The AMA and Missouri Million Hearts: Partners in Reducing Chronic Disease

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President of the American Medical Association
Missouri Million Hearts Annual Conference
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The AMA is a proud partner of Million Hearts 2022

• Raising awareness among patients and physicians about cardiovascular disease and its precursor, hypertension.

• Equipping physicians with the latest information and best practices in measuring and managing hypertension.
The AMA’s mission is to promote the art and science of medicine and the *betterment of public health*

The AMA: A Unifying Voice for Physicians

- **190 state, specialty and sub-specialty societies – the voice of >650,000 physicians**
- **Every practice stage – student, resident, young physician, mature physician, retired**
- **Every practice setting – independent solo, small group, large group, employed, integrated group practices, academic**
- **No other organization is better positioned to unify – and advocate for physicians, the profession, and our patients**
AMA – Our People

- Membership:
  - >220,000 students, residents and physicians,
  - 2017 7th straight year of growth
- House of Delegates:
  - >1000 state and specialty society representatives
- Board of Trustees:
  - 21 members

AMA Sections and Special Groups

- Med Student and Resident and Fellow Sections
- Young Physician Section
- Academic Physicians Section
- Organized Medical Staff Section
- Integrated Physician Practice Section
- Women Physician Section
- Minority Affairs Section
- International Medical Graduates Section
- Senior Physicians Section
- LGBT Advisory Committee
AMA’s Strategic Approach

TOOLS FOR THE FIELD
Practice transformation, Payment Model Evaluation, Innovation Ecosystem, IHMI, Data Liquidity, Digital Medicine

GUIDING PROFESSIONAL DEVELOPMENT
Education Center, Medical Ethics, ACE, Physician Network, Precision Medicine, Burnout

CHRONIC CARE
Diabetes Prevention, Blood Pressure Control, Opioids

Health care spending on chronic conditions unsustainable

<table>
<thead>
<tr>
<th>Percentage of U.S. Adults, by Number of Chronic Conditions</th>
<th>Percentage of Health Care Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>5+ 12%</td>
<td>41%</td>
</tr>
<tr>
<td>3+ 28%</td>
<td>67%</td>
</tr>
<tr>
<td>1+ 59%</td>
<td>90%</td>
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</tbody>
</table>

Source: Rand Corporation
The human cost of chronic disease

• Half of American adults have one or more chronic conditions

• Heart disease, stroke and diabetes are among the top 10 leading causes of death and disability in the U.S.

• Chronic diseases may negatively affect health, quality of life, and productivity

Source: CDC

AMA’s public health focus

Improve the health of the nation by continuing to work to prevent two of the leading causes of death and disability – type 2 diabetes and heart disease.

Type 2 Diabetes
Prevent new cases of type 2 diabetes

Uncontrolled Blood Pressure (BP)
Move the current national BP control rate from <50% to 70%+
Multifaceted approach to preventing chronic disease

- Policy & Coverage
- Partnerships & Collaborations
- Evidence-based Solutions
- State Medical Societies
- Grassroots Efforts
- Physician & Consumer Awareness

Preventing Type 2 Diabetes
National campaign to raise awareness of prediabetes

National public awareness campaign in partnership with ADA, CDC and the Ad Council to urge adults to take simple online prediabetes risk test.

“Best Minute of Your Day”

DoIHavePrediabetes.org

RESULT 560,000+ COMPLETIONS
Working nationally to raise awareness of prediabetes

New collaboration with Samsung and American Diabetes Association launched in November

550K risk tests completed within 6 weeks of launch

Working state to state to reduce type 2 diabetes

- In 2017, established a diabetes prevention strategy with 9 health systems:
  - Western Wayne Physicians
  - Loma Linda University Health
  - MidMichigan Health
  - Answer Health
  - Greenville Health System
  - University Physician Group
  - Aurora Health Care
  - Tidelands Health
  - Marshfield Clinic

- Worked with employers/payers across 9 new states to increase private health plan coverage for the National Diabetes Prevention Program.
AMA Advocacy and Health Outcomes teams achieved Medicare expansion for the Diabetes Prevention Program (MDPP)

- **Nov. 2012**: AMA House of Delegates calls for Medicare coverage of the evidence-based DPP
- **Feb. 2014**: AMA commissioned Avalere to model savings for Medicare
- **Nov. 2015**: AMA analyzed Truven© commercial data to model for commercial insurance
- **Dec. 2015**: AMA partners with the YUSA in a CMS-CMMI pilot – AMA helped enable physicians to screen and refer their at-risk patients to the Y-DPP
- **March 2016**: CMS Office of the Actuary models savings from the CMMI pilot, $2650 projected savings per beneficiary over 15 months
- **March 2016**: CMS announces expansion of DPP for 50M Americans under Medicare (MDPP) – first time a CMMI pilot ever expanded and first expansion of a preventive benefit
- **Nov. 2017**: MDPP secured in Medicare Part B, to begin April 2018

Preventing Heart Disease
Preventing heart disease

103 million American adults have hypertension
• More than half are uncontrolled


Working locally to control high blood pressure

• **Target:BP™** is a national initiative by the AMA and American Heart Association to improve BP control rates
• 1,100+ health care organizations have joined initiative
• Provides evidence-based clinical solutions for care teams
• Practices and health systems recognized for their commitment to lowering BP

Improve BP control rates nationally
Raising awareness nationally

Key components of Target:BP

- Public-facing campaign
- Physician-facing campaign
- Recognition program for practice sites at 70 percent control – more than 300 sites participating

New Hypertension Guidelines

- Issued November of 2017 – ACC / AHA
- 103 million American adults now estimated to have hypertension
- More than half are uncontrolled
- Target:BP is spreading awareness and updating tools to reflect the new guidelines
Target:BP impact in 2017

• Led efforts, in partnership with the AHA, to educate clinical community on 2017 Hypertension Guideline

• Launched “New” Target:BP Improvement Program
  o Based on the 2017 hypertension guideline
  o Self-measured blood pressure (SMBP) a key component to drive health outcomes
  o Providing clinical tools and resources to update workflow and educate patients

• Launched national recognition program
  • 300+ practices and health systems participating

Reducing CVD disparities

AMA conducting evaluation of factors that contribute to uncontrolled BP for African American men

Outreach in 2017 to educate African Americans/other minorities about the new BP guideline:

➤ Broadcast media/urban radio channels (e.g., Tom Joyner Morning Show)
➤ Special community events (Tom Joyner giveaway)
➤ Ad Council (LowerYourHBP.org)

AMA collaborating with Care Coordination Institute in South Carolina to reduce disparities in the treatment of BP among African American men
You can make a difference

Help prevent new cases of type 2 diabetes
• Test your patients who are at risk for prediabetes
• Refer patients with prediabetes to evidenced-based DPPs available in their communities and online

Help your patients with Uncontrolled High Blood Pressure
• Join Target:BP and adopt the BP Improvement Program
  o Go to TargetBP.org to register

Improving physician-patient communication and health literacy
Improving communication and promoting health literacy

- New podcast series, AMA DOC TALK focuses on physician-patient communication
- JAMA Network articles
- AMA Health Literacy Clinician Manual

STEPSforward™ Practice Improvement Strategies

Modules include:
- Managing Type 2 Diabetes: A team-based approach
- Preventing Type 2 Diabetes in At-Risk Patients
- Improving BP Control
- Implementing Health Coaching
- Listening With Empathy
Chronic disease management goes high-tech

Partners in Innovation

Ama-assn.org/AMA-Innovation
AMA’s Integrated Health Model Initiative: a new era of more efficient, effective patient care

• Massive amounts of data currently collected, poorly organized, and some meaningful data still missing

• AMA working to develop best practices for the industry

• Bringing the right people and parties to the table

• Organize data into actionable information to improve clinical insights and decision-making = quadruple aim

ama-assn.org/ihmi

Using telemedicine and tele-health to fight chronic disease

• Connect rural and homebound patients to physicians and other members of the health care team

• Monitor blood pressure and blood glucose levels remotely

• Post-hospital monitoring to reduce readmissions
AMA Supports *CONNECT for Health Act*

- Bipartisan telemedicine bill supported by AMA will improve access to care for Medicare beneficiaries.
- Legislation could save $1.8 billion over 10 years, according to Avalere Health.
- Legislation incorporates AMA standards for patient safety and quality care.

The AMA Telemedicine Act

Key provisions:

- Ensure proper physician-patient relationship
- Insurance coverage and parity in reimbursement
- Physicians must be licensed in state where patient receives services
AMA fighting to protect access to health coverage

- Retain coverage gains made by the Affordable Care Act and preserve patient protections like the ban on pre-existing condition exclusions
- Stabilize the individual insurance market and improve the affordability of premiums and copayments
- Maintain strength of safety net programs like Medicaid and the Children’s Health Insurance Program (CHIP)
- Advocate for adequate funding for Medicaid and sufficient physician payment rates
- Promote Medicaid expansion to cover the uninsured
PATIENTS BEFORE POLITICS

The AMA reaffirmed its vision for America's health system and our belief that the patient remain at the center of all reform efforts in a letter to Congressional leaders and the administration. We are committed to working with leadership in both parties to improve health insurance coverage and health care access so that patients receive timely, high-quality care, preventive services, medications and other necessary treatments. Let's all pledge to put patients before politics.

Protect Patients First
Thank you

David O. Barbe, MD, MHA
President