



## U.S. court backs AMA, halts “red flag” implementation

A U.S. Court of Appeals has validated the AMA’s tenacious stand against the Federal Trade Commission on the “red flags” issue. For years the FTC has asserted that physicians are “creditors” and are therefore subject to the Red Flag Rule, which requires financial institutions to adopt procedures and protocols to protect clients against identity theft. The FTC has argued that doctors and dentists are “creditors” because they accept delayed payments for their services.

The Appeals Court found the regulations of the FTC are invalid in light of last December’s Red Flag Program Clarification Act of 2010, which the AMA successfully pressed Congress to enact. Thus, the AMA has fought the “red flags” issue on regulatory, legislative and judicial fronts to protect doctors from government overreach.

A year ago, the Litigation Center of the AMA and the State Medical Societies and other physician groups filed a federal lawsuit to stop the FTC from extending “red flags” to doctors. Further litigation is now obviated by the March 2011 Appeals Court ruling. The AMA’s lawsuit has therefore been formally terminated. More information is available at: <http://www.ama-assn.org/ama/pub/news/news/ama-welcomes-clarification-red-flags-rule.page>. ❖

## AMA urges changes in health IT program

The AMA and 37 specialty societies have sent a strong letter to the Obama Administration calling for more flexibility in the next stages of Medicare’s electronic health records (EHR) incentive program. The Administration’s draft recommendations, now pending, would significantly expand the Stage 1 requirements, including bi-directional data exchange. The AMA is pushing for greater flexibility for individual practices and circumstances, rather than a rigid, one-size-fits-all approach. The AMA comment letter is available at: <http://www.ama-assn.org/ama1/pub/upload/mm/399/comments-hitpc-proposed-measures-25feb2011.pdf>. The AMA continues to seek input from both the state and specialty societies on meaningful use of EHRs and advocate for reasonable requirements. ❖

## AMA introduces AMAGINE™, health IT solutions platform for physicians

The AMAGINE™ physician platform has successfully completed pilot testing and is now available to physicians nationwide.

Amagine, Inc., a subsidiary of the American Medical Association (AMA), is now offering physicians a new, affordable, easy and individualized way to step into the electronic world.

The system offers physicians three different electronic medical record products, electronic prescribing software, claims management, clinical decision support and reference tools. The choices include Dr. First, Allscripts, DocSite, WellCentive, CareTracker, Quest Care360, and NextGen, among others. The platform helps physicians determine their own practice needs, select the right system and qualify for federal health IT incentives.

Subscriptions to the Internet-based AMAGINE™ platform range from \$20 per physician per month for electronic prescribing to \$300 per physician per month for a complete electronic medical records system.

The AMAGINE™ platform has been pilot tested by the Michigan State Medical Society and its members since 2009.

More information is available at [www.amagine.com](http://www.amagine.com) ❖

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