PREVENTIVE MEDICINE
2020

A VISION FOR THE YEAR
OF ‘PERFECT INSIGHT’
PREVENTIVE MEDICINE
2020 .... The Physician in Public Health

A VISION FOR The Future of physicians
trained in public health for the YEAR OF
‘PERFECT INSIGHT’

The IOM Committee on Training Physicians
for Public Health Careers
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PREVENTIVE MEDICINE
2020

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LEADERSHIP PROGRAM
The best way to predict the future is
The best way to predict the future is to CREATE it (P. Drucker)
Today’s forecast is limited by lack of vision...
Addressing the charge requires thinking outside the box.
Some important “drivers” of population health (IOM 2003)

- Changes in the environment
- Disparities in health status and access to care
- Globalization
- Infectious disease threats
- Advances in biotechnology and information technology
- A social and political environment that prioritizes health
Some important “drivers” of population health

- Changes in the environment
- Disparities in health status and access to care
- Globalization
- A social and political environment that prioritizes health
- Infectious disease threats
- Including MAN-MADE ONES!!
- Advances in biotechnology and information technology
PREDICTION I: by the year 2020:

- PREVENTION WILL BE EVERYBODY’S BUSINESS
- HEALTH LITERACY WILL EMPHASIZE HEALTH SELF HELP
PREDICTION 1

- PREVENTION WILL BE EVERYBODY’S BUSINESS
- HEALTH LITERACY WILL EMPHASIZE HEALTH SELF HELP
- PREVENTIVE MEDICINE WILL PROVIDE THE CREDIBLE MEDICAL PARTNER FOR VETTING THE EVIDENCE BASE AND TRANSLATING EVIDENCE INTO PRACTICE
PREDICTION II: by the year 2020 ...

• WE WILL ALL BE WEB LITERATE
• WEB-LITERACY WILL INCLUDE REFEREES, CREDENTIALING, AND FACT-CHECKING OF THE POWERFUL COMMUNICATION MEDIA
PREDICTION II

• WE WILL ALL BE WEB LITERATE
• WEB-LITERACY WILL INCLUDE REFREES, CREDENTIALING, AND FACT-CHECKING
• AND
• WE WILL LEARN HOW TO TALK ABOUT UNCERTAINTY AND NOT JUST FINDINGS AND BACK UP “CLAIMS” WITH SUPPORTING EVIDENCE
PREDICTION II

• WE WILL ALL BE WEB LITERATE
• WEB-LITERACY WILL INCLUDE REFEREES, CREDENTIALING, AND FACT CHECKING FOR THE EVIDENCE BASE
• WE WILL LEARN HOW TO TALK ABOUT UNCERTAINTY AND NOT JUST FINDINGS AND BACK UP “CLAIMS” WITH SUPPORTING EVIDENCE
• AND PREVENTIVE MEDICINE WILL OFFER A NEUTRAL TRUSTED INTERMEDIARY TO TRANSLATE EPIDEMIOLOGY INTO PERSPECTIVE
PREDICTION III: by the year 2020 ...

• THE SCIENCE OF PREVENTION WILL EVOLVE DRAMATICALLY
• RISK-BASED GENOMICS WILL ‘DELIVER’
PREDICTION III

- THE SCIENCE OF PREVENTION WILL EVOLVE DRAMATICALLY
- RISK-BASED GENOMICS WILL ‘DELIVER’
- AND PREVENTIVE MEDICINE WILL BE THE CLINICAL PARTNER TO LINK THE PHENOME WITH THE GENOME
PREDICTION III

- THE SCIENCE OF PREVENTION WILL EVOLVE DRAMATICALLY
- RISK-BASED GENOMICS WILL ‘DELIVER’
- AND PREVENTIVE MEDICINE WILL BE THE CLINICAL PARTNER TO LINK THE PHENOME WITH THE GENOME
- AND HELP TO TRANSLATE BOTH INTO MEANINGFUL CLINICAL AND PUBLIC HEALTH PRACTICE
PREDICTION IIIa

• THE SCIENCE OF PREVENTION WILL EVOLVE DRAMATICALLY
• AND
• WE WILL LEARN HOW TO EMBRACE (BUT HOLD ACCOUNTABLE) THE ‘HOLISTIC’ AND ‘ALTERNATIVE’ HEALTH PROMOTION MOVEMENT AND ADVOCATES
PREDICTION IIIa

- THE SCIENCE OF PREVENTION WILL EVOLVE DRAMATICALLY
- WE WILL LEARN HOW TO EMBRACE (BUT HOLD ACCOUNTABLE) THE ‘HOLISTIC’ AND ‘ALTERNATIVE’ HEALTH PROMOTION MOVEMENT AND ADVOCATES
- AND PREVENTIVE MEDICINE WILL BE THE EXPERT ON THE EVIDENCE BASE AND THE KNOWLEDGE GAPS
PREDICTION IV

• THE LARGE POPULATION-BASED DATA BASES (PARTICULARLY THOSE BASED ON ELECTRONIC MEDICAL RECORDS) WILL “DELIVER” CONTINUOUS QUALITY IMPROVEMENT AND RISK-BASED ASSESSMENTS AND I.T. INTERACTIVE INTERVENTIONS
PREDICTION IVa

- THE LARGE POPULATION-BASED DATA BASES (PARTICULARLY THOSE BASED ON ELECTRONIC MEDICAL RECORDS) WILL “DELIVER” CONTINUOUS QUALITY IMPROVEMENT AND RISK-BASED ASSESSMENTS AND INTERVENTIONS
- AND PUBLIC HEALTH WILL EFFECTIVELY DELIVER ON THE ESSENTIAL SERVICE OF “... ACCESS TO QUALITY-ASSURED CARE”
PREDICTION IVa

- THE LARGE POPULATION-BASED DATA BASES (PARTICULARLY THOSE BASED ON ELECTRONIC MEDICAL RECORDS) WILL "DELIVER" CONTINUOUS QUALITY IMPROVEMENT AND RISK-BASED ASSESSMENTS AND INTERVENTIONS
- AND PUBLIC HEALTH WILL EFFECTIVELY DELIVER ON THE ESSENTIAL SERVICE OF "... ACCESS TO QUALITY-ASSURED CARE"
- AND PREVENTIVE MEDICINE WILL PROVIDE THE SOPHISTICATED INTERFACE BETWEEN DATA SYSTEMS, MEDICINE, AND COMMUNITIES
PREDICTION V

• PREVENTIVE MEDICINE WILL BE THE MOST POPULAR FIRST CLASS TAUGHT IN THE FIRST YEAR OF MEDICAL SCHOOL
PREDICTION Va

• PREVENTIVE MEDICINE WILL BE THE MOST POPULAR FIRST CLASS TAUGHT IN THE FIRST YEAR OF MEDICAL SCHOOL

• AND

• PREVENTIVE MEDICINE AND PUBLIC HEALTH WILL BECOME A ‘REQUIRED ELECTIVE’
PREDICTION VI

- Preventive Medicine will be the most popular first class taught in the first year of medical school.
- And
- Preventive Medicine and Public Health will become a ‘required elective’.
- And
- Accreditation won’t forgive a school which tries to finesse these!!
PREDICTION VIa

• PREVENTIVE MEDICINE WILL BE THE MOST POPULAR FIRST CLASS TAUGHT IN THE FIRST YEAR OF MEDICAL SCHOOL
• AND
• PREVENTIVE MEDICINE AND PUBLIC HEALTH WILL BECOME A ‘REQUIRED ELECTIVE’
• AND CHOICE OF PUBLIC HEALTH FOR SPECIALTY TRAINING WILL BECOME AMONG THE MOST COMPETITIVE FOR GRADUATES
PREDICTION VIa

• PREVENTIVE MEDICINE WILL BE THE MOST POPULAR FIRST CLASS TAUGHT IN THE FIRST YEAR OF MEDICAL SCHOOL
• AND
• PREVENTIVE MEDICINE AND PUBLIC HEALTH WILL BECOME A ‘REQUIRED ELECTIVE’
• AND CHOICE OF PUBLIC HEALTH FOR SPECIALTY TRAINING WILL BECOME AMONG THE MOST COMPETITIVE FOR GRADUATES
• AND THIS CHOICE WILL UNIQUELY AND SUCCESSFULLY RECRUIT A PHYSICIAN LEADERSHIP CADRE IN PUBLIC HEALTH WHICH REFLECTS THE DIVERSITY OF THE POPULATION SERVED
PREDICTION VII

• PREVENTIVE MEDICINE WILL BE RECOGNIZED FOR ITS ESSENTIAL MULTIDISCIPLINARY TEAM NATURE
PREDICTION VIIa

- PREVENTIVE MEDICINE WILL BE RECOGNIZED FOR ITS ESSENTIAL MULTIDISCIPLINARY TEAM NATURE
- AND
- THE “CUTTING EDGE” EDUCATIONAL INSTITUTIONS WILL OFFER CROSS-DISCIPLINARY COURSES IN PREVENTIVE HEALTH FOR ALL STUDENTS
PREDICTION VIII

• THE VISION OF THE IOM’S 2003 REPORT ON “THE FUTURE OF THE PUBLIC’S HEALTH” (AND ITS LANDMARK 1988 PRECURSOR) WILL BE ACHIEVED
PREDICTION IX

- THE VISION OF THE IOM’S 2003 REPORT ON “THE FUTURE ...” WILL BE ACHIEVED
- ... PERHAPS IN THE TRAGIC AFTERMATH OF A NATURAL OR MAN-MADE DISASTER
PREDICTION IX

• THE VISION OF THE IOM’S 2003 REPORT ON “THE FUTURE ...” WILL BE ACHieved

• … PERHAPS IN THE TRAGIC AFTERMATH OF A NATURAL OR MAN-MADE DISASTER

• AND THE SPECIFIC CLINICAL COMPETENCIES FOR COMMUNITY PREPAREDNESS AND PROTECTION WILL BE IN GREAT DEMAND
PREDICTION X

- THE VISION OF THE IOM’S 2003 REPORT ON “THE FUTURE ...” WILL BE ACHIEVED
- ... PERHAPS IN THE TRAGIC AFTERMATH OF A NATURAL OR MAN-MADE DISASTER
- AND
- “NO COMMUNITY, NO MATTER HOW SMALL OR REMOTE ...”
PREDICTION XI

• THE VISION OF THE IOM’S 2003 REPORT ON “THE FUTURE ...” WILL BE ACHIEVED
• ... PERHAPS IN THE TRAGIC AFTERMATH OF A NATURAL OR MAN-MADE DISASTER
• AND
• “NO COMMUNITY, NO MATTER HOW SMALL OR REMOTE ...”
• AND WE WILL MOVE AHEAD TO ACCREDITATION OF LOCAL PUBLIC HEALTH SYSTEMS INCLUDING THE MEDICINE-PUBLIC HEALTH INTERFACE, WHERE THE PM PHYSICIAN WILL TAKE THE LEAD
PREDICTION XII

• WE WILL RECOGNIZE THE ESSENTIALITY OF COMPETENCY BASED TRAINING FOR OUR PUBLIC HEALTH LEADERSHIP … THE VISION OF THE “WHO WILL KEEP THE PUBLIC HEALTHY?” REPORT WILL BE REALIZED
PREDICTION XIIa

• WE WILL RECOGNIZE THE ESSENTIALITY OF COMPETENCY BASED TRAINING FOR OUR PUBLIC HEALTH LEADERSHIP ... THE VISION OF THE “WHO ...” REPORT WILL BE REALIZED AND

• THIS WILL INCLUDE THE COMPETENCIES OF PHYSICIAN MEMBERS OF THE PUBLIC HEALTH LEADERSHIP TEAM
PREDICTION XIII

• WE WILL RECOGNIZE THE ESSENTIALITY OF COMPETENCY BASED TRAINING FOR OUR PUBLIC HEALTH LEADERSHIP ... THE VISION OF THE “WHO ...” REPORT WILL BE REALIZED

• AND WE WILL RECOGNIZE PUBLIC HEALTH PRACTICE AS A ‘PROFESSION’
PREDICTION XIIIa

- WE WILL RECOGNIZE THE ESSENTIALITY OF COMPETENCY BASED TRAINING FOR OUR PUBLIC HEALTH LEADERSHIP ... THE VISION OF THE “WHO ...” REPORT WILL BE REALIZED
- AND WE WILL RECOGNIZE PUBLIC HEALTH PRACTICE AS A ‘PROFESSION’
- AND WE WILL REQUIRE CERTIFICATION OF PUBLIC HEALTH LEADERS
PREDICTION XIIIa

• WE WILL RECOGNIZE THE ESSENTIALITY OF COMPETENCY BASED TRAINING FOR OUR PUBLIC HEALTH LEADERSHIP ... THE VISION OF THE “WHO ...” REPORT WILL BE REALIZED

• AND WE WILL RECOGNIZE PUBLIC HEALTH PRACTICE AS A ‘PROFESSION’

• AND WE WELL REQUIRE CERTIFICATION OF PUBLIC HEALTH LEADERS

• AND BOARD-CERTIFICATION IN PREVENTIVE MEDICINE WILL BE ONE OF THE ‘GOLD STANDARD’ CERTIFICATES
PREDICTION XIV

• MAJOR PUBLIC HEALTH AGENCIES (SERVING COMMUNITIES OF 50,000 OR MORE) WILL BE LED BY A MULTIDISCIPLINARY TEAM
PREDICTION XIVa

• MAJOR PUBLIC HEALTH AGENCIES (SERVING COMMUNITIES OF 50,000 OR MORE) WILL BE LED BY A MULTIDISCIPLINARY TEAM

• AND

• THIS TEAM WILL INCLUDE AT LEAST ONE QUALIFIED PREVENTIVE MEDICINE PHYSICIAN IN A CLEAR, VISIBLE, PUBLIC LEADERSHIP ROLE (THE COMMUNITY’S DOCTOR)
PREDICTION XV

- ALL SMALLER AND RURAL PUBLIC HEALTH UNITS WILL ENSURE ACCESS TO PREVENTIVE MEDICINE QUALIFIED PHYSICIAN
- TELEHEALTH WILL BE A BASIC MANAGEMENT TOOL JUST AS TELEMEDICINE IN RURAL AREAS FOR CLINICAL SPECIALTY HELP
PREDICTION XV

• ALL SMALLER AND RURAL PUBLIC HEALTH UNITS WILL ENSURE ACCESS TO PREVENTIVE MEDICINE QUALIFIED PHYSICIAN FOR A LOCAL CHIEF MEDICAL OFFICER (MPH IF NOT PM TRAINED)

• TELEHEALTH WILL BE A BASIC MANAGEMENT TOOL JUST AS TELEMEDICINE IN RURAL AREAS FOR CLINICAL SPECIALTY HELP

• AND DISTANCE-BASED COMMUNICATIONS WILL BE AMONG CORE COMPETENCIES FOR PM PHYSICIANS
PREDICTION XVI

- WE WILL HAVE UNIVERSAL ACCESS TO A MINIMUM ASSURED HEALTHCARE BENEFIT
- THE MINIMUM BENEFIT PACKAGE WILL INCLUDE COST-EFFECTIVE PREVENTIVE SERVICES (USPSTF)
- ALL PHYSICIANS WILL RECOGNIZE THEIR ESSENTIAL PARTNERSHIP IN THE PREVENTION EFFORT
PREDICTION XVII

• ALL PHYSICIANS WILL RECOGNIZE THEIR ESSENTIAL PARTNERSHIP IN THE PREVENTION EFFORT

• AND

• ACCOUNTABILITIES FOR PREVENTION WILL BE AS CRITICAL AS THOSE FOR CURE
PREDICTION XVIIa

• ALL PHYSICIANS WILL RECOGNIZE THEIR ESSENTIAL PARTNERSHIP IN THE PREVENTION EFFORT
• AND
• THE PHYSICIANS WILL (ONCE AGAIN) BE THE MOST VOCAL OF THOSE DEMANDING EFFECTIVE PUBLIC HEALTH INFRASTRUCTURE AND LEADERSHIP IN THEIR OWN COMMUNITIES!
PREDICTION XVIIa

• ALL PHYSICIANS WILL RECOGNIZE THEIR ESSENTIAL PARTNERSHIP IN THE PREVENTION EFFORT
• AND
• THE PHYSICIANS WILL (ONCE AGAIN) BE THE MOST VOCAL OF THOSE DEMANDING EFFECTIVE PUBLIC HEALTH INFRASTRUCTURE AND LEADERSHIP IN THEIR OWN COMMUNITIES
• AND THEY WILL DEMAND A PM CERTIFIED PHYSICIAN AS PART OF THE SYSTEM WHICH HOLDS THEM ACCOUNTABLE!
WHO WILL PAY?
PREDICTION XVIII

- THIRD PARTY PAYERS WILL RECOGNIZE AND PROVIDE INCENTIVES FOR PREVENTION
PREDICTION XVIIIa

• THIRD PARTY PAYERS WILL RECOGNIZE AND PROVIDE INCENTIVES FOR PREVENTION
• AND
• (MIRABILE DICTU)
• THIS WILL EVEN INCLUDE A REFORMED, NATIONALIZED, JOINT MEDICARE/MEDICAID PROGRAM!
PREDICTION XVIIIa

• THIRD PARTY PAYERS WILL RECOGNIZE AND PROVIDE INCENTIVES FOR PREVENTION
• AND (MIRABILE DICTU) THIS WILL EVEN INCLUDE A REFORMED, NATIONALIZED, JOINT MEDICARE/MEDICAID PROGRAM WHICH (MIRABILE DICTU)
• PAYS FOR THE TRAINING AND SERVICES OF PREVENTIVE MEDICINE PHYSICIANS
PREDICTION XIX

• CORE COMPETENCIES FOR PREVENTIVE MEDICINE WILL INCLUDE THOSE CURRENTLY EXAMINED BY ABPM
PREDICTION XIXa

- CORE COMPETENCIES FOR PREVENTIVE MEDICINE WILL INCLUDE THOSE CURRENTLY EXAMINED BY ABPM
- AND ... THE MEDICAL DIMENSIONS OF CYBERNETICS, INFORMATICS, GENOMICS, THERAPEUTICS, ... AND ALL THOSE OTHER EMERGING ‘..TICS’!
But first...

a word from our sponsors!
PREDICTION XX

• THE EPIDEMIOLOGIST’S BEST FRIEND: “OTHER”!
TAKE HOME POINTS

THE FUTURE OF PUBLIC HEALTH WILL REQUIRE PHYSICIANS WELL TRAINED IN PREVENTIVE MEDICINE
THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

THE CONTENT OF WORK

THE UNIQUE SKILLS AND COMPETENCIES

THE BARRIERS TO PROGRESS
THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

SO .. LET’S GO.

THANKS for YOUR VISION. It counts!!!