



## Getting our message right; delivering it with consistency

These messages are a resource to help you communicate about the AMA's priority initiatives and accomplishments with confidence.

### The AMA is ...

... the largest physician-advocacy organization in the United States. The AMA's insights, experiences, research and expertise are unmatched.

... a membership organization representing the House of Medicine, made up of 190 state and national specialty medical associations. We're a non-partisan organization and work with all stakeholders in government.

... a world-class leader of medical research and medical education and we speak with a unified voice through our state and federal advocacy efforts and in the courts to ensure that patient and physician needs are always front and center.

... working to solve the most pressing health care issues through innovative initiatives that produce products and services to remove the dysfunction in health care. We are evidence-based, patient-centered, care team-focused and actively seeking common ground with others working to improve care delivery.

#### Mission statement

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

#### Brand promise

The AMA is the physicians' powerful ally in patient care.

#### Elevator speech

The AMA is the physicians' powerful ally in patient care. We represent physicians with a unified voice to all key players in health care and use our strength to improve the lives of patients and physicians. We do this by (1) **removing the obstacles that interfere with patient care**, (2) **driving the future of medicine to tackle the biggest challenges in health care**, and (3) **leading the charge to prevent chronic disease and confront public health crises**.

#### Strategy One:

**The AMA is removing the obstacles that interfere with patient care.**

*The pledge: Through our ongoing work, the AMA commits to making the patient-physician relationship more valued than paperwork, preventive care the focus of the future, technology an asset and not a burden, and physician burnout a thing of the past.*

#### Strategy Two:

**The AMA is driving the future of medicine by reimagining medical education, training and lifelong learning, and by promoting innovation to tackle the biggest challenges in health care.**

*The pledge: The AMA commits to making medical technology easy to use, medical evidence easy to apply, and medical education easy to access across a lifetime. We work to ensure innovations in health care are evidence-based, validated, actionable and strengthen the patient-doctor relationship.*

#### Strategy Three:

**The AMA is improving the health of the nation by leading the charge to prevent chronic disease and confront health crises.**

*The pledge: The AMA commits to helping America achieve no new preventable cases of type 2 diabetes, all adults meeting their blood pressure goals, and an end to the opioid epidemic.*