

REPORT OF THE BOARD OF TRUSTEES

B of T Report 07-A-24

Subject: AMA Performance, Activities, and Status in 2023

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1 Policy G-605.050, “Annual Reporting Responsibilities of the AMA Board of Trustees,” calls for
2 the Board of Trustees to submit a report at the American Medical Association (AMA) Annual
3 Meeting each year summarizing AMA performance, activities, and status for the prior year.
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5 INTRODUCTION 6

7 The AMA’s mission is to promote the art and science of medicine and the betterment of public
8 health. As the physician organization whose reach and depth extend across all physicians, as well
9 as policymakers, medical schools, and health care leaders, the AMA uniquely can deliver results
10 and initiatives that enable physicians to improve the health of the nation.
11

12 *Representing physicians with a unified voice* 13

14 If the last few years have taught us anything it is that threats to the practice of medicine can come
15 unexpectedly and from many fronts. In 2023 the AMA vigorously defended physicians and
16 medicine in state and federal courts on a variety of issues threatening physicians and their patients.
17 The AMA, in partnership with state medical associations and national medical specialty societies,
18 won more than 100 state-level scope of practice cases.
19

20 Through research, advocacy and education, the AMA continued to defend the practice of medicine
21 against scope of practice expansions that threaten patient safety. We promoted physician-led care
22 and helped defeat legislation across the country that would have allowed:
23

- 24 • Physician assistants to practice independently without physician oversight
- 25 • Pharmacists to prescribe medications
- 26 • Optometrists to perform surgery
- 27 • Scope of practice expansion for nurse practitioners and other APRNs
28

29 The AMA facilitated 226,000+ contacts to Congress from patients and physicians as part of our
30 FixMedicareNow.org grassroots campaign. To ensure more transparency in health care, the AMA
31 worked with multiple state medical associations to introduce new or strengthen existing “Truth in
32 Advertising” laws so that patients know if the person providing care to them is a physician—or not.
33 Georgia and North Dakota enacted laws in 2023.
34

35 AMA’s critical voice was represented in federal and state courts around the country on a broad
36 range of issues, including in several cases before the U.S. Supreme Court. The AMA filed
37 amicus briefs in: *Braidwood Management v. Becerra*, *Alliance for Hippocratic Medicine v. FDA*,
38 and *Murthy v. Missouri*. Working with state and federal policymakers, the AMA continued to
39 oppose legislation and laws that interfere with the practice of medicine, including in cases where
40 physicians face criminal, civil, or administrative penalties for providing necessary care. In cases

1 ranging from surprise billing, to firearm regulations to scope of practice, the AMA has aggressively
2 fought back to protect physicians.

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4 The AMA elevated the voice of physician leadership on critical issues of public health, securing
5 more than 100 press releases, 125 billion media impressions representing nearly \$1.2 billion in
6 estimated ad value, achieving a commanding voice among healthcare entities in the media.

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8 *Removing obstacles that interfere with patient care*

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10 Physician burnout remains an ongoing epidemic in the U.S. and the AMA is fiercely committed to
11 understanding the challenges physicians face and to restoring their well-being and optimism. We
12 know that reducing burnout and promoting physician well-being are inextricably linked to the
13 delivery of high-quality patient care and health system sustainability.

14
15 The AMA pushed forward in tackling the causes of burnout and in developing effective research
16 and resources needed to help physicians achieve improved satisfaction and joy in their work. AMA
17 published more than 25 peer-reviewed studies and over 2,000,000 users accessed the AMA STEPS
18 Forward® program to prevent burnout and improve patient care and practice efficiency. AMA
19 provided over 100 new or updated AMA STEPS Forward® resources – including toolkits,
20 webinars, podcast episodes, and the new Wellness-Centered Leadership Playbook. AMA co-
21 sponsored the 2023 American Conference on Physician Health with Stanford Medicine and Mayo
22 Clinic in Palm Desert, California for over 600 attendees.

23
24 The AMA continued to expand its work in promoting physician wellness through its Joy in
25 Medicine™ Health System Recognition Program. This program is committed to advancing the
26 science of physician burnout and recognizes those systems that are dedicated to organizational
27 well-being. In 2023 the AMA recognized 72 health systems – bringing the total number of
28 recognized organizations to 96.

29
30 In 2023 the AMA worked with state medical associations across the country to enact prior
31 authorization reform using AMA model legislation, data, testimony, and other resources that
32 resulted in more than 30 states introducing legislation - and at least nine new states enacting prior
33 authorization laws including AK, DC, IN, LA, MT, ND, NJ, RI, TN, and WA.

34
35 The AMA successfully piloted VeriCre, a cross-industry collaboration to improve the complex
36 credentialing process for physicians, healthcare institutions, and health plans alike. VeriCre
37 addresses inefficiencies in credentialing by providing centralized, trusted, and authoritative data
38 that can be used to pre-populate applications. VeriCre is designed to be integrated into vendor
39 software solutions within healthcare organizations.

40
41 The AMA worked to remove the barriers and end the stigma that all too frequently deters
42 physicians from getting the mental health care they need. Our work with 15 state medical boards,
43 health systems and credentialing bodies resulted in the removal of stigmatizing questions about
44 mental illness from their applications.

45
46 *Driving the future of medicine*

47
48 The AMA achieved passage of legislation to extend Medicare telehealth coverage through 2024.
49 The 2024 Medicare payment rule preserves key telehealth policies, ensuring Medicare patients
50 from all areas of the country (not only rural) will continue to receive access to telehealth.

1 The AMA advanced a conceptual model for precision medical education: a system that can
2 leverage technology and data to improve education personalization and learning efficiency across
3 the continuum, in support of students, residents, fellows, physicians, and ultimately the
4 needs of patients. Innovation Grants were awarded to 13 sites applying precision education
5 approaches in medical school, residency and continuing professional development.

6
7 The AMA ChangeMedEd® initiative and the University of Michigan developed a seven-part
8 online learning module series introducing learners to foundational principles in artificial
9 intelligence and machine-learning. The first of the series, Introduction to Artificial Intelligence
10 (AI) in Health Care, launched on October 31 and was highlighted in a plenary session at the
11 Association of American Medical Colleges Learn Serve Lead annual conference, spurring over
12 1600 page views and 65 course completions within the month of November alone.

13
14 AMA's influence continues through the Health Systems Science Scholars Program and the
15 Coaching Implementation Workshop, with each program now having trained over 200 faculty
16 members from across the US to advance these innovations in medical schools and residency
17 programs.

18
19 AMA Ed Hub™ continued to expand its educational offering by signing on 14 new partners in
20 2023 - bringing the total number of partners to 50. The new partners include: American
21 Association for Physician Leadership; American College of Occupational and Environmental
22 Medicine; American College of Osteopathic Family Physicians; American Thoracic Surgery;
23 Boston University; Docs with Disabilities; Endocrine Society; Mary Ann Liebert Publishers;
24 Michigan State University; Parkinson's Foundation; Society of Critical Care Medicine; Radiology
25 Health Equity Coalition; University of California, San Francisco, and Altarum Institute - National
26 Coalition for Sexual Health.

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28 AMA Ed Hub™, in collaboration with Advocacy and Health Science & Ethics, rapidly delivered
29 an educational offering to help physicians and clinicians meet new DEA requirements on substance
30 use disorders and addiction. Including education from the AMA and their partners, this offering
31 was deployed within 24 hours of the new regulation issuance and significantly contributed to
32 increased AMA Ed Hub™ engagement.

33
34 To better meet the needs of academic researchers, *JAMA*® optimized the publication pathway by
35 promising to move accepted manuscripts to publication within four weeks of submission for select
36 manuscripts of high importance. *JAMA*® also launched a new video and podcast series on "AI and
37 Clinical Practice" to keep physicians informed on AI's promise to transform treatment, training,
38 research and publishing. *JAMA*® hosted its first JAMA Summit™ that brought together 60 experts
39 from across the country and world to talk about why there is a big gap between the generation of
40 evidence and what physicians do in clinical practice including what could we do to make it better.

41
42 The AMA's Center for Health Equity continues to strengthen physician and health system
43 understanding and engagement around advancing equity. We launched the National Health Equity
44 Grand Rounds, engaging almost 11,000 viewers around a variety of important topics and strategies
45 to advance health equity and published 43 social justice education modules in the AMA Ed Hub™.

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47 *Leading the charge to confront public health crises*

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49 The AMA successfully advocated to make naloxone available over the counter and continued to
50 advocate for responsible pricing and insurance coverage for this life-saving medication. We also
51 successfully advocated for revisions to the Center for Disease Control's (CDC) opioid prescribing

1 guidelines that resulted in the CDC removing its dose and quantity thresholds for treating patients
2 with pain.

3
4 The AMA collaborated with three partners to increase access to AMA MAP™ metrics to improve
5 the quality-of-care physicians provide to their patients with hypertension. Access to the metrics
6 helps identify gaps, track progress, and support quality improvement efforts to reach approximately
7 5.5 million additional patients across 683 organizations inclusive of health systems, Federally
8 Qualified Health Centers, community health centers and medical groups.

9
10 To help close a gap in blood pressure measurement training that exists within medical schools, the
11 AMA awarded financial grants to eight academic institutions representing 18 total training
12 programs for healthcare professionals allowing them to meaningfully engage in AMA's eLearning
13 series, BP Measurement Essential: Student Edition.

14
15 The AMA's Enterprise Social Responsibility (ESR) program has strategically integrated and
16 aligned to the health equity strategic framework with the goal to reduce health inequities in
17 partnership with communities. The ESR program hosted over 30 events, supported nearly 70
18 organizations, and donated almost \$100,000 to community partners. AMA employees, representing
19 every business unit and office location, achieved 32 percent employee volunteer participation, far
20 exceeding the industry average of 20 percent, to build healthy, thriving, equitable communities.

21 *AMA Task Forces*

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24 The task force to Preserve the Patient-Physician Relationship was formed and has convened. The
25 Board will submit an Informational Report at the 2024 Interim Meeting that will summarize the
26 activities of this task force that have taken place to date.

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28 The TRHT (Truth, Racial Healing, Transformation) task force was formed and has convened. The
29 TRHT task force is on track to submit its recommendations to the AMA Board of Trustees by June
30 2025.

31
32 The Firearm Injury Prevention task force is convening and updates on its work are summarized in
33 Board of Trustees Report 22-A-24.

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35 The Substance Use and Pain Care task force is convening and updates on its work are summarized
36 in Board of Trustees Report 22-A-24.

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38 The Cannabis task force is convening and its work is focused on developing evidence-based
39 education for physicians.

40 *Membership*

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43 Overall, the organization's advocacy efforts and mission activities were supported by another
44 strong year of financial performance. In 2023 the AMA experienced a 3.4% increase in overall
45 dues-paying membership.

46 *EVP Compensation*

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49 During 2023, pursuant to his employment agreement, total cash compensation paid to James L.
50 Madara, MD, as AMA Executive Vice President was \$1,346,453 in salary and \$1,117,107 in
51 incentive compensation, reduced by \$2,680 in pre-tax deductions. Other taxable amounts per the

1 contract are as follows: \$23,484 imputed costs for life insurance, \$24,720 imputed costs for
2 executive life insurance, and \$4,000 paid for an executive physical, and \$3,000 paid for parking
3 and other. An \$81,000 contribution to a deferred compensation account was also made by the
4 AMA. This will not be taxable until vested and paid pursuant to provisions in the deferred
5 compensation agreement.

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7 For additional information about AMA activities and accomplishments, please see the “AMA 2023
8 Annual Report.”