

ATPP Meeting Summary from Vail, CO | 01.25.2025

Main Topics Discussed:

1. Healthcare Reimbursement Issues:

- James Allred, MD expressed frustration with the repetitive issues in organized medicine, particularly within the American Academy of Dermatology (AAD) and American Medical Association (AMA).
- Despite efforts to work within the system, Medicare cuts have continued to burden physicians and impact patient care.

2. Challenges in Organized Medicine:

- The AMA and AAD have tried to influence policymakers, but James Allred, MD argues their methods are ineffective.
- There is a need for a different approach, combining intelligence, grassroots activism, and strategic protests.

3. Potential Actions for Reform:

- Petition: Creating a petition that can be signed by physicians, patients, and the general public to oppose Medicare cuts.
- Day of Protest: Organizing a symbolic action such as a one-hour "moment of silence" for Medicare, or demonstrations at Capitol steps.
- Storytelling & Media Outreach: Developing engaging narratives that illustrate how Medicare cuts harm patients, similar to past successful advocacy campaigns.
- Non-Profit Organization Formation: Establishing a structured coalition with leadership roles and committees to drive initiatives forward.

4. Funding & Strategic Planning:

- Discussed setting up a 501(c)(3) or 501(c)(6) nonprofit entity to raise funds and support lobbying efforts.
- Considered leveraging social media and grassroots efforts to raise awareness and gain public support.
- Acknowledged the need to involve consultants and media experts to maximize outreach.

5. Cross-Sector Collaboration:

- Engaging independent pharmacies, physicians' groups, and other healthcare providers to unify the cause.
- Potential alliances with organizations representing 80,000+ members to amplify advocacy efforts.

6. Next Steps:

- Organize Leadership: Define committee roles and recruit members.
- Formalize the Structure: Establish the nonprofit entity.
- Plan for AAD Meeting: Host an in-person strategy session in Orlando during the AAD conference.
- Circulate Meeting Summaries & Action Items: Ensure all attendees receive updates and clear steps to participate in upcoming actions.

The meeting concluded with a commitment to taking immediate action and mobilizing a broader network for advocacy. A follow-up meeting will be planned around the AAD conference to solidify the coalition's structure and initiatives.