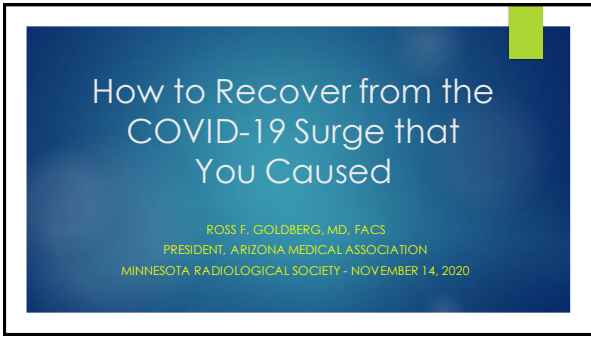


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3

Overview

- ▶ Review the timeline of events within Arizona during the COVID-19 Pandemic
- ▶ Review how the Arizona Medical Association (ArMA) responded

4

Who Cares What I Have to Say?

- ▶ Current President of the Arizona Medical Association
- ▶ Board-Certified practicing General Surgeon
 - ▶ Vice-Chair of Surgery & Specialty Ambulatory Medical Director at Valleywise Health
- ▶ Valleywise Health – public hospital, safety net
 - ▶ At peak of Arizona surge – close to 40% hospital with COVID patients
 - ▶ During surge Arizona was the worst place on the planet for COVID, Valleywise Health is in the worst zip code during that

5

ArMA

- ▶ Arizona Medical Association
 - ▶ Largest organization of physicians in the state of Arizona – close to 4000 members
 - ▶ 126 years old, well-respected in the state of Arizona
 - ▶ Source of legislative advocacy, professional leadership
 - ▶ Arizona Doctor of the Day Program with the Arizona State Legislature

6

Arizona Timeline – COVID-19

- ▶ January 2020
 - ▶ First confirmed case announced January 26
 - ▶ 20-year-old male student at Arizona State University (ASU) – had traveled to Wuhan, China
 - ▶ 26 days after initial diagnosis and isolation → repeated negative tests → released from isolation
 - ▶ 5th reported case in the US at the time of confirmation

7

Arizona Timeline – COVID-19

- ▶ March 2020
 - ▶ New positive tests began March 6
 - ▶ Governor Doug Ducey declared public health emergency on March 12
 - ▶ March 17 – first case within Navajo Nation, starting an outbreak there
 - ▶ Cities started to shut things down
 - ▶ March 19 – Governor Ducey limited restaurant service and close bars, theaters and gyms in confirmed counties with COVID-19
 - ▶ March 20 – first reported death in Arizona
 - ▶ March 30 – Governor Ducey issues a statewide stay at home order starting on March 31

8

Arizona Timeline – COVID-19

- ▶ April 2020
 - ▶ Governor Ducey announces partial reopening starting May 4
 - ▶ Stay at home order extended to May 15
 - ▶ Barbershops, nail & hair salons open on May 8, restaurants on May 11
- ▶ May 2020
 - ▶ May 15 stay at home expired – 13,169 confirmed cases, 651 deaths
 - ▶ May 16 – local governments not permitted to institute restrictions beyond state restrictions per executive order
 - ▶ May 17 percent positive rate 6%, May 24 rate was 9%, May 31 was 12%
 - ▶ Memorial Day weekend – massive parties, people flew in for these events

9

Arizona Timeline – COVID-19

- ▶ June 2020
 - ▶ June 8 – Arizona Department of Health Services (ADHS) told hospitals to “fully activate” emergency plans
 - ▶ June 12 – President of ASU mandates mask use
 - ▶ June 17 – Governor Ducey allows local governments to set mask-wearing regulations – many do
 - ▶ June 23 – President Trump held a rally at Dream City megachurch, most without masks – same day hospitalizations hit record numbers
 - ▶ June 29 – Governor Ducey orders bars, movie theaters and gyms to close; Arizona hospital active surge plans

10

Arizona Timeline – COVID-19

- ▶ July 2020
 - ▶ July 3 – 90% of licensed ICU hospital beds were unavailable statewide
 - ▶ July 9 – Governor Ducey issues an executive order directing restaurants to operate at 50% of dine in capacity
 - ▶ July 16 – Governor Ducey issues an executive order extending moratorium on residential evictions and other protections until October 31, 2020 and expands rental assistance
 - ▶ July 23 – Governor Ducey issues an executive order extending the temporary closure of certain businesses for an additional two weeks; also prohibits organized gatherings of more than 50 people and pauses issuance of special events permits

11

Arizona Timeline – COVID-19

- ▶ August 2020 – present
 - ▶ Businesses that were closed began to reopen under strict reopen procedures
 - ▶ Businesses had to apply with the state to reopen again

12

ArMA's Response

- ▶ March 2020 – Outgoing President Susan Whitely, MD creates a COVID-19 Task Force
 - ▶ President-Elect designated as Chair of the Task Force
- ▶ Starts communicating with Governor's office and other stakeholders
- ▶ Ross Goldberg, MD assumes Presidency the beginning of April
 - ▶ Frequent (sometimes more than daily) calls with ArMA CEO
 - ▶ Realized we needed to move in multiple directions simultaneously

13

Areas of Response

- ▶ Physician Protections/Resources
- ▶ Relationship Building
- ▶ ArMA Member Engagement
- ▶ COVID-19 Vaccine
- ▶ Communications

14

Physician Protections/Resources

- ▶ Medical Malpractice Liability
 - ▶ Requested immunity for physicians and all healthcare personnel from civil and criminal liability
 - ▶ Got the Governor to issue an executive order to cover physicians and all workers on the front line from civil immunity
- ▶ Expanded Scope of Practice
 - ▶ Sent a letter to the Governor's office regarding an issued pharmacy executive order, potentially expanding their scope of practice
 - ▶ Worked with pharmacy board & Governor's office to get clarifying language issued

15

Physician Protections/Resources

- ▶ Telemedicine
 - ▶ Partnered with outside entity to offer free telemedicine platform to all Arizonans
 - ▶ Created a free telemedicine guide
 - ▶ Achieved an executive order that provides parity in coverage and reimbursement for telemedicine
 - ▶ Convened all insurers via a virtual roundtable – meetings continue monthly

16

Physician Protections/Resources

- ▶ Telemedicine (continued)
 - ▶ Established telemedicine task force to provide recommendations on future of telemedicine
 - ▶ Developed telemedicine resources for practices, specifically policies and procedures that can be adapted as needed
 - ▶ Asked by the Governor's office to assist in crafting Telemedicine Legislation for 2021

17

Physician Protections/Resources

- ▶ Elective Surgery
 - ▶ Provided specific recommendations to ADHS and Governor's office on elective surgeries restarting, including the need for pre-operative COVID testing
 - ▶ Recommendations were included in executive order about elective surgeries
 - ▶ Provided feedback for the ADHS FAQs that were contained in the executive order

18

Physician Protections/Resources

- ▶ **Mental Health**
 - ▶ Received grant from AHCCCS/ADHS to implement a peer support program – "Virtual Doctor's Lounge" – launched October 2020 (AHCCCS – Arizona Health Care Cost Containment System)
 - ▶ Public messaging in concert with state psychiatric societies
- ▶ **Education**
 - ▶ Received grant to promote CME education on the topics:
 - ▶ Obesity & COVID
 - ▶ Lung Cancer & COVID
 - ▶ Diabetes & COVID
 - ▶ Telemedicine in Asthma Medicine

19

Physician Protections/Resources

- ▶ **PPE**
 - ▶ Set up avenue for physician practices to order much needed PPE through ArMA, at reasonable prices
 - ▶ Reached out to private industry to find avenues for N95 mask purchases
 - ▶ Advocated for PPE funding at state and federal level
 - ▶ Disseminated 10,000+ units of FREE N95s, disposable masks, gloves and gowns as well as 10,000+ COVID testing supplies to small and mid-sized practices
 - ▶ Finalized PPE revenue share agreement with National Jar / ActionPPE

20

Relationship Building

- ▶ **Governor's Office**
 - ▶ Requested \$240 million in stipends for physicians
 - ▶ Participated in press conferences (testing, surge beds, flu vaccine)
 - ▶ Weekly touchpoints with Governor's Senior Health Policy Advisor

21

Relationship Building

- ▶ Governor's Office (continued)
 - ▶ Asked for a strategy meeting with Senior Health Policy Advisory and Director of ADHS (June 2020)
 - ▶ We were asked to work with Governor & ADHS on Flu Vaccine campaign in Fall
 - ▶ Collaborating regarding potential staffing shortages
 - ▶ Coordinating efforts to message the importance of physical distancing, mask wearing & good hand hygiene
 - ▶ Re-established and confirmed ARMA's role as a significant stakeholder whose input is needed for all health-related issues
 - ▶ Submitted Amicus Brief in support of Governor's mitigation actions, specifically bar closures

22

Relationship Building

- ▶ ADHS Partnership
 - ▶ Assisted in staffing for SurgeLine
 - ▶ Weekly intelligence on regulatory actions – frequently discuss state-wide testing capabilities, PPE stock and staffing for surge capacity, vaccine distribution
 - ▶ Taken suggestions proposed and considered/integrated them
 - ▶ Testing on-site outside bars
 - ▶ Plan for voting for those hospitalized if a second surge hits

23

Relationship Building

- ▶ Other Partnerships
 - ▶ Established connections with state-focused healthcare entities, including:
 - ▶ Nurses Association
 - ▶ Hospital Associations
 - ▶ AHCCCS (state Medicaid)
 - ▶ MICA (liability insurance company)
 - ▶ State laboratories
 - ▶ Pharmaceutical companies
 - ▶ AZ Chamber of Commerce – teamed up for "Be Safe, Be Open AZ!" campaign

24

ArMA Member Engagement

- ▶ COVID-19 Response Teams
 - ▶ Established task force with specific areas of expertise to provide guidance during pandemic; members include:
 - ▶ ArMA Presidential Leadership (Current, Immediate Past, Elect)
 - ▶ Chair of ArMA Public Health Committee
 - ▶ Infection Disease specialist
 - ▶ ED physician
 - ▶ Orthopedic surgeon with rural/Indian reservation experience
 - ▶ Endocrinologist working with underserved minorities in Phoenix
 - ▶ Representation from the Maricopa County Public Health Department
 - ▶ Internal staff team created as well – met weekly then moved to twice a week

25

ArMA Member Engagement

- ▶ Surveyed Arizona Physicians
 - ▶ To get real time information on impact of COVID-19 on practices, availability of PPE, and telemedicine needs
 - ▶ Sent updated member survey in July 2020
 - ▶ Using information to share with Governor's office, AHCCCS and for educational grants

26

COVID-19 Vaccine

- ▶ ArMA CEO serves on Vaccine & Antiviral Prioritization Advisory Committee (VAPAC) – weekly calls to develop COVID-19 distribution plan
- ▶ Vaccine education being planned for physician community
- ▶ ArMA President also serves on AMA Council on Legislation – getting federal updates on vaccine through connections to ACIP (CDC Advisory Committee on Immunization Practices)

27

Communications

- ▶ Physician Email Communication
 - ▶ Dedicated blast email STAT alerts/presidential message weekly
 - ▶ Ongoing posting on AZ Physician Connect
 - ▶ Weekly Medicine This Week email updates
 - ▶ Monday emails to non-members

28

Communications

- ▶ Virtual Town Halls:
 - ▶ 4/16 – ArMA Updates
 - ▶ 4/22 – Mutual Insurance Company of Arizona (MICA) – Medical Liability & COVID-19
 - ▶ 4/29 – ADHS – Update from ADHS
 - ▶ 5/6 – State Senator Heather Carter (R) & State Representative Amish Shah, MD (D) – Q&A
 - ▶ 5/13 – Bruce Belhancourt, MD, FACP & Alyssa Chapital, MD, PhD, MBA – Perspectives from CMOs
 - ▶ 5/20 – Pam Kehaly & Jim Napoli, MD (Blue Cross Blue Shield of Arizona) & Sara Salek, MD (AHCCCS) – Q&A with insurance regarding Telemedicine coverage & reimbursement

29

Communications

- ▶ Virtual Town Halls (continued):
 - ▶ 5/27 – Ronald Weinstein, MD (Southwest Telehealth Resource Center) – Bringing Telemedicine to Your Practice
 - ▶ 6/3 – AMA President Patrice Harris, MD
 - ▶ 6/17 – Jessica Rigler (ADHS) & Rebecca Sunenshine, MD (Maricopa County Public Health) – Contact Tracing Q&A
 - ▶ 7/1 – CMS and Noridian – COVID-19 Changes and updates
 - ▶ 7/8 – County Medical Societies & ArMA joint town hall with updates and Q&A
 - ▶ 7/15 – Guy Reed, MD, MS (Dean of UA COM-P) & Dr. Priya Radhakrishnan (Chief Academic Officer, HonorHealth) – Medical education during COVID-19

30

Communications

- ▶ Virtual Town Halls (continued):
 - ▶ 8/12 – Virtual Doctors Lounge update
 - ▶ 11/4 – COVID Planning with ADHS – focusing on vaccinations
 - ▶ 11/16 – COVID & Telemedicine with Southwest Telemedicine Resource Center (upcoming)

31

Communications

- ▶ Formal Letters
 - ▶ 3/12 – Letter to ADHS Director, Dr. Cara Christ
 - ▶ 3/27 – Letter to Governor Ducey on myriad of issues with pandemic
 - ▶ 4/16 – Letter to Governor Ducey on Elective Surgery recommendations
 - ▶ 5/14 – Letter to AZ Congressional Delegation
 - ▶ 5/22 – Letter to Governor Ducey on Physical Distancing (before Memorial Day)
 - ▶ 6/18 – Outreach to city Mayors on mask guidance

32

Communications

- ▶ Formal Letters (continued)
 - ▶ 7/7 – Outreach to AZ Sheriffs Association and AZ Chiefs of Police to encourage enforcement of government executive orders
 - ▶ 9/24 – Joint letter with AZ Chamber of Commerce to Maricopa Board of Supervisors on mask mandates
 - ▶ 9/29 – Letter to AZ Congressman Biggs on COVID misinformation
 - ▶ 11/3 – Guideline recommendations to AZ Legislature to open safely for 2021 legislative session

33

Communications

- ▶ Public Messaging
 - ▶ Developed and launched #StayHomeAZ social media campaign
 - ▶ Wrote and published 5 op/eds on topics of preventive measures, PPE, testing, mental health and beyond COVID
 - ▶ Published in AZ Republic (Preventive Measures) & Capital Times (Testing)
 - ▶ Others were self-published in Tucson, Flagstaff and Yuma
 - ▶ Charged the Medical Student Section with producing a mask TikTok campaign

34

Communications

- ▶ Public Messaging
 - ▶ Be Safe, Be Open AZ! – partnership with AZ Chamber of Commerce
 - ▶ Local, national and international media public statements:
 - ▶ AZ Republic
 - ▶ Local NPR radio
 - ▶ Phoenix & Tucson TV stations (standing weekly interview with Fox 10)
 - ▶ Washington Post, The Atlantic, Wall Street Journal
 - ▶ Vice News
 - ▶ CNN, CNN Podcast, Fox News
 - ▶ BBC TV, BBC Radio

35

Communications

- ▶ Masks
 - ▶ Responded to AZ state legislature claiming she had evidence of dangers of mask wearing – did a literature review of all her sources – provided summary of appropriate use and effectiveness of masks
 - ▶ Reached out to 14 city Mayors to educate them on mask use

36

Communications

- ▶ Testing
 - ▶ Working with ADHS to provide input on ways to remove barriers to testing and to increase testing capacity in the care community
 - ▶ Scheduled direct conversation with state labs to explore current challenges with testing
 - ▶ ARMA CEO invited with small group to meet with Admiral Brett Giroir, HHS Assistant Secretary, to discuss barriers to testing

37

Communications

- ▶ Other Communications/Actions
 - ▶ Dedicated web pages for information, resources, telemedicine, financial resources, FAQs
 - ▶ ARMA public health committee developed pandemic policy to address future
 - ▶ Working with national medical collaborative on education opportunities
 - ▶ Weekly calls with hospital and healthcare PR staff

38

What Was The End Result?

- ▶ Arizona physicians' voices were heard
- ▶ Not always listened to, but had a positive impact
- ▶ Had to learn a lot of things on the fly

39

Future State for ArMA

- ▶ Creating a pandemic policy
 - ▶ Codify response for future pandemic/disasters
- ▶ Strengthened relationships with stakeholders
- ▶ Getting ready for future issues

- ▶ ArMA's role in health care advocacy and public health in Arizona has been solidified

40

THANK YOU

41
