



## **AMA Fact Sheet on its Decade of Membership Growth**

The American Medical Association (AMA) has worked intentionally and strategically over the last decade to become the physicians' powerful ally in patient care and an association that better meets the needs of physicians and their patients.

The AMA Board hired James L. Madara, MD, as CEO and executive vice president in July 2011, directing him to develop and advance a strategy that was worthy of this legacy institution and its famous mission to promote the art and science of medicine and the betterment of public health. Building on policies passed by the AMA House of Delegates and developed in consultation with the AMA Board of Trustees, Dr. Madara worked with his senior management team and other experts to sharpen and refine the AMA's strategic work in three areas:

- Improving physician satisfaction by removing obstacles that interfere with patient care;
- 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;
- Improving the health of the nation by leading the charge to prevent chronic disease and confront public health crises.

More recently, the AMA has defined three important accelerators to advance this work:

- Advocacy – representing physicians with a unified voice
- Innovation – ensuring technology is an asset, not a burden
- Equity – embedding equity in the AMA and throughout health care

After more than a decade of progress advancing initiatives through this strategic framework, the AMA has achieved 10 consecutive years of membership growth, with a 35% cumulative increase in dues-paying members during this time.

Overall AMA membership, which also includes non-dues-paying retired physicians, is 271,660. Dues-paying members, which now exceeds 250,000, includes active physicians, medical students and residents and are the AMA's core target for membership growth.

Several important initiatives have helped underpin this growth:

- AMA's digital transformation has achieved significant year-over-year increases in reach and engagement across its platforms;
- AMA's Members Move Medicine campaign has put physicians in the spotlight and highlighted the value of membership to the medical profession; and

- AMA’s earned media reach has achieved record levels in recent years due to its work to support and defend meaningful, affordable health care for all people, as well as its work amidst COVID-19 to advocate for science, evidence and facts, PPE and testing, and the safety and efficacy of vaccines.
- Ever-increasing and record visibility for AMA leadership at conferences and speaking engagements around the country, both in-person and virtual.

A few recent examples of our strategic work as the physicians’ powerful ally in patient care:

- Throughout the pandemic, the AMA provided [COVID-19 resources and expertise](#) to keep physicians informed, developed new tools, and advocated for changes to the national response.
- The AMA is supporting expanded access to [increased use of telemedicine](#) for the treatment of patients and created and advocated for policy shifts, created tools and guides for practice, defined the medical ethics and ensured that physicians could be reimbursed for remote care.
- In a time of uncertainty, the AMA has [defended science and evidence and combatted misinformation](#) that is damaging to public trust and public health.
- The AMA has worked to [expand access to care](#) across this country – through administrative, legislative and judicial means - advocating for meaningful, affordable health care for all people, especially our most vulnerable patient populations.
- By recognizing the urgent public health threat of racism and inequity in health care and America’s other systems and structures, the AMA is working to [identify and eliminate the root causes of inequity](#) and close the gaps in health outcomes and life expectancy, and established the AMA Center for Health Equity.
- The AMA has worked to keep the patient and physician relationship sacred and fought to [protect these rights in the courts](#) to ensure government doesn’t infringe on the patient-physician relationship.

**Key ways the AMA has worked to address physician needs through our three strategic arcs:**

### **Removing obstacles in health care**

***Through our ongoing work, the AMA commits to making the patient-physician relationship more valued than paperwork, preventive care the focus of the future, inequities revealed so they can be addressed, and physician burnout a thing of the past.***

- A focus of our strategic work is to improve physician practice sustainability through our advocacy and offer [transformative tools that support physicians](#) and their practices.
- Over the past two years, the AMA – with input and support and Centers for Medicare & Medicaid Services (CMS) have worked to [reduce physician documentation](#). The E/M

changes to documenting and coding for office visits will reduce burden and box-checking requirements and contribute to a better environment for health care professionals and their Medicare patients.

- AMA’s advocacy helped defeat recent national insurance mergers, therefore protecting patients’ choices in health insurance, promoting industry competition and ensuring physicians have options.
- [Prior authorizations take far too much physician time away from patients](#), which is why we created and continue to lead a coalition committed to getting patients timely access to the care they need.
- [AMA is working to create greater access to care through telehealth and has created tools](#) to help physicians shift their practice, while ensuring that they get reimbursed for this remote care.

### **We are committed to making technology an asset, not a burden.**

We aim to ensure that innovations in health care are evidence-based, validated, actionable and strengthen the patient-doctor relationship. To assure this, AMA believes physicians must engage with tech developers at all stages of development.

- In October 2018, the AMA introduced the [Digital Health Implementation Playbook](#), a new resource to help physicians extend care beyond the exam room.
- The AMA has invested in getting health care technology right and launched [Health 2047](#), a Silicon Valley business formation and commercialization enterprise that combines expertise from diverse backgrounds -- physicians, engineers, coders, behavioral economists, psychologists – in development of new technologies; and sought and developed partnerships with [MATTER](#) in Chicago (a health tech incubator) to incorporate the physician perspective in the iterative design and development of new products.
- The AMA’s Integrated Health Model Initiative (IHMI) aims to improve patient health outcomes by empowering physicians and the clinically valid health care data needed to make informed clinical decisions. [IHMI is currently working in two areas](#): software development and convening efforts around interoperability standards development.

### **We are building a powerful network to drive the future of health technology, “flipping the construct” of medical innovation to incorporate the patient and physician perspective at the front end.**

- The [Physician Innovation Network](#) is an online networking platform to connect physicians to health tech companies and entrepreneurs. Together, this community – which has grown to more than 15,000 users and 30 organizational collaborators from across industry -- approaches problems from the vantage point of the patient-physician relationship.
- Spinoff companies from AMA’s Health 2047 include:
  - **First Mile Care** is a preventive chronic care company that is building an affordable, scalable and sustainable platform to improve the lives of people with prediabetes. Launched in 2018, First Mile Care enables community-based “on demand” peer-to-

peer connection for chronic conditions. The platform is based on the proven National Diabetes Prevention Program that was developed by the Centers for Disease Control and Prevention.

- **Zing Health**, is a physician-led health plan for those underserved by existing insurance plans. It will connect necessary services directly with its customers by placing the patient-physician relationship at the core of its tech-enabled community care model.
- **Emergence Healthcare Group**, provides physician practices with solutions to address administrative burdens and foster greater physician autonomy. Emergence provides a platform for physicians to launch and manage new practices, as well as manage existing practices: from finding, designing, and maintaining clinic space to hiring, training, and managing non-clinical professionals.
- **Phenomix Sciences**, is a phenotype testing company whose AI-derived test analyzes genomics, metabolomic and hormone levels to deliver personalized approaches to addressing obesity.

### **We are committed to making physician burnout a thing of the past.**

The AMA has studied the issues causing and fueling physician burnout: including time constraints, technology, and regulations, assuring that we best understand the challenges physicians face.

Protecting physician time with patients will not only help assure excellent health outcomes for patients, it will help reduce the significant and growing threat of physician burnout.

**Due to the AMA's work, there is growing awareness that burnout is a *health system problem*, not an individual problem.** The [AMA is fighting burnout on many levels](#).

### **[Driving the future of medicine](#)**

**The AMA commits to making medical technology easy to use, medical evidence easy to apply, and medical education easy to access across a lifetime.**

The AMA continues to collaborate with medical schools and residency programs to accelerate change in medical education and create a system that trains physicians to meet the needs of today's patients and to anticipate future changes.

- The AMA's [Accelerating Change in Medical Education](#) initiative brought together top medical schools in a "community of innovation" as part of a groundbreaking effort to share ideas and reinvent how medical students are taught and trained. The work of this 37-school consortium has impacted more than 24,000 students to date, students who will one day care for an estimated 41 million patients annually. Graduates taught in this new learning environment are better equipped to provide care in a practice environment of rapid progress, while embracing a lifetime of learning in the profession. As a result of this work, the AMA and its partners developed a third medical science, [Health Systems Science](#).

- The AMA has launched [Reimagine Residency](#) with a \$15 million competitive grant initiative aimed at significantly improving GME training. Our goals are to: transform residency training to better address the workforce needs of our current and future health care system; support innovations that provide a meaningful and safe transition from UME to GME; establish new curricular content and experiences to enhance readiness for practice; and promote physician well-being in training.

**We are putting our expertise to work, turning our world-class clinical research into education and insights that are shaping the future of medicine and patient care.**

- Designed to support personalized, lifelong learning and licensure and certification needs, the [AMA Ed Hub](#)<sup>™</sup> provides trusted, high-quality education to physicians and other members of the health care team. This content is accessible on any device and at any time and in a variety of formats.
- [JAMA Network](#), which now includes *JAMA*®, the *Journal of the American Medical Association* and 12 specialty journals, continues to be the go-to resource for world-leading clinical research and CME.
- Focused on the future, genetics and [personalized medicine](#) have become increasingly important in effective patient care. The AMA is on the cutting edge of medical innovation offering the resources physicians need to learn about the rapidly changing field and apply it to patient care.
- The AMA released a [Patient Access Playbook](#) to help guide physicians and their staff on best practices for providing patients their medical records; and a set of privacy principles to support an individual's right to control, access and delete personal data collected about them.
- The AMA House of Delegates uses the term augmented intelligence as a conceptualization of artificial intelligence that focuses on AI's assistive role and the potential of this technology to enhance care. The AMA is committed to [helping physicians harness AI](#) to safety and effectively improve patient care.

**[Improving the health of the nation](#)**

**The AMA commits to helping America achieve no new preventable cases of type 2 diabetes, all adults meeting their blood pressure goals, ending the opioid epidemic and equipping physicians to confront health crises, and empowering all health care stakeholders to confront, embed and advance equity across our health care system.**

**Throughout the COVID-19 pandemic**, we have created dedicated resources for physicians, refocused our news and social media coverage to provide trusted information and combat misinformation, and centered our advocacy to ensure sustainability of physician practices and health systems.

- We [created 60 guides](#) for physicians and their practices specific to COVID-19.

- Through [JAMA Network's COVID-19 Resource Center](#), physicians have access to scientific resources and CME on COVID-19 diagnosis, treatment and frequent updates.
- [AMA Journal of Ethics' COVID-19 Resource Center](#) explores resources to promote ethical reflection and decision making.
- AMA launched the [Prioritizing Equity video series](#) to examine how health care equity determines care during the pandemic.

**We are empowering all health care stakeholders to confront, embed and advance equity across our health care system.** We are fighting for greater health equity by identifying and eliminating inequities through advocacy, community leadership and education.

- The AMA Center for Health Equity is on a mission to strengthen, amplify and sustain the [AMA's work to eliminate health inequities](#) – improving health outcomes and closing disparity gaps, which are rooted in historical and contemporary injustices and discrimination. The AMA is confronting health inequities at the system and community level to bring health equity to vulnerable patient populations in the U.S.
- Tracking health care data by race, ethnicity and other demographics helps us understand where inequities exist, which is why during COVID-19 and across health care the AMA is [calling for collection and analysis of outcomes data](#). The difficult truth is that some patient populations experience a lower quality of health care and are less likely to receive routine medical care. These patients face higher rates of morbidity and mortality. The AMA works relentlessly to remove obstacles to patient care and bring consistent improvements in health outcome and life expectancy to vulnerable patient populations.
- The AMA announced a \$2 million, two-year investment in [West Side United](#), aimed at closing health gaps and addressing inequalities in health care, education, economic vitality and infrastructure on the west side of Chicago.
- [AMA advocacy](#) has focused on working to reverse executive actions that restricted access to care for LGBTQ patients, advancing policies directed at maternal health improvements, improving care for unaccompanied children at the border, further expand Medicaid, expanding access to reproductive health care for low-income women, and increasing incentives for physicians to practice in underserved areas.
- In May 2021, the AMA released its plan to [Embed Racial Justice and Advance Health Equity](#), which lays out five strategic actions that advance equity and justice, address inequities, and, importantly, work to improve patient outcomes and the quality of care for all people. These actions include:
  - o **Embedding equity and racial justice throughout the AMA** by expanding capacity for understanding and implementing anti-racism equity strategies via practices, programming, policies and culture.
  - o **Building alliances with marginalized physicians and other stakeholders**

- o **Pushing upstream to address determinants of health and root causes of inequities** by strengthening, empowering and equipping physicians with the knowledge of—and tools for—dismantling structural and social drivers of health inequities.
- o **Ensuring equitable structures and opportunities in innovation** through embedding and advancing racial justice and health equity within existing AMA efforts to advance digital health.
- o **Fostering pathways for truth, racial healing, reconciliation and transformation for AMA’s past.**

**We are teaching patients how to understand their risks and prevent Type 2 diabetes.**

The AMA’s work to prevent type 2 diabetes is centered on building and scaling programs and clinical-community linkages that will enhance the delivery of care and enable physicians and health teams to partner with patients to achieve better health for all.

- The AMA, in partnership with the CDC and the Ad Council, launched another series of our [popular and effective national ad campaign](#) to increase awareness of prediabetes and encourage dialog with physicians. More than 3.3 million people have self-screened thanks to our PSAs.

**We are helping physicians, other health care providers, and patients prioritize blood pressure control**

In 2016, the AMA and the American Heart Association launched Target:BP™, a national effort to reduce the number of Americans who have heart attacks and strokes by urging physician practices, health systems and patients to prioritize blood pressure control.

- More than 1,600 health care entities have signed on to the [Target:BP initiative](#) through TargetBP.org. More than 8-million patients are now in this program. The AMA recognized 1,183 participating health care organizations across 46 states and U.S. territories for achieving a control rate above 70 percent, which the literature predicts can prevent a significant number of future adverse health events.
- In 2020, along with the AMA Foundation, Essence and a coalition of national physician organizations and heart health experts, we launched [Release the Pressure](#), a campaign aimed at partnering with Black women to improve their heart health and be part of a movement for healthy blood pressure.

**We are responding to other public health crises and leading the call for action**

- The AMA has labeled [gun violence a public health crisis](#) and, as part of our ongoing advocacy, has urged Congress to take action by allocating funding for research to study the epidemiology, causes and risk factors associated with gun violence, as well as expanding background checks and waiting periods and banning military-style assault weapons and high-capacity magazines.
- In the battle to reverse the opioid epidemic, the AMA and its [Opioid Task Force](#) fight on many fronts including education, treatment, and advocacy. The 2020 AMA Opioid Task Force Drug Overdose Report reported sharp reductions in prescription opioid supply, and continued increased in PDMP use, but staggering increases in fatalities

involving illicit opioids, methamphetamine, heroin and cocaine in 2019. **The** AMA opioid microsite -- **End the Opioid Epidemic.org** -- includes more than 400 education and training resources specific to state and specialty societies.