# Entrepreneurs and CPT®:
# Powering the Future of Health Care from Ideation to Implementation

PRESENTED BY
Susan Wilson
Meg Barron
Sandeep Dhamale
Denis Casaubon
Lawrence Cohen, PhD

**July 31, 2023**

# Disclaimer and Notices

This Webinar is being made available to the general public and is for informational purposes only. The contents of this Webinar represent the views of the presenters and should not be construed to be the views or policy of the AMA. Company names and/or logos cited in this presentation are intended to demonstrate specific points and technologies only, and are not an endorsement, of any such entity or of any product or service, by the AMA.

Reimbursement-related information provided by the AMA and contained in this Webinar is for medical coding guidance purposes only. It does not (i) supersede or replace the AMA's Current Procedural Terminology (CPT®) manual ("CPT Manual") or other coding authority, (ii) constitute clinical advice, (iii) address or dictate payer coverage or reimbursement policy, or (iv) substitute for the professional judgement of the practitioner performing a procedure, who remains responsible for correct coding.

The information in this Webinar is believed to be accurate as of the date of this Webinar. However, the AMA does not make any warranty regarding the accuracy and/or completeness of any information provided in this Webinar, and the materials and information contained herein are provided **AS-IS**. The information in this Webinar is not, and should not be relied on as, medical, legal, financial, or other professional advice, and participants are encouraged to consult a professional advisor for any such advice.

No part of this Webinar may be reproduced, stored in a retrieval system, transmitted or distributed in any form or by any means electronic or mechanical, by photocopying, recording, or otherwise, without the prior written permission of the AMA.

Current Procedural Terminology (CPT®) copyright © 2004-2022. American Medical Association. All rights reserved. AMA and CPT are registered trademarks of the American Medical Association.

AMA | Physicians' powerful ally in patient care

# Our Presenters

**Susan Wilson**
*Vice President,*
*Sales & Marketing,*
*Health Solutions*
**American Medical Association**

**Meg Barron**
*Vice President,*
*Digital Health Innovation*
**American Medical Association**

**Sandeep Dhamale**
*Director of Engineering,*
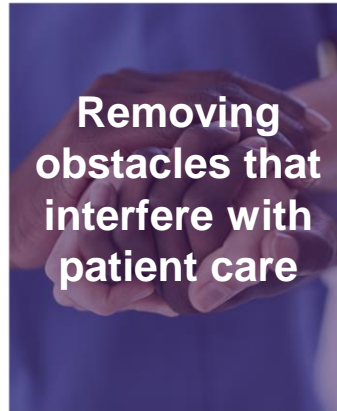*Health Solutions*
**American Medical Association**

**Denis Casaubon**
*Senior Product Manager,*
*Health Solutions*
**American Medical Association**

**Lawrence Cohen, PhD**
*Chief Executive Officer*
**Health2047**

AMA | **Physicians' powerful ally in patient care**

# AMA: The Physicians' Powerful Ally in Patient Care

**Representing physicians with a unified voice**

**Removing obstacles that interfere with patient care**

**Leading the charge to confront public health crises**

**Driving the future of medicine**

AMA | **Physicians' powerful ally in patient care**

# Making Technology an Asset in the Delivery of Care

## AMA research, resources and authoritative guidance

**AMA DIGITAL HEALTH RESEARCH**
(2016, 2019, 2022)

**AUGMENTED INTELLIGENCE (AI) PRINCIPLES**

**AMA DIGITAL HEALTH PLAYBOOK SERIES**
(RPM, TELEHEALTH, HAH, AI)

**AMA FUTURE OF HEALTH**
(IMMERSION PROGRAM)

## CPT® coding resources

**AMA DIGITAL MEDICINE PAYMENT ADVISORY GROUP (DMPAG)**
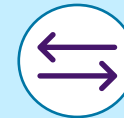
**CPT DEVELOPER PROGRAM**

## Collaborations across the healthcare innovation ecosystem

**HEALTH2047**

**PHYSICIAN INNOVATION NETWORK (PIN)**

**DATA STANDARDS & INTEROPERABILITY INITIATIVES**

**ENSURING EQUITY IN INNOVATION**

AMA | Physicians' powerful ally in patient care

# AMA Digital Health Strategy

Overview & opportunities

**Meg Barron**

*Vice President, Digital Health Innovation*

**American Medical Association**

AMA | Physicians' powerful ally in patient care

# Forces Impacting Physicians, Care Teams & Patients

Quantity and pace of work

Excessive documentation

Arduous hunt for clinical information via EHR design

Professional liability

Prior authorization

Conflicting payment models

Burdensome quality reporting

Negative online reviews

Expanding knowledge base with insufficient tools

Insufficient staffing

Lack of actionable data

Regulatory burdens

Excessive time pressure

Lack of autonomy/work control

AMA | Physicians' powerful ally in patient care

# AMA Digital Health Strategy

**GOAL: MAKE TECHNOLOGY AN ASSET NOT A BURDEN FOR PHYSICIANS**

**Lessons learned from the EHR**

**Engage and connect critical stakeholders to improve the development, evidence base and quality of digital health solutions**

**Advance the adoption/optimization/sustainability of proven digital health solutions to support transformation towards digitally enabled care**

**Research, Resources to Enable, Measure Impact, Collaborate**

**AMA | Physicians' powerful ally in patient care**

# AMA: Driving the Future of Digital Health

**AMA DIGITAL HEALTH RESEARCH** (2016, 2019, 2022)

**AMA DIGITAL HEALTH PLAYBOOK SERIES** (RPM, TELEHEALTH, HAH, AI)

**AMA TELEHEALTH QUICK GUIDE**

**NATIONAL TELEHEALTH IMPACT SURVEYS**

**AMA FUTURE OF HEALTH** (IMMERSION PROGRAM)

**HEALTH 2047**

**AMA RETURN ON HEALTH RESEARCH & VALUE FRAMEWORK**

**DIGITAL MEDICINE PAYMENT ADVISORY GROUP**

**CPT® DEVELOPER PROGRAM**

**ENSURING EQUITY IN INNOVATION**

**AI PRINCIPLES**

**PRIVACY PRINCIPLES** (PRIVACY BY DESIGN)

## Making technology an asset in the delivery of healthcare, not a burden.

AMA | Physicians' powerful ally in patient care

# Summary of Digital Health Trends

**01** There has been an increase in the number of physicians that see a definite advantage in digital tools

- There has been growth in those that see an advantage especially among those 51+ years old.
- Those that see no advantage are trending downwards and are concentrated in the Specialist and age 51+ segments.

**02** Adoption of digital tools has grown significantly among all physicians regardless of gender, specialty or age

- Use of all seven tools has increased significantly.
- Improved clinical outcomes and work efficiency are key drivers.
- Coverage by standard malpractice insurance continues to be the most common requirement and data privacy concerns have increased.

**03** Adoption of remote care tools such as tele-visits and remote monitoring had the most movement

- Use of virtual visits has nearly tripled since 2019 and remote monitoring for efficiency has nearly doubled.
- Providing remote care to patients has increased significantly as a motivator of adoption of digital tools.
- Reducing stress/burnout has also gained importance as a driver of digital tool adoption.

**SCAN ME**

**04** Growth in enthusiasm has largely been concentrated in tele-visits

- Enthusiasm for virtual visits has increased significantly from 2019, while enthusiasm for most other digital solutions is largely stagnant.
- Enthusiasm for consumer access to clinical data has shifted down since last wave.

**05** Plans for adoption of most emerging technologies is high but current usage low

- Nearly 1 in 5 are currently using augmented intelligence for practice efficiencies and 2 in 5 plan to adopt in the next year.
- Nearly 3 in 5 physicians believe technology can most help key areas such as chronic disease patients and preventative care.

**AMA** | **Physicians' powerful ally in patient care**

# Digital Health Research revealed physicians' key requirements for technology adoption



Does it work?

Will I be liable?

Will I receive payment?

Will it work in my practice?

https://www.ama-assn.org/practice-management/digital

AMA | Physicians' powerful ally in patient care

# The AMA Physician Innovation Network (PIN) is connecting physicians and tech innovators



**18,600+**
total PIN users to date

**7,000+**
connections
made to date

**980+**
opportunities for
physician feedback
created to date

AMA | Physicians' powerful ally in patient care

[AMA] events were highlights for physicians attending HLTH and illustrated the value of collaboration between [physicians] and digital health companies. Thanks to AMA for your leadership with PIN and addressing innovation and DEI.

**— John Dayton, MD., MSc, FACEP**
Emergency Physician and Entrepreneur
*Biodesign Faculty Fellow, Stanford*



Gratified to see lots of discussion on getting clinician and physician input for digital health companies. Glad to be part of PIN! There was also talk of clinical robustness and getting better research outcomes, something that is going to be increasingly important to payors. This AMA program will go a long way to get that discussion and process going.

**— Aditi U. Joshi, MD, MSc, FACEP**
Digital Health Strategy & Telehealth expert

Getting 1:1 physician input was critical for our startups, who are experts in the patient problem they are trying to solve, but still learning how to drive adoption of innovative and tech-based solutions in the clinical setting. This cohort of the AWS Accelerator is laser-focused on and solving disparities in care, so having physicians champion these efforts advances our shared commitment to health equity.

**— Adam Glasofer, MD**
Global Head of Healthcare - Public Sector Venture Capital and Startups at Amazon Web Services
*AWS*

Dr. Rachel Villanueva, MD and colleagues on stage for PIN IRL @HLTH22

**AMA** | **Physicians' powerful ally in patient care**

# AMA: Driving the Future of Digital Health

**AMA DIGITAL HEALTH RESEARCH** (2016, 2019, 2022)

**AMA DIGITAL HEALTH PLAYBOOK SERIES** (RPM, TELEHEALTH, HAH, AI)

**AMA TELEHEALTH QUICK GUIDE**

**NATIONAL TELEHEALTH IMPACT SURVEYS**

**AMA FUTURE OF HEALTH (IMMERSION PROGRAM)**

**HEALTH 2047**

**AMA RETURN ON HEALTH RESEARCH & VALUE FRAMEWORK**

**DIGITAL MEDICINE PAYMENT ADVISORY GROUP**

**CPT® DEVELOPER PROGRAM**

**ENSURING EQUITY IN INNOVATION**

**AI PRINCIPLES**

**PRIVACY PRINCIPLES** (PRIVACY BY DESIGN)

**Making technology an asset in the delivery of healthcare, not a burden.**

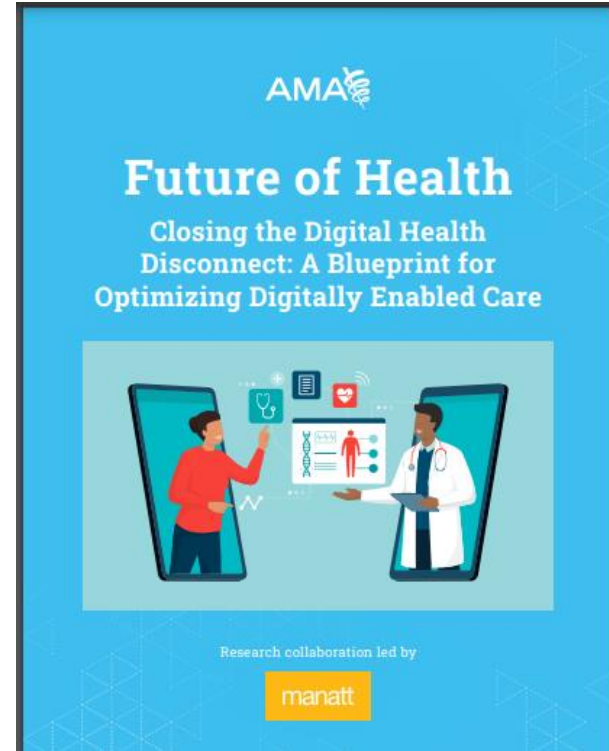AMA | Physicians' powerful ally in patient care

# Driving the Future of Health: Key Focus Areas

How is digitally enabled care being operationalized?

What outcomes/successful collaborations are being accomplished?

How do we ensure interoperability improves versus worsens as more patients utilize both in person and virtual offerings?

How will AI impact all?



AMA

**Future of Health**

Closing the Digital Health Disconnect: A Blueprint for Optimizing Digitally Enabled Care

Research collaboration led by

manatt

AMA | Physicians' powerful ally in patient care

# CPT® Developer Program

## A program for the developer community

To enroll scan the QR code

**Sandeep Dhamale**

*Director of Engineering, Health Solutions*

**American Medical Association**

**Denis Casaubon**

*Senior Product Manager, Health Solutions*

**American Medical Association**

AMA | Physicians' powerful ally in patient care

# Poll #1

**Are you building a new solution? (Select your response.)**

- No, just here to listen
- Not yet but thinking about it
- Yes, just getting started
- Yes, we're well underway

AMA | **Physicians' powerful ally in patient care**

# Poll #1 Results

*Poll results are a function of the live webinar. Please refer to the webinar recording for a snapshot of the live poll results.*

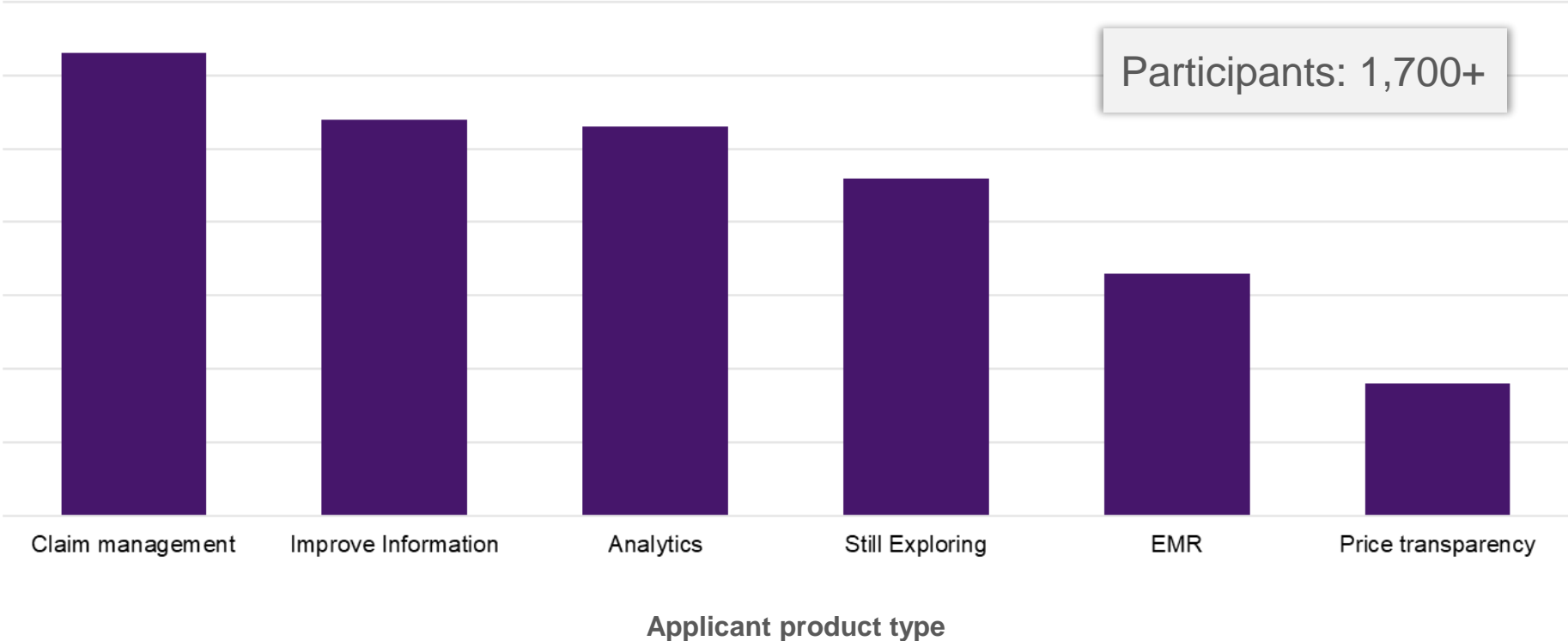**AMA** | **Physicians' powerful ally in patient care**

# CPT® Developer Program

The AMA is attacking dysfunction in health care by **removing obstacles** and burdens that interfere with patient care.

**To help developers turn amazing ideas into innovations that transform health care the AMA's CPT Developer Program is devoted to the needs of developers with access to AMA content and resources.**

**AMA** | **Physicians' powerful ally in patient care**

# CPT® Developer Program: At a Glance



Participants: 1,700+

Bar chart categories (Applicant product type): Claim management, Improve Information, Analytics, Still Exploring, EMR, Price transparency

AMA | Physicians' powerful ally in patient care

# CPT® Use Cases: At a Glance

## Analytics

### Disease detection

- ✓ Associate real-world data in charts and claims with specific codes to help classify indicators
- ✓ Make predictions on undiagnosed conditions
- ✓ Facilitate Alzheimer's research

### Utilization

- ✓ ML to reduce waste in a care path
- ✓ Find high costs in MA system
- ✓ Medicaid analytics from multiple sources
- ✓ Cost saved per intervention

## Exploring

### Multiple uses

- ✓ *Removes cost barrier to understanding CPT codes*
- ✓ Improve physician workload
- ✓ Understand payment for new technologies
- ✓ Transition from self-pay

## Claims

### Auto-coding

- ✓ Code recommendations to coder, RLHF
- ✓ NLP on unstructured clinical notes
- ✓ Generative AI to select codes

## EMR

### Niche EMRs

- ✓ Rural hospitals
- ✓ Physical therapy
- ✓ Ambulatory pediatric
- ✓ Autism therapy
- ✓ Telehealth

AMA | Physicians' powerful ally in patient care

# CPT® Developer Program Community Resources



To enroll scan the QR code



developer.ama-assn.org

**Receive regular updates through…**

- CPT News and *CPT Quarterly*

- Quarterly Dev Chats

- AMA Intelligent Platform

**What's in it for participants?**

- CPT Development License

- Educational Opportunities

- Engagement Opportunities

  - Educational webinars

  - Capstone series for innovators

  - PIN discussions

AMA | Physicians' powerful ally in patient care

# CPT® Development License

The developer community can access CPT content to build and test innovations once they obtain a CPT Development License via the AMA Intelligent Platform.

The license is
- Royalty-free
- Valid for 12-months, with option for annual renewal
- Only for non-production use

**AMA** | **Physicians' powerful ally in patient care**

# AMA Intelligent Platform: The Digital Front Door



**AMA** | Intelligent Platform

Products    Develop    👤 Sign In

Building a new innovation? Learn more about the CPT Developer Program to get started today.   ✕

**The power is at your fingertips with the**

## AMA Intelligent Platform

The AMA Intelligent Platform enables you to get information more effectively so you can make decisions about using American Medical Association (AMA) content to improve the health of the nation and remove obstacles to care. Choose how you use the AMA's authoritative products and valuable combination of resources.

**platform.ama-assn.org**

Help

**AMA** | **Physicians' powerful ally in patient care**

# Poll #2

**What kinds of resources and data sets would you like to see from the AMA to support innovation? (Select all that apply.)**

- White papers/use case overviews
- Additional data/content beyond CPT Standard
- Sample data
- AI/ML Training data
- Guidelines on incorporating Equity and technical principles as they emerge
- Entrepreneurship guidance, like how to frame your solution for health system adoption
- Live interaction opportunities

AMA | **Physicians' powerful ally in patient care**

# Poll #2

*Poll results are a function of the live webinar. Please refer to the webinar recording for a snapshot of the live poll results.*

**AMA** | **Physicians' powerful ally in patient care**

# Health2047

**Lawrence Cohen, PhD**

*CEO*

**Health2047**

AMA | **Physicians' powerful ally in patient care**

**Health2047** helps early-stage startups transform **bold ideas into healthy returns.**

Founded in 2016, we're a Silicon Valley innovation firm powered by the **American Medical Association** and driven by an urgency to **change health care for the better.**

AMA | **Physicians' powerful ally in patient care**

# Why 2047?

AMA | Physicians' powerful ally in patient care

Transforming health care doesn't happen overnight, but we believe change can and must happen in our lifetime.

**AMA** | **Physicians' powerful ally in patient care**

Our goal is to make a meaningful and measurable impact on health care by the American Medical Association's 200th anniversary in 2047. Because the future of health care starts now.

**AMA** | **Physicians' powerful ally in patient care**

# Who We Are

**LOCATED IN**
Menlo Park, CA

**TEAM OF**
**28** FTEs *&* **32** Advisors

**FOUNDED**
**12** companies

**FILED**
**19** patents

**EQUITY INVESTMENTS ATTRACTED**
**10X** co-investments from external investors

AMA | Physicians' powerful ally in patient care

**Focus Areas**

We focus on ventures that make a meaningful and measurable impact on health **equity** and **value**.

That means more affordable care. Equitable delivery. Better outcomes.
A seat at the table.

AMA | Physicians' powerful ally in patient care

# Focus Area | **Chronic Disease**

# What if we could **change the lives of nearly half of all Americans?**

That's how many people are affected by chronic disease in our country.

## Our approach

Focus on prevention to improve QOL & lower costs

Develop accessible, affordable & scalable solutions

Address the social determinants of health

Provide optimum mix of office, community & in-home service

**AMA** | **Physicians' powerful ally in patient care**

## Focus Area | **Data**

# What if we could **use insights to drive better care?**

That means data that's secure, accessible and actionable. That empowers patients and healthcare providers.

### Our approach

| Access all data that matters | Provide security & privacy with clear data rights | Know quality & availability of actionable data | Embrace distributed data leveraging existing infrastructure |

**AMA** | **Physicians' powerful ally in patient care**

Focus Area | **Productivity**

# What if we could **put more "care" back in health care?**

That means physicians spending more time with patients and less time on paperwork. Lower costs and less burnout.

## Our approach

Enhance the physician-patient relationship

Streamline workflow in office and across all places of care

Provide real time insights using AI & machine learning

Leverage technology to enhance physician well-being, improve outcomes & lower costs

**AMA** | **Physicians' powerful ally in patient care**

# Active Portfolio

| Venture | Date Founded | Focus |
|---|---|---|
| First Mile Care | 09/2018 | Chronic care prevention with initial focus on scaling DPP |
| Zing Health | 01/2019 | Medicare Advantage company focused on C-SNP programs for underserved pops |
| Medcurio | 02/2020 | Seamless, secure real-time access to healthcare data unlocking its full value |
| Phenomix | 08/2020 | Precision medicine to guide obesity treatment |
| SiteBridge Research | 01/2021 | Democratize clinical trials by providing access to diverse populations |
| Heal Security | 02/2021 | An AI/ML - driven cybersecurity situational awareness platform for health care |
| RecoverX | 08/2021 | AI-driven technology to organize, advance, and deploy medical evidence |
| ScholarRx | 11/2022 | Digital learning platform for medical education |
| HOPPR | 05/2023 | Platform to accelerate development of high-quality ML algorithms |

AMA | Physicians' powerful ally in patient care

# Together we discussed:

✓ **AMA Digital Health Strategy**

✓ **CPT® Developer Program**

✓ **Health2047**

# Questions?

**AMA** | **Physicians' powerful ally in patient care**

# Stay informed with additional AMA resources

From the role of augmented intelligence (AI) in enhancing patient care, to the use of health care apps and determining best practices for EHR adoption and usability, it's vital that physicians have a say in the process. The AMA is ensuring the **physician perspective** is represented in the **design**, **implementation** and **evaluation of new health care technologies**.

**ama-assn.org/practice-management/digital**

The **Physician Innovation Network** connects physicians and entrepreneurs to collaborate on new digital health care solutions.

**innovationmatch.ama-assn.org**

Designed to address the needs of developers and creators of health technology and services, the **CPT® Developer Program** offers access to AMA-published content from CPT during the crucial stages of development.

**developer.ama-assn.org**

The **Future of Health Report** was prepared by the AMA and Manatt Health, and builds on the AMA's Return on Health research to explore and define the disconnect between the transformative potential of digital health, and the reality of its impact today; offer a blueprint to optimize digitally enabled care; and share stakeholder opportunities to leverage digital care through case examples from various organizations.

**ama-assn.org/practice-management/digital/driving-future-health**

**AMA STEPS Forward®** offers a collection of engaging and interactive educational toolkits that are practical, actionable "how-to" guides to transform and improve your practice.

**edhub.ama-assn.org/steps-forward**

The *In Full Health Learning & Action Community to Advance Equitable Health Innovation* initiative seeks to advance equitable opportunities in health innovation investment, solution development and purchasing.

**InFullHealth.org**

The **AMA Digital Medicine Payment Advisory Group** identifies barriers to digital medicine adoption and proposes comprehensive solutions on coding, payment, coverage and more.

**ama-assn.org/practice-management/digital/digital-medicine-payment-advisory-group**

The CPT Editorial Panel has responded to the fast pace of digital health innovation with two taxonomies. **Appendix R,** a taxonomy for **digital medicine services**, supports increased awareness and understanding of approaches to patient care through the multifaceted digital medicine services available for reporting in the CPT code set. **Appendix S** provides guidance for classifying various **AI-powered medical service applications**, into one of three categories: assistive, augmentative, or autonomous.

**ama-assn.org/cpt-ai-taxonomy**

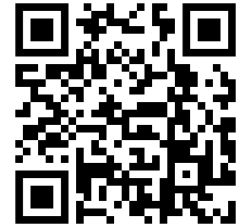# Next Steps

## Tell us what you think

Please complete our **post-webinar survey**.

Your feedback helps us deliver expert perspective on topics you want to learn more about.

## Join us for the next CPT® Webinar!

**CPT and Value-Based Care**
Watch your inbox for registration information!

**On demand now**:
Access CPT Webinar resources and recordings! Scan the QR code to visit the **CPT Webinars Portal.**

AMA | Physicians' powerful ally in patient care

**Physicians' powerful ally in patient care**