

Validating digital health innovations

Several AMA initiatives are aligning physician perspectives with the digital solutions proposed by today's tech health community.

Collaborating for improved digital health solutions

Physicians can influence the development of new digital health solutions through the Physician Innovation Network, an AMA platform that connects physicians and digital entrepreneurs.

The AMA Interaction Studio at MATTER goes one step further by providing emerging companies the chance to test solutions in a simulated physician practice while gaining physician feedback. MATTER is a Chicago-based health technology incubator, home to more than 200 digital health start-ups working with physicians to solve common health care frustrations.

Another innovation studio, Health2047, is an AMA-backed venture that develops digital solutions by uniting technology firms, product companies, providers and payers with AMA's expertise and physician relationships.

Looking to the future, AMA collaborating with Sling Health, a student-run biotechnology incubator with nine chapters across the country, to inspire cutting-edge medical technology development for the next generation of physicians.

Integrated health: Establishing common standards

Living at the intersection of health care, technology and data science, you'll find this Integrated Health Model Initiative (IHMI) squarely placed and gaining traction. By enabling, creating and applying common standards, our mission is to build a thriving, open health care community, respond to market needs at the pace of innovation, and share our learnings as freely available data portability standards.

Defining best practices for health apps

The explosion of health apps and associated devices offers potential for improved patient wellness and engagement, but apps that don't work could have harmful effects.

The industry collaboration Xcertia is dedicated to improving the quality, safety and effectiveness of health apps by fostering safe, effective and reputable mHealth solutions.

As a founding member of Xcertia, AMA is committed to supporting the development of valuable mHealth products that increase physician and patient confidence and help people achieve their health and wellness goals.

To that end, Xcertia has released its latest round of revisions to the privacy and security sections of the Xcertia guidelines. Beginning Oct. 18, 2018, the privacy and security sections of the guidelines will be available for a 45 day public review and comment period. To access the guidelines or submit comments, visit the Xcertia website.

Advocating to make digital health work

AMA advocacy centers on removing roadblocks to physician success. In 2016, the AMA adopted a wide-ranging set of policies designed to help integrate the burgeoning field of mHealth into clinical practice. The AMA works for digital effectiveness in the following areas:

- | Health information technologies should be accessible and affordable.
- | Regulatory requirements should be simplified and flexible enough to accommodate emerging technologies, new models of care and physician payment.
- | Unessential tasks and administrative burden should be eliminated.
- | Technical standards should be implemented for the secure transfer of health data.
- | Policies should be developed for how patient information is shared between physicians, patients, health systems, medical registries and others.