



AID's TOP 12

Highlights of 2019

In our fight to help save independent doctors, we made good progress in 2019. Here are a dozen of the year's highlights, which would not have been possible without the support of our members.

1. **We got a new look.** AID kicked off 2019 with a new website that offers an updated look, easier navigation of such features as our online directory, and a more refined message of who we are and what we do to help independent doctors. Check us out www.aid-us.org.

2. **We made big strides toward price transparency.** AID took an active role in the Administration's move toward achieving price transparency in health care. Working with AID sponsor Cynthia Fisher, founder of [Patient Rights Advocate](#), we wrote a

[letter](#) that 3,969 doctors signed. The letter was hand delivered to the President

and several senior White House officials. The following Monday, June 24, President Trump signed an [Executive Order](#) on Improving Price and Quality Transparency in American Healthcare. At our invitation, AID member Dr. Elaina George (in white coat, left) spoke at the historic event. As the order evolved into law, we wrote [editorials](#) to keep special interests from undermining it. We continue that effort.

3. **We made your med-mal savings even better.** In our continual effort to enrich our member benefits, AID

partnered with [ISMIE Mutual Insurance](#), a leading medical professional liability insurance provider, to offer members a 10 percent discount on medical malpractice insurance. The discount is in addition to other ISMIE premium discounts doctors may qualify for. The affinity program is available to members in all 50 states. Our dental members may receive a similar benefit through our Coverys partnership. For more information, go to www.ismie.com/aid.

4. **We gave doctors a voice on national TV.** In October, AID's Executive Director Marni Jameson Carey had a second-

row seat at the signing of [another Executive Order](#), this one on Protecting and Improving Medicare for Our Nation's Seniors. Because of her position, she was tapped to provide instant commentary on national television. Appearing live on [Fox & Friends](#), she represented independent doctors. As AID is a nonpartisan trade association, Carey went beyond the political posturing to explain to consumers what the new order would mean for Americans. She followed her TV appearance with a published and widely circulated [opinion piece](#), which she tied back to AID themes of transparency, choice and competition.



5. **We spoke out on Capitol Hill.** Representing America's independent doctors, Carey made several trips to Capitol Hill. In spring, she met with lawmakers to discuss bills impacting health care, including the Transparency in All Health Care Pricing Act [HR1409](#), and the Hospital Competition Act [HR506](#). In September, she [expressed members' concerns](#) regarding electronic health records at the Health Information Technology Advisory Committee meeting. While in Washington, she met with a senior advisor to CMS Secretary Seema Verma to discuss topics impacting independent doctors including the expansion of site-neutrality, the rollout of the executive order on price transparency, cuts in reimbursements to independent doctors, and the future of value-based pricing.



6. **We revamped AID-SAVE.** We gave our group purchasing program an overhaul to help members get deeper discounts on what they buy most. Thanks to [AID-SAVE](#), participating members are saving thousands of dollars monthly on medical and office supplies, overnight shipping, credit card processing, uniforms, wireless phone service, linens and more.

7. **We spread our message.** Our executive director gave over a dozen keynote presentations throughout the country. At the 16th Annual World Health Care Congress in Washington, she led a keynote panel on price transparency and spoke before an audience of 1,200 health-care leaders. She also spoke at two Becker's ASC Conferences; at the annual meeting of the National Society of Certified Healthcare Business Consultants; at independent physicians' conferences in New York, Michigan and Illinois; and at a dental conference in Massachusetts. At each meeting, she reinforced how stopping consolidation and preserving our nation's independent doctors would lower health-care costs, improve access, and be healthier for America.



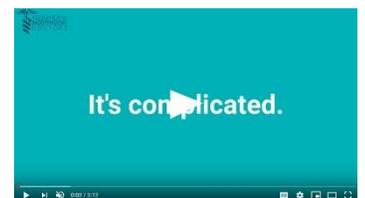
8. **We made news.** Besides serving as an expert source for media, AID also created news content. Carey wrote several editorials for [Medical Economics](#) covering topics related to the state of America's independent doctors. For [Real Clear Policy](#) and [The Washington Examiner](#), she wrote opinion pieces to let consumers know that price transparency is just what the doctor ordered and just what special interests don't want. We kept members and friends informed through the more than 120 member updates and newsflashes we sent throughout the year.



9. **We took part in a documentary.** On Capitol Hill again, Carey and AID member Dr. Matt Knight took part in filming a documentary about the health-care crisis in America. For part of the documentary, to be released in 2020 on Netflix/Hulu, she and Dr. Knight met with U.S. Rep. Roger Marshall, MD (R-Kan).

10. **We set the stage for AID Direct.** Responding to a member survey we issued in January, which revealed that one third of our members practiced some form of direct care, and another third wanted to move in that direction, AID formed an organizing committee to create AID Direct, a forum to help members of all specialties help each other set up cash pricing and direct pay options.

11. **We produced our second video satire.** An animated video short that shows how the doctor-patient relationship has become the doctor-hospital-insurance-employer-government-patient relationship, [Healthcare Uncomplicated](#) is the sequel to [The Perfect Money Making Machine](#), which has received thousands of views.



12. **We grew.** In 2019, AID's list of active members grew by 15 percent. We now have members in 41 states. Help us fill the map in 2020!