

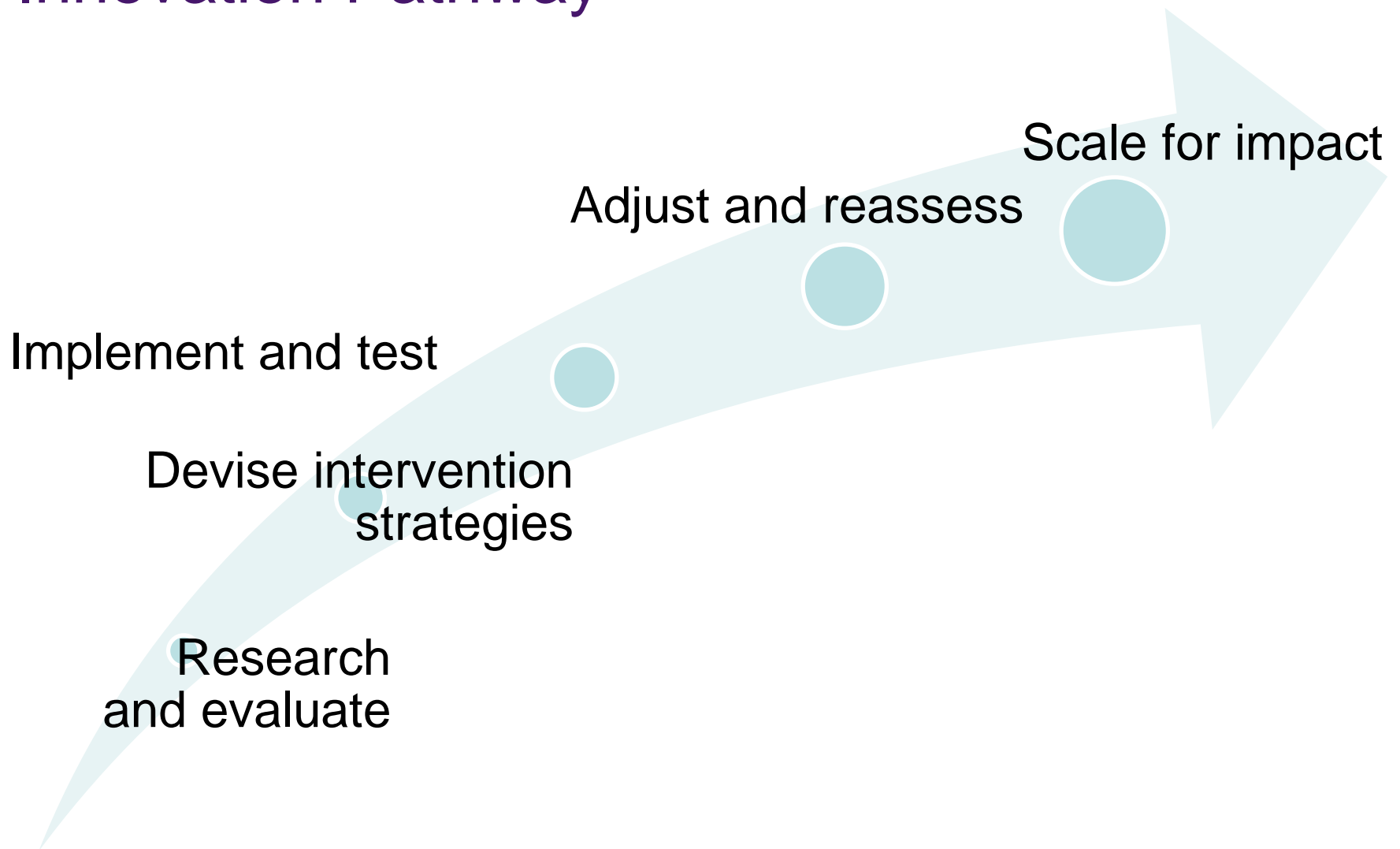
Professional Organizations and Advocacy for Patients and Professionals

Improving Health Outcomes

AMA's Focused Agenda

- Patients
 - Improving Health Outcomes
- Medical Students
 - Accelerating change in medical education
- Physicians
 - Driving payment and practice models that support physician professional fulfillment

Innovation Pathway



Current Positioning on the Arc

IHO

Target:
~315M
Citizens

Current Stage:
Devise
intervention

Medical Education

Target:
~140 Medical
Schools

Current Stage:
Implement
and test

Physician Satisfaction

Target:
~900K
Physicians

Current Stage:
Research and
evaluate

AMA Improving Health Outcomes

The American Medical Association is committing its resources, expertise and reach over the next 15 years to prevent heart disease, stroke and type II diabetes and to improve outcomes for those with disease.

Initial focus toward preventing disease and reducing complications of disease through:

Blood pressure at goal

Blood glucose at goal

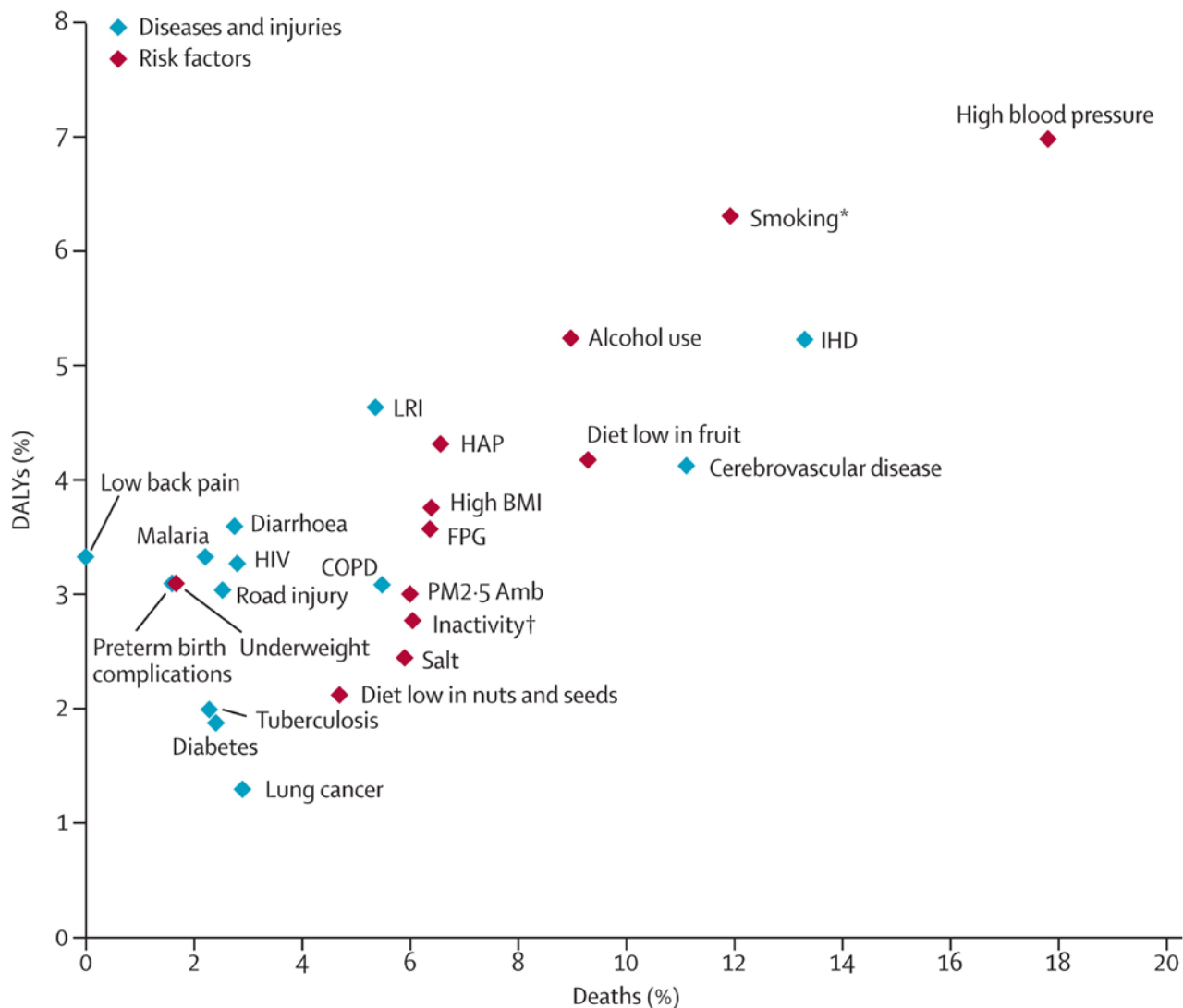
Blood lipids at goal

for all Americans

Why these conditions, focus on prevention?

- More than 100 million people already have diabetes or pre-diabetes
 - By 2020, more than half of all Americans are expected to have diabetes or pre-diabetes
- Almost 90 million Americans have high blood pressure, which is the number one risk factor worldwide for both disability and mortality
 - Among black population, hypertension more prevalent, less likely to be controlled, and contributes greater risk of stroke

Worldwide, HTN is now the leading cause of death and disability



Global Burden of Disease Study, Lancet December 2012

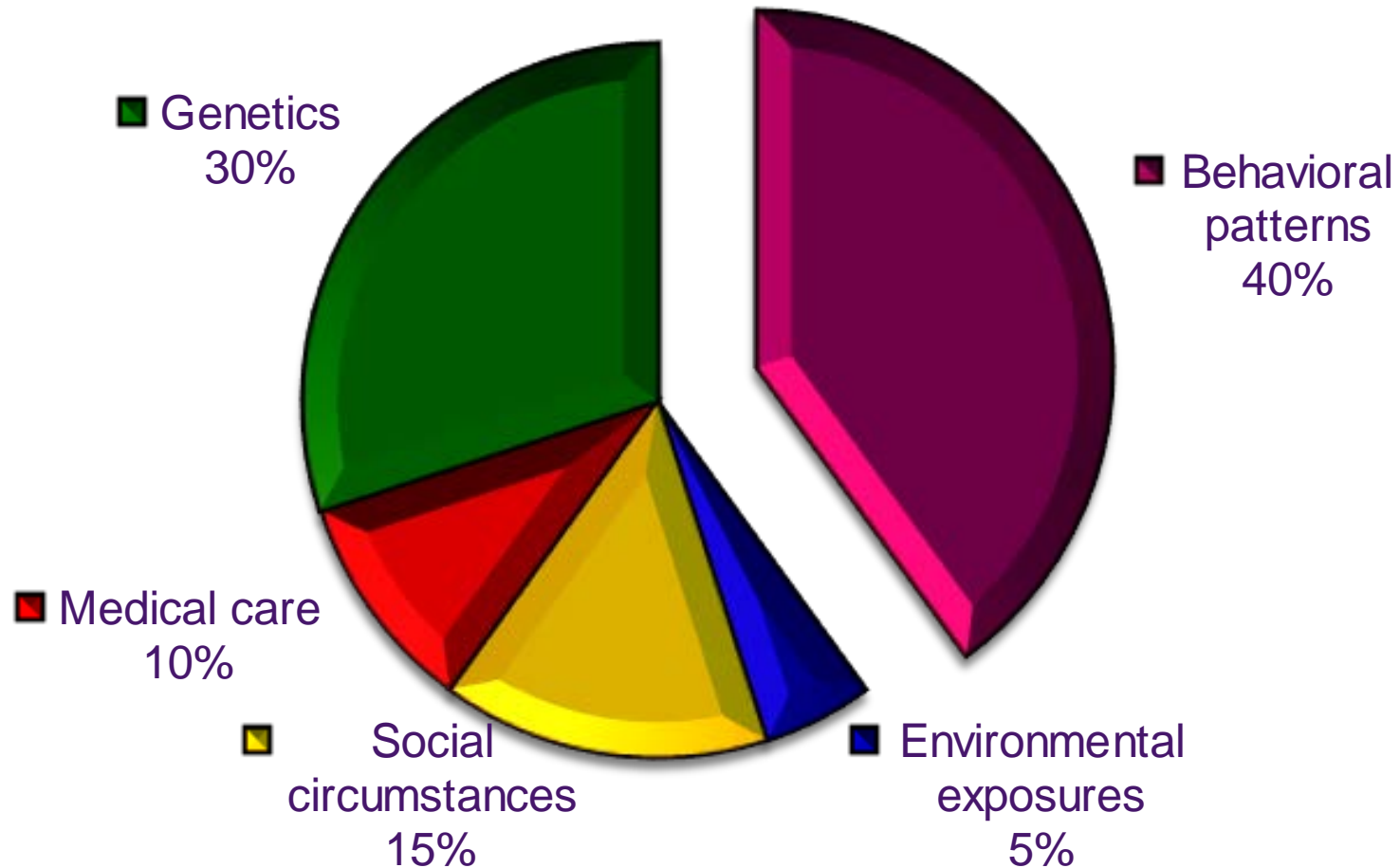


AMA's Unique Contribution

- Every physician in every specialty in every community sees patients with these conditions or at risk for them.
- Success will require a combination of strategies
 - Clinical care redesign, public health advocacy, alignment of financial incentives, patient education and behavior change, community-clinical linkages...
- The AMA is in a unique position to:
 - Reach across specialties, practice types, and communities
 - Marshal its resources in advocacy, public health, quality measurement and communications to make an impact on outcomes for these conditions
 - Emphasize impact on patients

Framework for Strategy

Known determinants of health, constraints on physician time



Our Working Hypothesis...

The AMA, *working with partners*, can help measurably improve health outcomes nationwide.

Doing so will serve both patients and physicians – and will reinvigorate the AMA.