

AMA's ROLE IN COVID-19 PANDEMIC

Challenge: Physicians treating patients are undermined by mixed messages, misinformation, perceived politicization and frequently changing guidelines.

AMA/JAMA Role: Provide up-to-date, evidence-based research, resources and clear guidance from a variety of trustworthy sources.

Proof:

The American Medical Association and the JAMA Network are compiling up-to-the-moment information and research for physicians on how to prevent, diagnose and treat COVID-19. We are in direct contact with the Centers for Disease Control (CDC), state and local health departments and the top clinical researchers across the world.

AMA and JAMA Network have created COVID-19 Resource Centers with evidence-based perspectives from the world's top researchers, AMA's physician leaders and subject matter experts on how physicians can prepare themselves and their practices for a potential pandemic scenario.

Challenge: There is a disconnect between the experience of physicians on the front line and government/federal agencies. We're not listening to and benefitting from these physician voices and experience.

AMA/JAMA Role: AMA and JAMA are creating an interface with physicians on the front line of the epidemic and shining a light on the realities of the situation. We are listening empathically to physicians, answering their questions, sharing their experiences and channeling their voices and feedback to other physicians, government and health organizations.

Proof:

- Listening to and answering physician questions via social media
- Convening a Health System Leader Roundtable to learn from front-line physicians and health system leaders
- Interviewing physician leaders from front-line areas (e.g., Italy) for key learnings and guidance

- Conducting multiple Facebook Live QA sessions with AMA physician leaders and subject matter experts
- Fielding research among physicians to identify key issues and needs
- Speaking for physicians to government and key agencies
- Showcasing the work and courage of front-line physicians

Challenge: Physicians are facing significant obstacles in diagnosing and treating patients, including shortages of testing kits and key supplies, as well as likely overwhelmed facilities.

AMA Role: AMA is advocating for patients and physicians with the federal government and key agencies to ensure adequate testing, supplies, patient coverage, etc.

Proof:

- Advocacy efforts with federal government and agencies
- Fast-tracking CPT Coding