The Physician Voice In Health Care Innovation

Academic Physicians Section

June 2017

Your MISSION is Our MISSION
Today’s EHR

- Physicians 2:1 time on EHR/desk work as on clinical face time with their patients

- EHRs are associated with higher rates of physician burnout
  - Increase in physician burnout between 2011 and 2014 = 1% reduction in productivity a loss equivalent to the graduating class of 7 medical schools

- Shift to value based care = opportunity for digital health to play significant role
What mHealth Solutions Should I Use?

- 200,000+ apps = Difficult to navigate
- Lack of evidence/regulation = Difficult to recommend
- Tsunami of new ‘data’ = Difficult to find what is meaningful
- Following EHR evolution = Need physician input
Snake Oil vs. Useful Tools for Patient Care

Many Mobile Health Apps Target High-Need, High-Cost Populations, But Gaps Remain

Original Investigation
Variation in Quality of Urgent Health Care Provided During Commercial Virtual Visits

By Kinshuk Dey, Anil Patel, Anand R. Naib, Srikumar R. Subramanian, Martin E. Grossman, and David W. Bates

ABSTRACT
With rising smartphone ownership, mobile health applications (mHealth apps) have the potential to support high-need, high-cost populations in managing their health. While the number of available mHealth apps has grown substantially, no clear strategy has emerged on how providers should evaluate and recommend such apps to patients. Key

IMPORTANCE
Commercial virtual visits are an increasingly popular model of health care for the management of common acute diseases. In commercial virtual visits, patients access websites to be connected synchronously—via videoconference, telephone, or watchchat—to a physician with whom they have regular relationship. To date, whether the care delivered through these websites is similar or of lower quality among the sites has not been assessed.

OBJECTIVE
To assess the variation in the quality of urgent health care among virtual visits

Taking Digital Health to the Next Level
Promoting Technologies That Empower Consumers and Drive Health System Transformation

Pamela Hostetter, Sarah Hoibin, and Douglas McGarry

October 2013
Patient Apps for Improved Healthcare
From Novelty to Mainstream
When Innovation Happens Without Physicians

Top-selling blood pressure app "very inaccurate"

Scientists who tested the popular Instant Blood Pressure app say it is highly inaccurate and a risk for patients using it to monitor hypertension.

A mobile app that's been downloaded more than 100,000 times to measure blood pressure is wrong eight out of 10 times, medical researchers say.
Digital Health Tools—AMA Research

What attracts physicians to digital tools?

What are their requirements for adoption?
Digital Health Research Findings

1. Is there a digital divide?
   - Heavier users tend to be PCPs and physicians in large and complex practices.
   - Age is less of a factor than practice size and setting.

2. What’s the appeal?
   Want tools to do what they do better
   - Improve practice efficiency
   - Increase patient safety
   - Improve diagnostic ability
   - Reduce burnout
   - Improve physician patient relationship

3. What is required for adoption?
   Physicians require digital tools to fit with their existing systems and practices
   - Linked to EMR
   - Data privacy is assured by experts
   - Coverage for liability
   - Reimbursement

4. How do they want to be involved?
   - Whether employed or owners physicians want to be part of the process and decision making

Sources: AMA-TNS Survey September 2016
Xcertia—Filling and Unmet Market Need

Despite a growing consensus that mHealth may be beneficial as a way to activate and engage patients, **no clear strategy has emerged on how providers should evaluate and recommend apps to patients**, or how consumers themselves can make the right choices.
Partnering With Xcertia

Xcertia invites you and your organization to join the collaboration and contribute your expertise in the development of guidelines/best practices for mHealth apps.

We are committed to a diverse membership and board that includes all stakeholders that have an interest in the mHealth space, including:

- Physician & Nurse Groups
- Hospital Systems
- Health Plans
- Academia
- Technology Companies
- Patient Safety
- Consumer Groups
- Retail/Pharmacy
Xcertia Guidelines

The Xcertia guidelines will be a comprehensive framework of guidelines/best practices focusing on the development, selection, and usage of safe and effective mobile health apps.

This guidance includes, but is not limited to:

- Content/Evidence
- Usability
- Privacy
- Security
- Operability
- Efficacy
- Adoption
Xcertia Benefits

Reduce burden on clinicians
- Less time evaluating apps
- Confidence in effectiveness

Give consumers and clinicians confidence
- Security and privacy
- Evidence-based

Help app developers
- Bring better products to market faster
### Ensuring Physicians are at the Forefront of Innovation

#### MATTER
- Home to 130+ start-ups and 60+ industry partners
- AMA Interaction Studio: 2,000+ interactions and 40+ organizations participated in events

#### Sling Health (IDEA Labs)
- Biotech incubator run by med students across the country to inspire the development of new technology

#### Health2047
- AMA launched the SF based health care innovation studio to take on systemic health care problems

#### Healthier Nation Innovation Challenge
- 100+ submissions from medical students, residents and physicians in 5 weeks; 16,000 engagements

#### AMA Physician Innovation Network
- A matching platform to connect physicians and health tech entrepreneurs.
- Join at innovationmatch.ama-assn.org; goal to connect 1,500 physicians in 2017
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