Taking the findings of evidence-based medicine to a new level of usefulness for physicians
AMA Therapeutic Insights:
A fresh new tool for physician self-evaluation, continuing medical education (CME) credit and improved patient outcomes
PHASE 1: The quarterly *AMA Therapeutic Insights* e-newsletter

Initially, *AMA Therapeutic Insights* will be offered as a quarterly CME e-newsletter. Addressing one major disease state per quarter, each e-newsletter will present:

- A succinct clinical overview by experts on the selected disease state and treatment practices
- Integrated best practices and evidence-based guidelines
- Disease state demographic information
- Current national and state level evidence-based pharmacotherapy dispensing data for each condition

The AMA will collaborate with recognized disease experts, national data providers and medical specialty groups to incorporate unique pharmacotherapeutic information, disease demographics and practice guidelines into this educational delivery format. As appropriate, the AMA will call upon patient advocacy groups to provide additional perspective and support.

PHASE 2: Individual prescriber data

In its second phase, *AMA Therapeutic Insights* will evolve to permit physicians to self-assess their use of various disease-specific pharmacotherapies by giving each direct access to his or her own prescribing data for that condition.

Physicians will be able to compare their own prescribing with national- and state-level prescribing information.
AMA Therapeutic Insights

Timing and topics of the two phase roll-out

The *AMA Therapeutic Insights* e-newsletter will be made available to state and specialty medical societies on a scheduled basis beginning first quarter of 2007.

Initial topics under consideration include:

- Alzheimer’s disease
- Asthma/allergies
- Chronic headache/migraine/pain management
- Depression
- Dyslipidemia/hypercholesterolemia
- Hypertension/cardiovascular disease
- Obesity
- Prostate cancer
- Arthritis/osteoarthritis
- Breast cancer
- Colon cancer
- Diabetes
- GI disorders/ulcers
- Medical genetics/genetic testing
- Osteoporosis
- Smoking cessation

Current plans call for launching the Phase II interactive adjunct to *AMA Therapeutic Insights* later in 2007.

Look for the *AMA Therapeutic Insights* Web site coming soon to: www.ama-assn.org/go/therapeuticinsights.