Introducing the Center for Digital Health and AI

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STRATEGY OVERVIEW

AMA Center for Digital Health and AI

Leading the transformation of medicine in the digital era

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Governance

What can be trusted?

Establishing the conditions for appropriate use, oversight and accountability.

Economic Sustainability

How can it be sustained?

Creating viable economic models for technology, clinical work and infrastructure.

Care Transformation

How should care change?

Enabling physicians, care teams and patients to realize the value of new capabilities in practice.

EVIDENCE

Informs all three pillars — and evolves through real-world implementation.

CENTER CAPABILITIES

IMMEDIATE CAPABILITIES

Convening

Bring together physicians, patients and stakeholders to solve complex problems.

Thought Leadership

Define the questions, frameworks and principles that shape how the field moves forward.

Policy & Advocacy

Translate expertise and evidence into the policy conditions for success.

Evidence Generation

Identify critical gaps, curate what is known and generate evidence that informs practice, policy and payment.

Applied Resource Creation

Translate evidence, policy and leading practices into practical tools for physicians and care teams.

CAPABILITIES WE WILL BUILD FOR SCALE

Education

Translate evidence and leading practices into the competencies physicians and care teams need to succeed.

Benchmarking

Define what good looks like, measure progress, identify leading practices and create mechanisms for continuous improvement.

HOW THEY WORK TOGETHER

Convene → Define → Influence → Generate Evidence → Enable Action

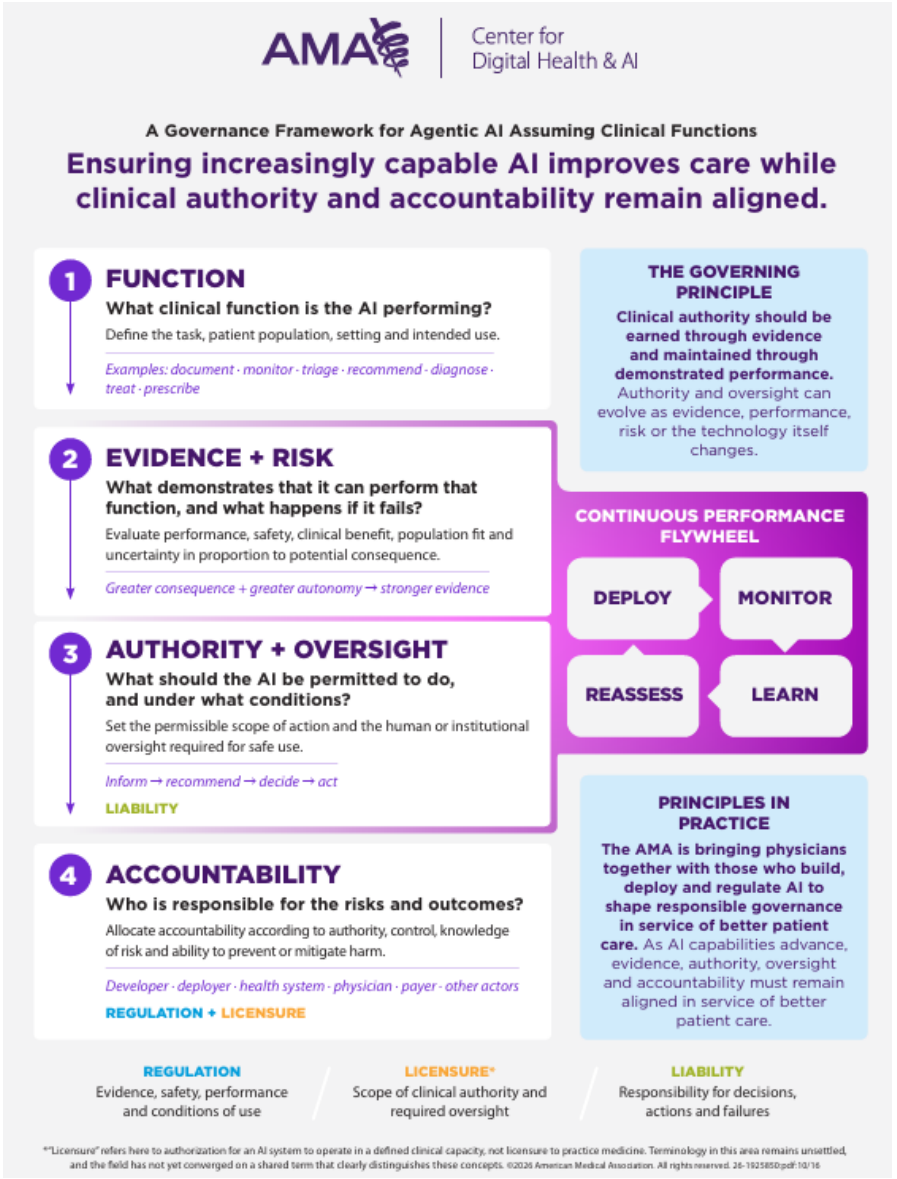
A technology-agnostic strategy

A consistent framework and set of capabilities that endure as technologies evolve — from today's priorities to those yet to emerge.

New Resource: A governance framework for agentic AI assuming clinical functions

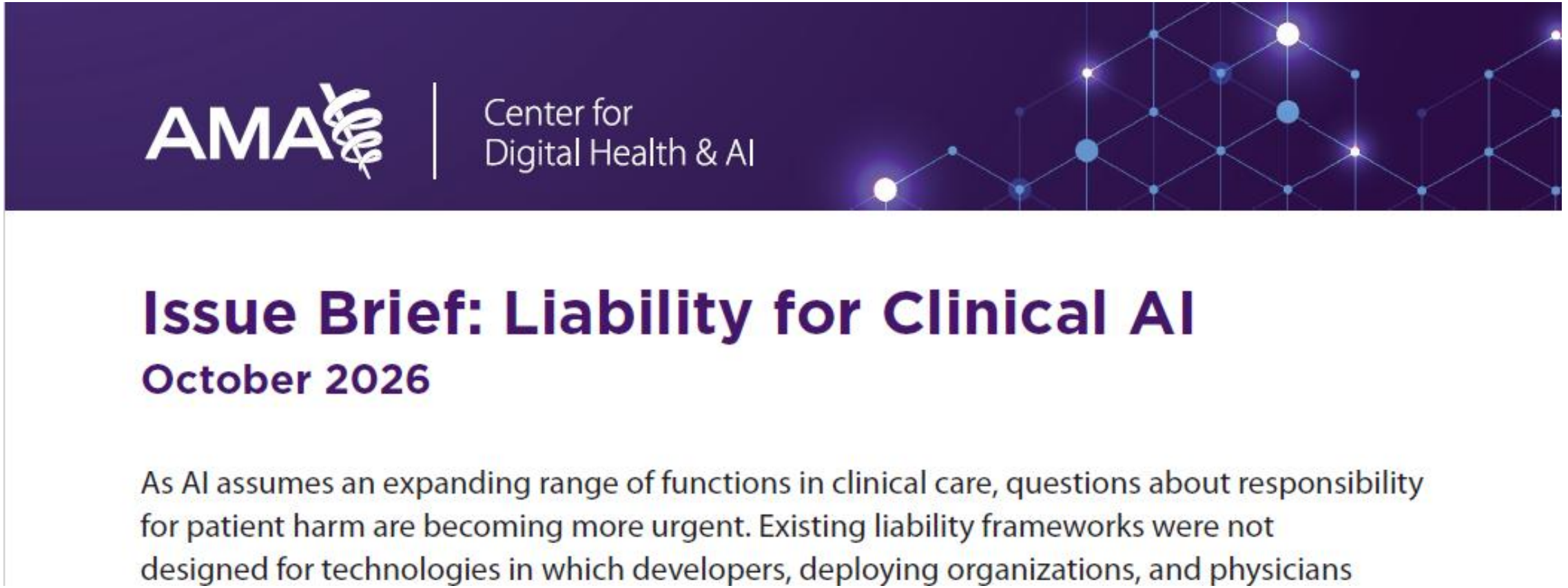
- Clinical authority must be earned through evidence and maintained through demonstrated performance.
- The degree of oversight must reflect the risk, uncertainty, and consequences of the clinical functions AI performs.
- Liability, licensure, regulation, and accountability must evolve together as clinical functions change.

- Released October 13, 2026
- **View here**

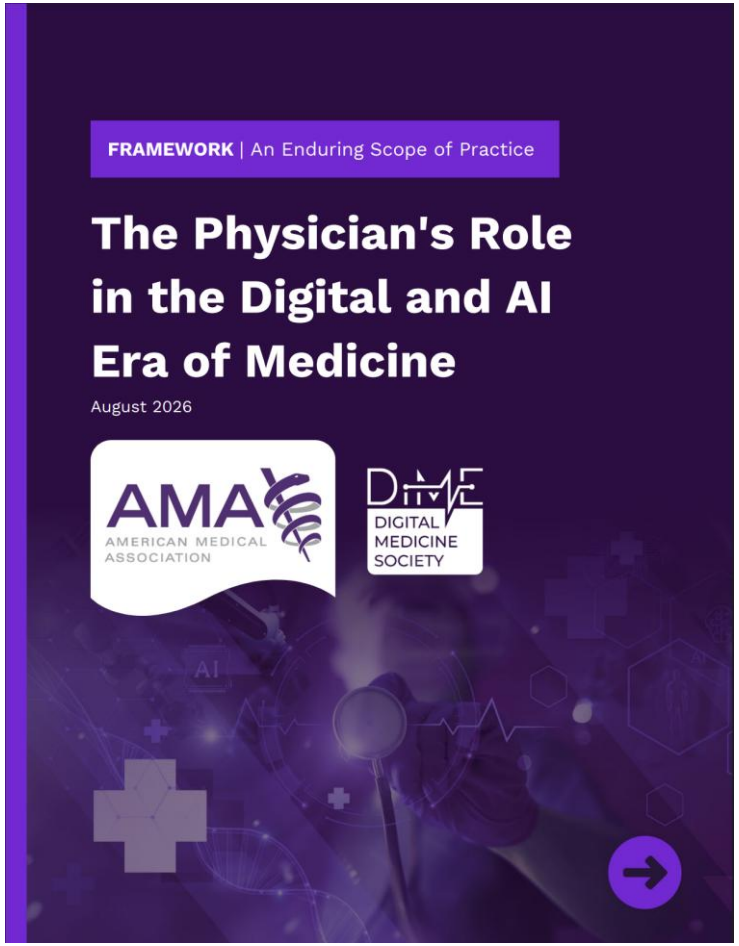


New resource

Launched October 29, available here



The physician's role: five key themes



The physician's role will continue to evolve as technology advances. The framework identifies five responsibilities that remain fundamental to the profession:

1. Preserve trust through human connection. Ensure empathy, communication and shared decision-making remain at the heart of medicine.

2. Demonstrate and promote clinical judgment. Apply clinical expertise, judgment and accountability where they create the greatest value for patients.

3. Lead the evolution of medical practice. Help shape technology-enabled models of care that improve quality, continuity and access while preserving the physician's highest-value contributions.

4. Steward the responsible use of technology. Guide the safe, effective and equitable integration of digital health and AI into clinical practice.

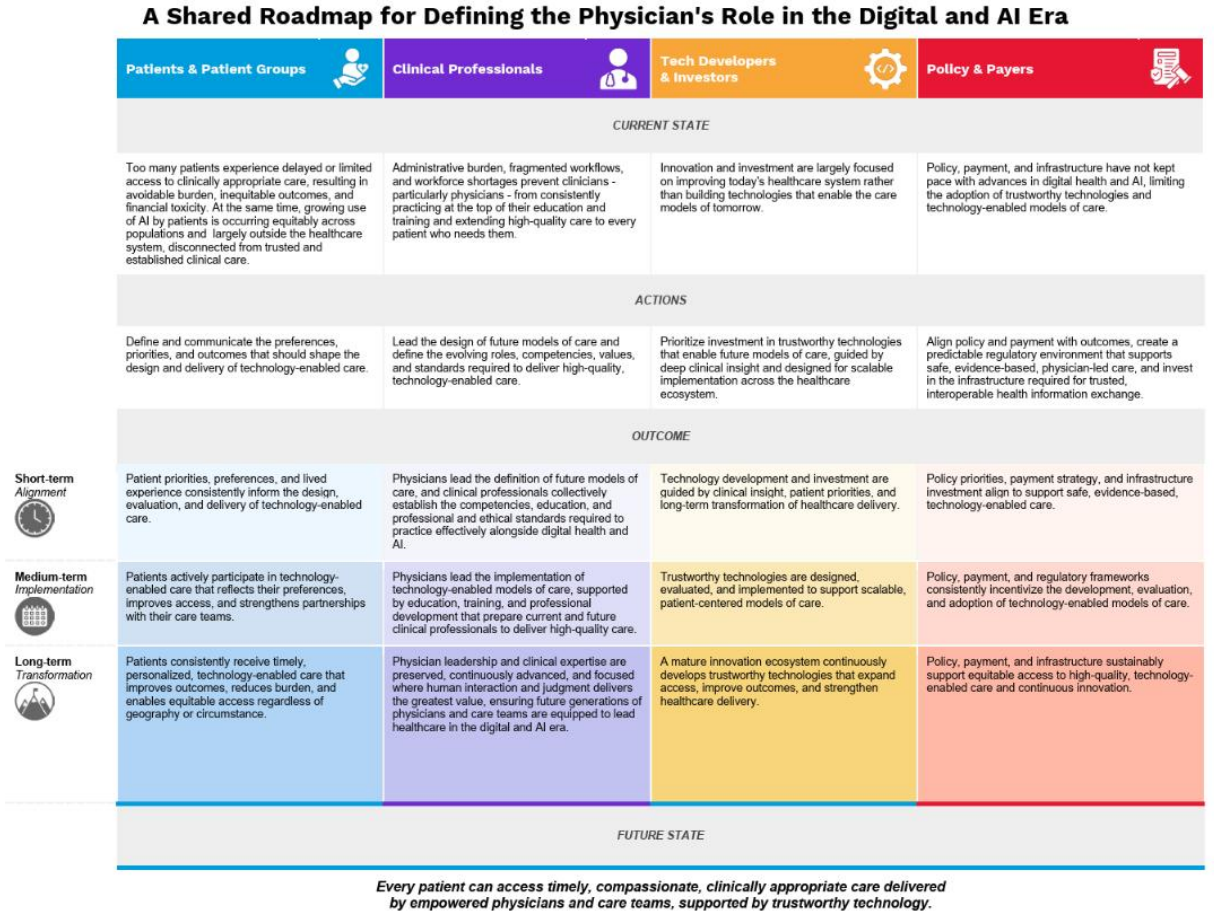
5. Advance the profession. Prepare future generations of physicians while preserving and strengthening clinical expertise and ethical decision-making.

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From principles to action: the roadmap

Key themes relevant to the CAP

- **Federal affairs:** Regulatory oversight, evidence expectations, licensure, and accountability.
- **Economic affairs:** Payment for technology, clinical work, and the infrastructure required for safe adoption.
- **Measures and valued programs:** Meaningful evaluation of AI performance, impact on care quality, and the physician and patient experience.



A Shared Roadmap for Defining the Physician's Role in the Digital and AI Era

	Patients & Patient Groups	Clinical Professionals	Tech Developers & Investors	Policy & Payers
	CURRENT STATE			
	Too many patients experience delayed or limited access to clinically appropriate care, resulting in avoidable burden, inequitable outcomes, and financial toxicity. At the same time, growing use of AI by patients is occurring equitably across populations and largely outside the healthcare system, disconnected from trusted and established clinical care.	Administrative burden, fragmented workflows, and workforce shortages prevent clinicians - particularly physicians - from consistently practicing at the top of their education and training and extending high-quality care to every patient who needs them.	Innovation and investment are largely focused on improving today's healthcare system rather than building technologies that enable the care models of tomorrow.	Policy, payment, and infrastructure have not kept pace with advances in digital health and AI, limiting the adoption of trustworthy technologies and technology-enabled models of care.
	ACTIONS			
	Define and communicate the preferences, priorities, and outcomes that should shape the design and delivery of technology-enabled care.	Lead the design of future models of care and define the evolving roles, competencies, values, and standards required to deliver high-quality, technology-enabled care.	Prioritize investment in trustworthy technologies that enable future models of care, guided by deep clinical insight and designed for scalable implementation across the healthcare ecosystem.	Align policy and payment with outcomes, create a predictable regulatory environment that supports safe, evidence-based, physician-led care, and invest in the infrastructure required for trusted, interoperable health information exchange.
	OUTCOME			
Short-term *Alignment*	Patient priorities, preferences, and lived experience consistently inform the design, evaluation, and delivery of technology-enabled care.	Physicians lead the definition of future models of care, and clinical professionals collectively establish the competencies, education, and professional and ethical standards required to practice effectively alongside digital health and AI.	Technology development and investment are guided by clinical insight, patient priorities, and long-term transformation of healthcare delivery.	Policy priorities, payment strategy, and infrastructure investment align to support safe, evidence-based, technology-enabled care.
Medium-term *Implementation*	Patients actively participate in technology-enabled care that reflects their preferences, improves access, and strengthens partnerships with their care teams.	Physicians lead the implementation of technology-enabled models of care, supported by education, training, and professional development that prepare current and future clinical professionals to deliver high-quality care.	Trustworthy technologies are designed, evaluated, and implemented to support scalable, patient-centered models of care.	Policy, payment, and regulatory frameworks consistently incentivize the development, evaluation, and adoption of technology-enabled models of care.
Long-term *Transformation*	Patients consistently receive timely, personalized, technology-enabled care that improves outcomes, reduces burden, and enables equitable access regardless of geography or circumstance.	Physician leadership and clinical expertise are preserved, continuously advanced, and focused where human interaction and judgment delivers the greatest value, ensuring future generations of physicians and care teams are equipped to lead healthcare in the digital and AI era.	A mature innovation ecosystem continuously develops trustworthy technologies that expand access, improve outcomes, and strengthen healthcare delivery.	Policy, payment, and infrastructure sustainably support equitable access to high-quality, technology-enabled care and continuous innovation.
	FUTURE STATE			

Every patient can access timely, compassionate, clinically appropriate care delivered by empowered physicians and care teams, supported by trustworthy technology.

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AMA AI Specialty Collaborative

Align on and center the physician voice in the design, development, and use of augmented intelligence across health care.

Objectives:

1. Learn from each other through collaborative meetings and communications
2. Align and collaborate on policy efforts
3. Collaborate on the development of education content and resources for society/association membership to increase understanding and use of AI, and advance AI literacy

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Join the **AMA Digital Health & AI Expert Network** to help shape the future of digital health and AI in medicine!

Sign up now!



Thank you!

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