

Driving data and technology to enhance care & reduce physician burden

Laurie McGraw, AMA senior vice president, Health Solutions, tells us about the four things that physicians want to know when it comes to innovation.

Technology allows us to access more data than ever before, but our systems still lack a shared framework for organizing health data, emphasizing patient centric information, and refining data elements that predict better outcomes. To drive and succeed in health care today, it's critical that we use data on behalf of physicians and patients to enhance care, improve outcomes and reduce physician burden.

The AMA Integrated Health Model Initiative (IHMI), a collaborative effort to enable interoperable technology solutions and care models that evolve with real-world use and feedback, is an important step to achieving that goal. IHMI brings together the health and technology sectors around a common data model that is currently missing in health care.

Analyzing the buzz at HIMSS18

I attended HIMSS18 where numerous digital concepts and solutions were unveiled to physicians and health care technology organizations eager to advance their practices and products.

Over the years, HIMSS has grown substantially and is now a vital incubator for digital health developments, attracting leaders in tech, biopharmaceuticals and device companies, health systems and more.

This year, there was a great deal of energy and buzz surrounding augmented intelligence and advanced analytics. In addition, there was notable interest in larger companies expanding into digital health solutions that will advance value-based care.

The four things physicians want to know

The technology boom we're experiencing in health care is occurring at an unprecedented speed. AMA research shows that physicians have a large appetite for innovation, yet only with thoughtful

consideration of key requirements. Physicians want to know four things when it comes to innovation:

- Does it work?
- Will I get paid?
- Will I get sued (program integrity)?
- And how do I integrate it into my practice?

AMA efforts address all aspects of these critical questions to build a bridge between digital health stakeholders and doctors in order to achieve the best end result for both physicians and patients.

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