

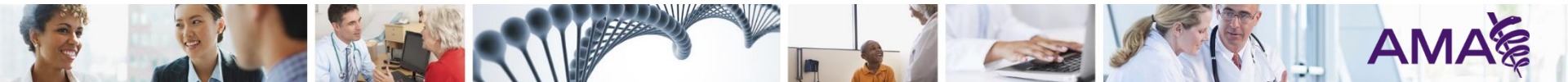
EHR Usability and Digital Health: The AMA Perspective

Jack Resneck, Jr, MD

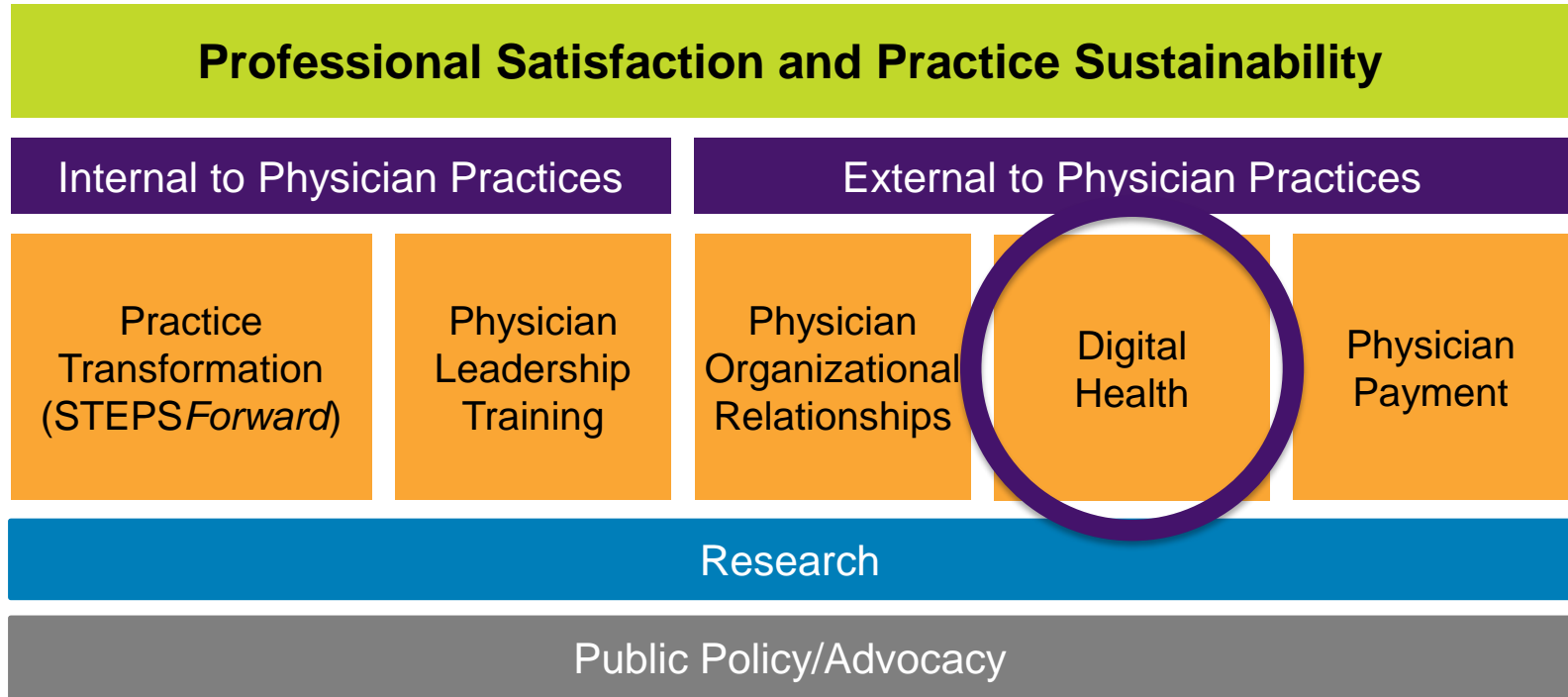
*Secretary, AMA Board of Trustees
Professor and Vice-Chair, UCSF Department of Dermatology
Core Faculty, Philip R. Lee Institute for Health Policy Studies, UCSF*



AMA's Strategic Focus Areas

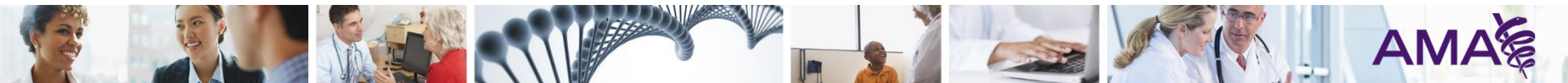


Digital Health Essential to PS2

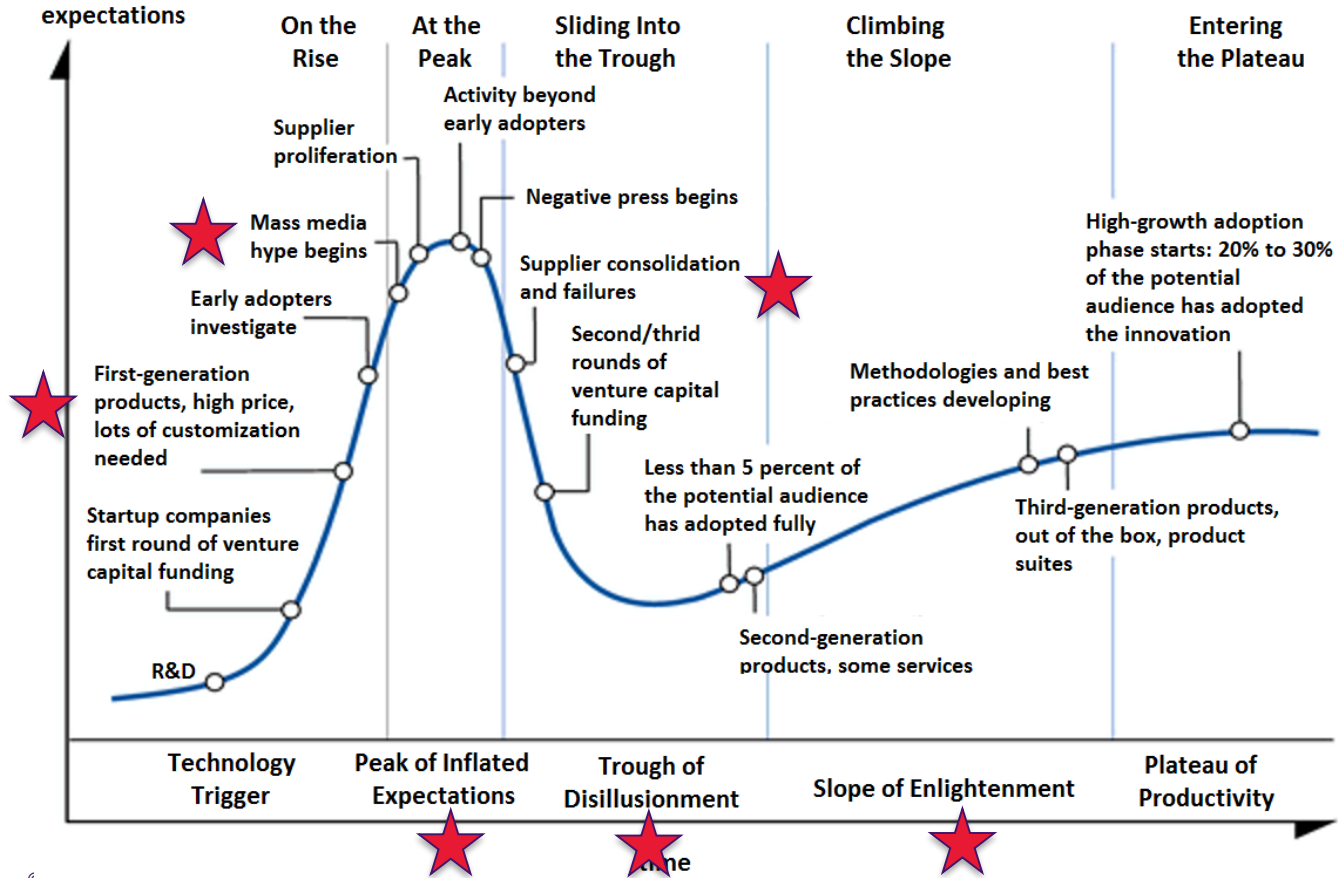


Physicians and Electronic Health Records

- 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



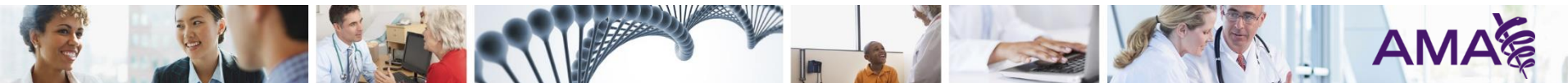
Gartner Hype Cycle



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

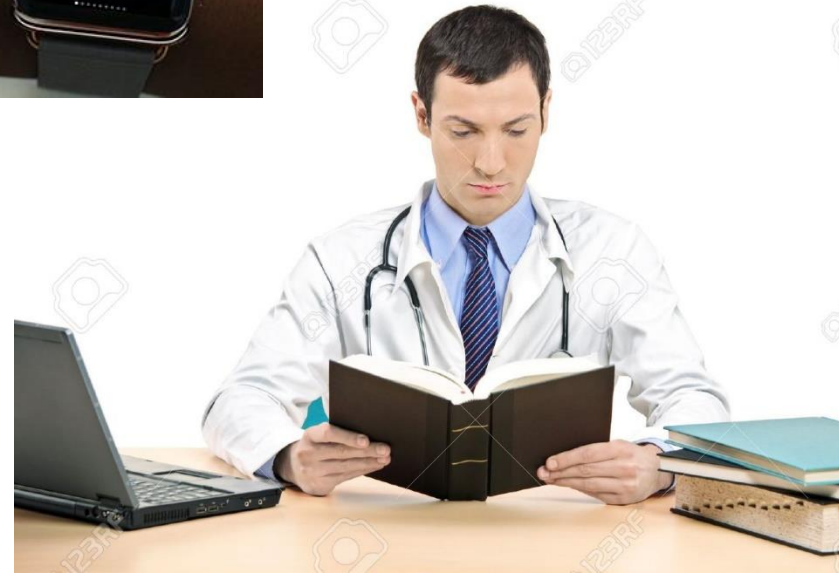
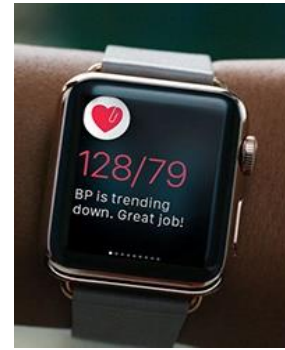


When Innovation Happens Without Physicians:

Risk: Workflows that don't actually help us to help patients



Note Bloat



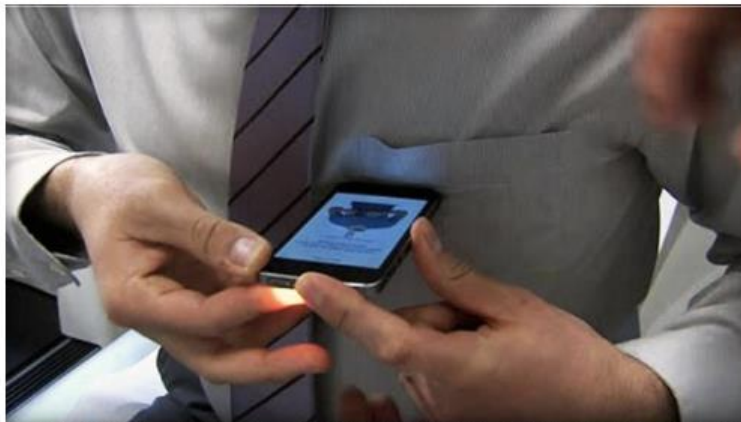
When Innovation Happens Without Physicians:

Risk: Apps and Internet of Things Lacking Diagnostic Validity



By MARY BROPHY MARCUS / CBS NEWS / March 2, 2016, 1:15 PM

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. **JOHNS HOPKINS MEDICINE**

[Comment](#) / [Share](#) / [Tweet](#) / [Stumble](#) / [Email](#)

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.

Doctor Mole – Skin Cancer App

By RevoSoft

Open iTunes to buy and download apps.



[View in iTunes](#)

\$4.99

Category: Medical
Updated: Mar 08, 2013
Version: 1.6
Size: 2.8 MB
Language: English
Seller: Mark Shippen
© Mark Shippen
Rated 4+

Requirements: Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd generation), iPod touch (4th generation), iPod touch (5th generation) and iPad. Requires iOS 5.1 or later. This app is optimized for iPhone 5.

Description

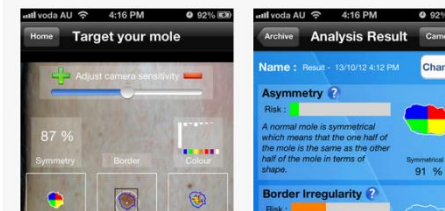
***** "In our tests we discovered this app was remarkably good at detecting malignant lesions" <http://www.imedicalapps.com>

[RevoSoft Web Site](#) [Doctor Mole – Skin Cancer App Support](#)

What's New in Version 1.6

New Feature – You can now use the forward facing camera to target your moles

iPhone Screenshots



When Innovation Happens Without Physicians:

Risk: Values Not Always Aligned with our Profession and our Ethical Principles



WHY YODERM?

HOW IT WORKS

GET STARTED



Research

Original Investigation

Choice, Transparency, Coordination, and Quality Among Direct-to-Consumer Telemedicine Websites and Apps Treating Skin Disease

Jack S. Resneck Jr, MD; Michael Abrouk; Meredith Steuer, MMS; Andrew Tam; Adam Yen; Ivy Lee, MD; Carrie L. Kovarik, MD; Karen E. Edison, MD

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

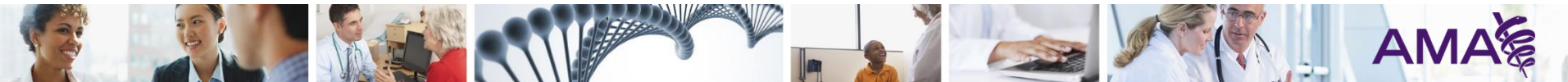
- 100+ submissions from medical students, residents and physicians in 5 weeks
- 16,000 engagements

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

