



AMA Therapeutic Insights

An overview

AMA Therapeutic Insights is an online program that allows physicians from participating states to view their own prescribing data for featured conditions. Physicians can then compare their prescribing patterns against what is being prescribed at the state, national and specialty levels.

CME newsletters

- The AMA Therapeutic Insights program offers a quarterly online newsletters that focuses on a different disease topic with each issue. The newsletters contain current treatment guidelines as well as unique state- and national-level prescribing information for the featured conditions.
- The prescribing data for AMA Therapeutic Insights are provided by IMS Health, a health care information organization. The AMA does not collect, compile or have access to individual physician prescribing data.
- Each newsletter is certified for *AMA PRA Category 1 Credit™*.

Personal prescribing profiles

- In participating states, physicians have access to their personal prescribing profile showing their actual prescribing patterns for the featured diseases. The profile shows the physician's prescribing activity alongside state and national prescribing trends as well as the top three specialties treating the condition.
- Physician personal prescribing profiles are updated on a monthly basis. Physicians are encouraged to check back periodically to see if treatment trends have shifted.
- Data is secure and available only to the individual physician.
- Since the prescribing data in the profiles are based on filled prescriptions they also serve as an overall marker for compliance in the physician's patient population.
- A physician's participation in the AMA's Physician Data Restriction Program (PDRP) does not impact the availability of his or her personal prescribing profiles in the AMA Therapeutic Insights program. However, if legislation to block the gathering of physician prescribing data prevails, physicians may lose access to their data as well.

Visit AMA Therapeutic Insight at ama-assn.org/go/therapeuticinsights to learn more about the program.

