Your Care is At Our Core Campaign Highlights Importance of Patient-Physician Relationship

Ohio State Medical Association working to bring awareness to the importance of honoring physicians as the key decision-makers in healthcare

Columbus, Ohio, January 2025 – Over the past few years, administrative burden has become a huge issue in healthcare, contributing significantly to physician burnout. While physicians go into medicine with a passion for patient care, the reality is that providers are spending increasing amounts of time negotiating with insurance companies and fighting red tape to keep healthcare decisions between doctors and patients.

That's why the Ohio State Medical Association – Ohio's largest physician-led organization, is proud to launch the *Your Care is At Our Core* Campaign in partnership with the American Medical Association (AMA) to bring awareness to the importance of the bond between patients and their physicians, and keeping this as the foundation of health care.

"Physicians are drawn to medicine to heal and to change lives for the better," said AMA President Bruce A. Scott, M.D. "Too often these days administrative burdens, red tape, and obstacles like prior authorization eat into our time with patients and create barriers in the patient-physician relationship. Building and maintaining this relationship is critical for establishing trust and achieving positive health outcomes in our communities, and we must make that our focal point."

Data shows that 89% of patients agree that the doctor-patient relationship is central to health care, and 79% of patients agree that red tape bureaucracy makes it harder for physicians to provide the best care to patients.

Unfortunately, decisions made by third parties like insurance companies, pharmacy benefit managers, hospitals, and others in health care are dramatically limiting the time physicians can spend with their patients – and the treatments physicians can provide to heal and bring comfort to their patients. Health care can be an especially vulnerable space for patients, and establishing a meaningful patient-physician relationship is necessary to build trust and provide the most effective care and treatment.

"People don't understand how much red tape, administrative time, and bureaucracy dictates patient care," said Dr. Elizabeth Muennich, MD, dermatologist and president of the Ohio State Medical Association. "It's more important than ever for physicians to advocate for keeping patient care at the core of healthcare decisions, and for letting physicians do what we do best – caring for patients and advising on the best course of treatment based on each patient's unique circumstances."

Physicians are fighting alongside their patients for less bureaucracy and more time for providing quality care. More information about the campaign and Ohio's efforts can be found at OSMA.org/care-is-at-our-core.

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About The Ohio State Medical Association

The Ohio State Medical Association is the largest and oldest statewide association representing physicians, residents, and medical students in the state of Ohio on issues including state and federal legislation and regulatory affairs. The OSMA provides efficient business solutions, continuing professional development and a variety of tools and resources. The OSMA is dedicated to empowering physicians, residents and medical students to advocate on behalf of their patients and profession. For more information, visit osma.org.

About the American Medical Association

The American Medical Association is the physician's powerful ally in patient care. As the only medical association that convenes 190+ state and specialty medical societies and other critical stakeholders, the AMA represents physicians with a unified voice to all key players in health care. The AMA leverages its strength by removing the obstacles that interfere with patient care, leading the charge to prevent chronic disease and confront public health crises, and driving the future of medicine to tackle the biggest challenges in health care.