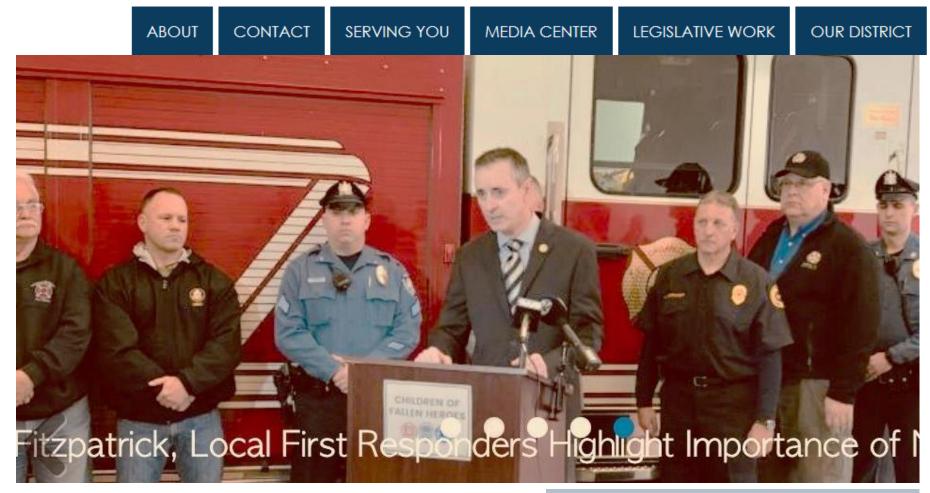








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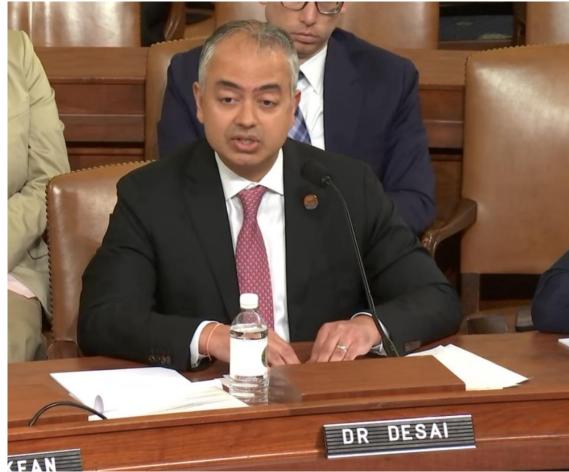
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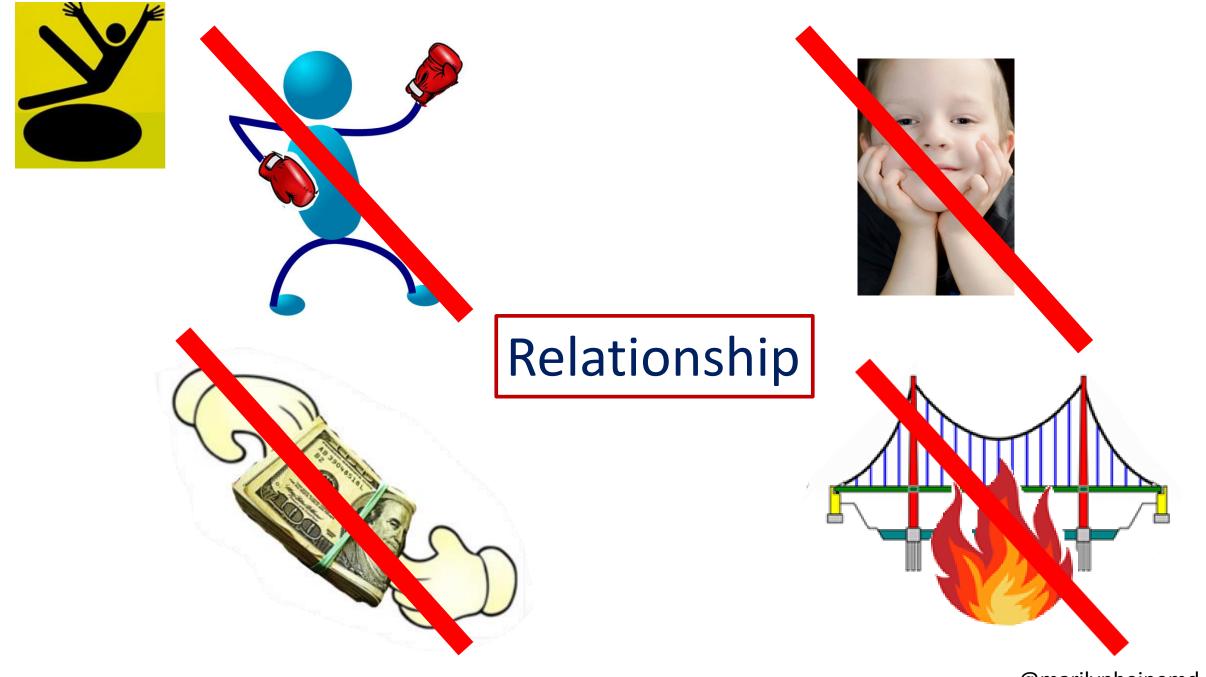
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Congressional Physicians Advisory Board

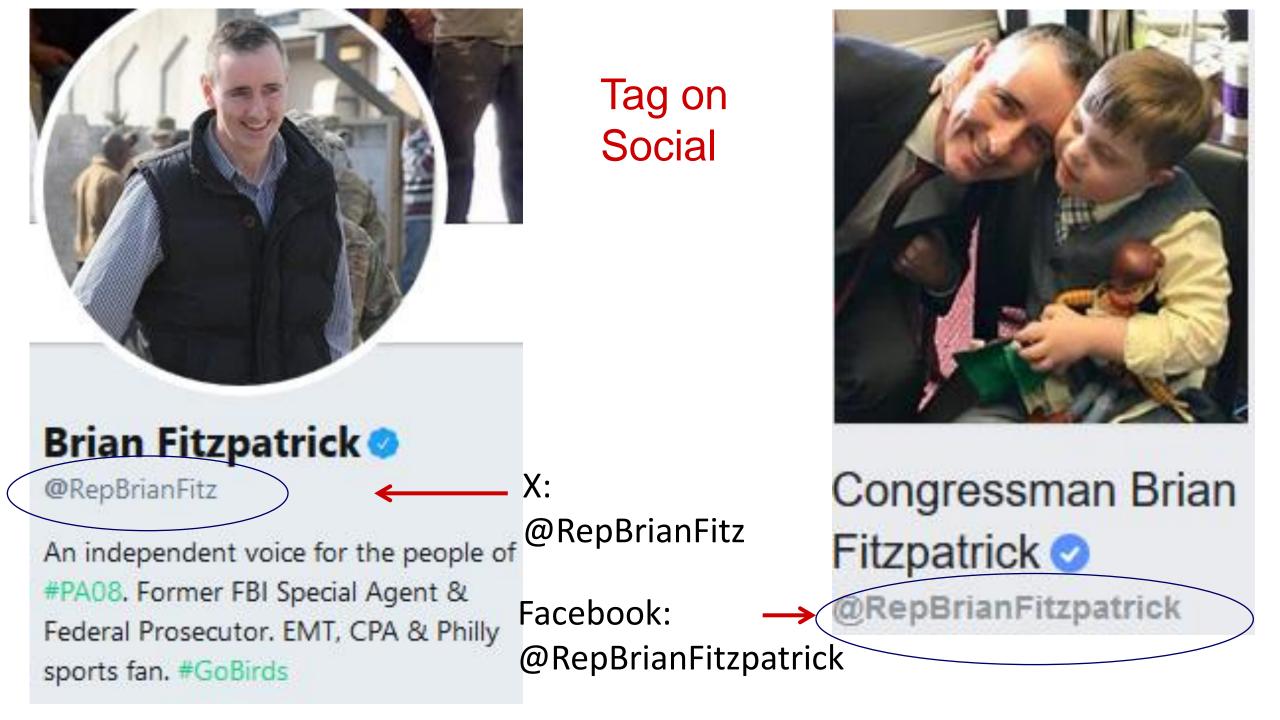






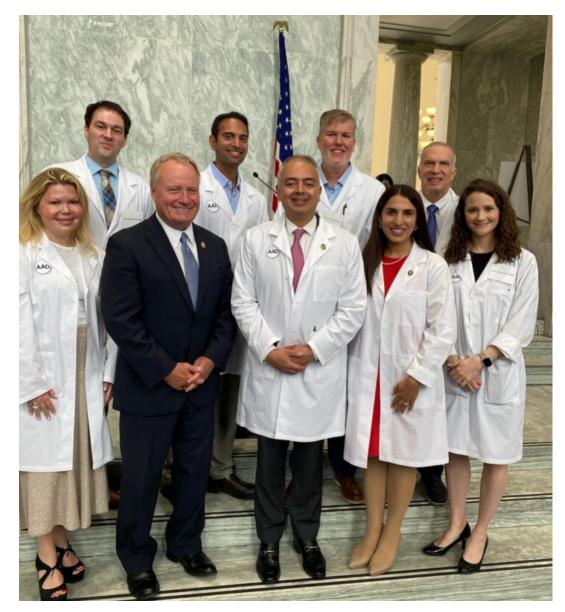








- Dr. R is concerned about prior authorization in dermatology and would like their Congressman to cosponsor a bill to address this issue. What should Dr. R do?
- A. Invite the Congressman to visit the office to learn about issue.
- B. Ask the Congressman once and assume he will sign on.
- C. Tell a relevant patient story without revealing the patient's name.
- D. Follow up with the Congressman's Health staffer on the issue.
- E. Spend the majority of a legislative visit discussing sports.













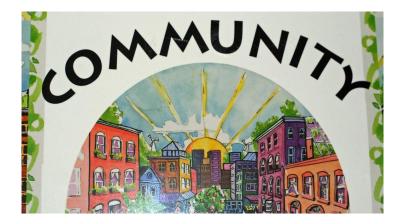


















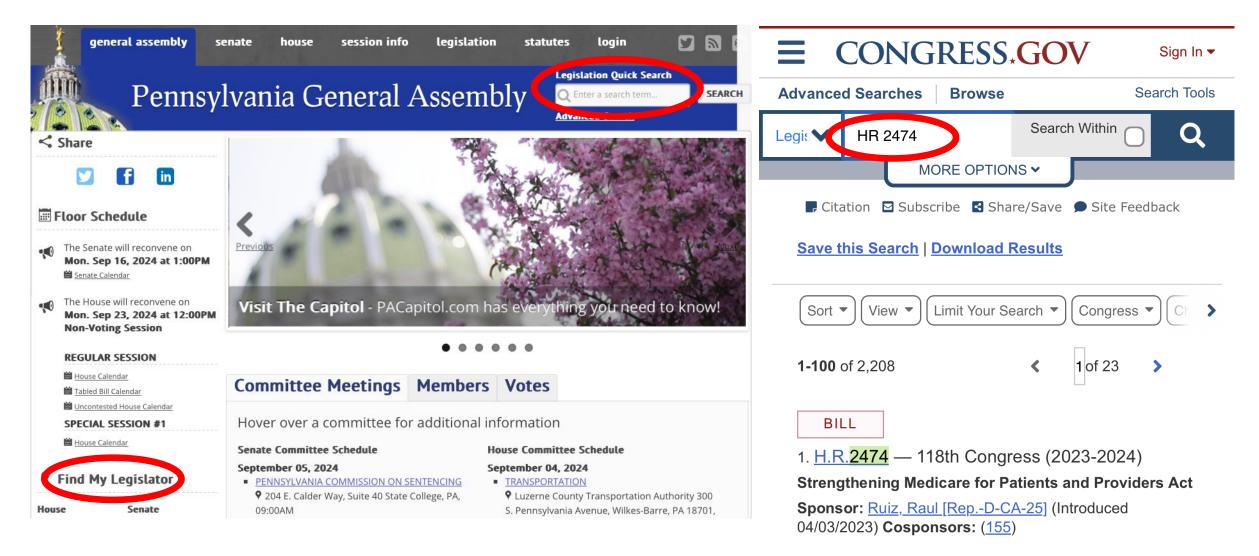


- Dr. T has seen 3 patients "Marie, Victor, and Sally" whose health has declined after their primary care physicians closed their practices due to Medicare physician payment cuts. How can Dr. T advocate for payment reform?
- A. Tell the stories of "Marie, Victor, and Sally" without their names.
- B. Ask their legislator to cosponsor H.R. 2474.
- C. Tell their legislator that they will donate to his campaign only if he votes for H.R. 2474.
- D. Write an op-ed for their local newspaper on the importance of the issue.





Stay Informed



Stay Informed: Make a Difference

• AMA Advocacy Updates:





• AMA Physicians Grassroots Network:









Relationship



Radar

Real





...and 6 Ps

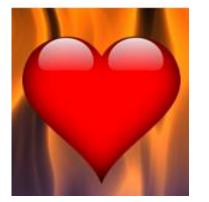
Persevere:

Build Your



Passion:PrioriAs a PatientWhenAdvocatePrese

Priorities: When You Present Your "Ask"









Person:

Relationship Story Bank Message



Public:

Grow Your Amplify Your

and Political...



Engage in the Political Process

Support National Organization's PAC Support State Organization's PAC





Dear Readers: Here's why you should elect my candidate...





The Candidate Workshop is designed to help you make the leap from the exam room to the campaign trail and give you the skills and strategic approach you will need to make a run for public office. For more information visit us at: www.ampaconline.org or contact us at: politicaleducation@ama-assn.org YOUR RUN FOR OFFICE STARTS TODAY!

Takeaways

• Effective physician leadership in organized medicine is essential to ensure the physician voice is heard as our profession evolves.

• There are opportunities for physician leadership within a specialty organization and the House of Medicine, at the state and national levels.

Takeaways

• By being authentic, developing your brand, collaborating with others, delivering results, and engaging, you can rise in leadership. You can be an effective leader!

• The 3 Rs and 6 Ps will help you to be an impactful advocate. You can make a difference!





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Thank you!