EHR Usability and Digital Health: The AMA Perspective

Jack Resneck, Jr, MD

Secretary, AMA Board of Trustees
Professor and Vice-Chair, UCSF Department of Dermatology
Core Faculty, Philip R. Lee Institute for Health Policy Studies, UCSF
AMA’s Strategic Focus Areas

- Improving Health Outcomes
- Professional Satisfaction & Practice Sustainability
- Accelerating Change in Medical Education

- Prevention orientated care
- Practice transformation
- Innovation in MedEd
Digital Health Essential to PS2

Professional Satisfaction and Practice Sustainability

Internal to Physician Practices
- Practice Transformation (STEPS Forward)
- Physician Leadership Training

External to Physician Practices
- Physician Organizational Relationships
- Digital Health
- Physician Payment

Research

Public Policy/Advocacy
Physicians and Electronic Health Records

- High adoption rate – 80% (MU deserves credit)
- High frustration rate (MU deserves blame)
- Physicians not anti-technology – few want to go back to paper
- But poor design, poor execution, prescriptive MU requirements led to
  - EHR interference in face-to-face patient interaction
  - EHR as impediment to efficient, team-based care
  - Physicians feeling higher workload rather than ROI
  - Lack of interoperability and data liquidity, high switching costs
- And physicians have little “consumer power” in health IT marketplace
AMA’s EHR Usability Priorities

Working with vendors, advocating with policymakers, collaborating with health systems and physician practices, partnering with researchers so that EHRs will:

- Enhance physicians’ ability to provide high-quality patient care
- Support team-based care
- Promote care coordination
- Offer product modularity and configurability
- Reduce cognitive workload
- Promote data liquidity
- Facilitate digital and mobile patient engagement
- Expedite user input into production design and post-implementation feedback
When Innovation Happens Without Physicians:
Risk: Workflows that don’t actually help us to help patients
When Innovation Happens Without Physicians:
Risk: Apps and Internet of Things Lacking Diagnostic Validity

**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.
AMA: Investing & Partnering for the Future
Optimism for Enormous Potential of Digital Health to Help Doctors and Patients

**MATTER**
- Home to 120+ start-ups and 60+ industry partners
- AMA Interaction Studio: connecting entrepreneurs and physicians

**IDEA Labs**
- Biotechnology incubator run by medical students across the country to inspire the development of new medical technology

**Health2047**
- AMA launched the San Francisco based health care innovation lab to take on health care problems

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

**Omada Health partnership**
- AMA, Omada Health, Intermountain Healthcare Partner to Reduce Incidence of Type 2 Diabetes
• Exploring innovative solutions to biggest challenges facing physicians & patients
• Bridging the gap between Silicon Valley and the medical community
• Ensuring the physician perspective is represented in innovation cycles
Physicians by our nature are innovators, and will embrace new technologies shown to improve patient care & outcomes

- The **AMA** is a **leading voice** for physicians on digital health
  - Federal and State Legislative **Advocacy**
  - **Constructive Engagement** with HHS to Improve the MU program, achieve interoperability, and align MIPS and APMs with physician HIT needs
  - **Research** on clinical workflows, usability, patient safety, outcomes
  - **Industry partnerships** to refocus vendors on physician desires for digital tools to simplify and better organize our lives, adapt to variations in our practices, and advance quality and value
  - **Investments** in digital health ecosystem, ensuring the physician perspective is represented in innovation cycles