The Digital Medical Office of the Future

Selecting the right EMR

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Mark Anderson, FHIMSS, CPHIMSS
Healthcare IT Futurist

- **CEO of AC Group**
  - Currently Conducting Technology Software Searches for Hospital and Physician Organizations
  - Over 300 EHR Search and Selections for more than 40,000 providers
  - National Speaker on EHR – > 380 sessions since 2001
  - Semi annual report on Vendor product functionality and company viability
- **36+ Years In Healthcare IT**
  - CIO Position at Three Multi Facility Regional IDN's
  - Installed over $1B in technologies since 1972
  - Former CIO of a 2,300+ physician (500+ Practices) IPA

Disclosure

- Speaking at numerous professional associations and at vendor meetings (over 100/Year)
- White Papers on the use of technology
- Serve on numerous conference boards
- EHR Search and Selections (> 100 Practices)
- DOQ-IT and CMS EHR Selection Tool

- NO Revenue from any vendor based on any Sales or increase in Revenues

Vision

"Technology is simply a catalyst that will empower providers to drive meaningful changes in care."

" People love progress … but hate change"

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12 Step Approach

1. Establish your Selection Committee
2. Determine your needs
3. Determine your costs limits
4. Research the vendors
5. Identify the top 4 or 5 that best meet your
6. Create demonstration scripts
7. Conduct Demonstrations
8. Check References and Visit Sites
9. Request costs proposal based on your needs
10. Evaluate EHR Candidates
11. Negotiation contract and implementation plan
12. Sign Contract

Get Help!!

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Who should be on your committee?

- **If you are only looking for an EHR**
  - Physicians/PAs
  - Nurses/MAs
  - Office Admin
- **If you are looking at a combined PMS/EHR**
  - Front Office and Back Office Staff
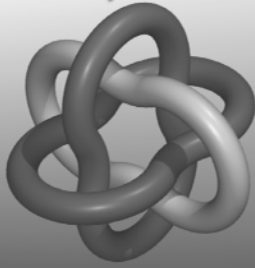 - Billing Staff

1

Determine Your Needs

2

Separate, but united

Start with Definitions

- Integrated Community EHRs (ICE)
- EHR Products (EMR + Health)
- EMR Products
- EMR Lite Products
- Charting Products
- Document Imaging Products
- eRX Products

- Fully Integrated PM and EMR Products
- Interfaced PM and EMR Products
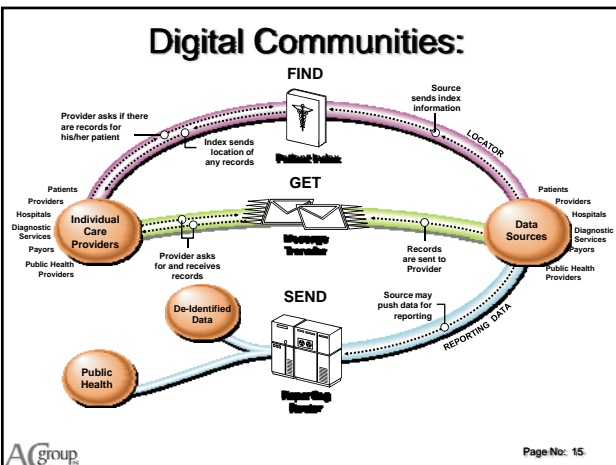- Best of Breed PM or EMR products

EMR Functional Categories

- Alerts and decision support
- Charge capture & coding
- Dictation
- Document management
- Documentation
- Electronic prescriptions
- EMR functionality
- Integration and interfacing
- Laboratory data
- Orders and results
- Patient education

- Patient information tracking
- Patient self management
- PDA and wireless synchronization
- Provider user interface and administrative tools
- Reporting
- Specialty functionality
- Security and HIPAA
- System architecture
- Patient Personal Health Record
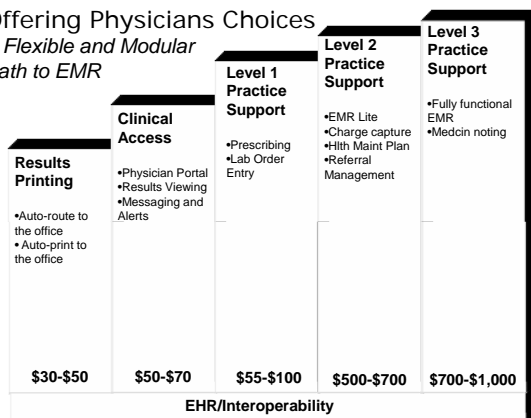- Formulary Compliance

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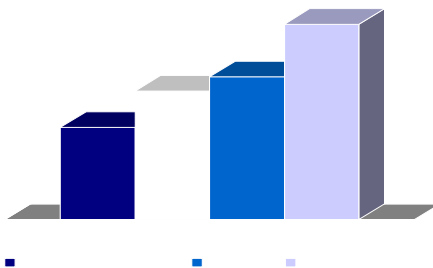*Be Prepared for the Ice Age*

Digital Communities:

FIND

Provider asks if there are records for his/her patient

Source sends index information

Index sends location of any records

Patient Index

LOCATOR

GET

Patients
Providers
Hospitals
Diagnostic Services
Payors
Public Health Providers

Individual Care Providers

Provider asks for and receives records

Message Transfer

Records are sent to Provider

Data Sources

Patients
Providers
Hospitals
Diagnostic Services
Payors
Public Health Providers

SEND

De-Identified Data

Source may push data for reporting

REPORTING DATA

Public Health

Reporting Border

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What about the costs?

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Offering Physicians Choices
A Flexible and Modular Path to EMR

Results Printing
•Auto-route to the office
• Auto-print to the office

$30-$50

Clinical Access
•Physician Portal
•Results Viewing
•Messaging and Alerts

$50-$70

Level 1 Practice Support
•Prescribing
•Lab Order Entry

$55-$100

Level 2 Practice Support
•EMR Lite
•Charge capture
•Hlth Maint Plan
•Referral Management

$500-$700

Level 3 Practice Support
•Fully functional EMR
•Medcin noting

$700-$1,000

EHR/Interoperability

Physician based 3 –Year EHR costs

3 Year Costs per Physician
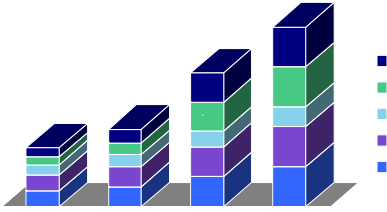
AC Group 2009 Functionality Report

Research the Vendors

- This is where most practices need help
- Product Functionality
- Company Viability
- End-User Satisfaction
- Delivery Methodology
- Training Methodology
- Pricing Structure
- Technology Structure
- Contract Rules of Engagement
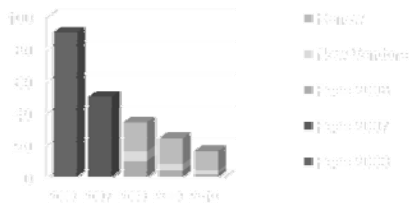
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Information Overload

There are too many vendors in the
marketplace today

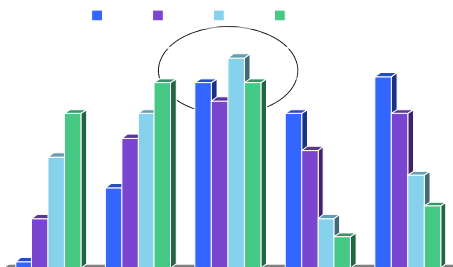## Many Vendors Pretend to be part of the Marketplace

CCHIT Certified EHR Vendors
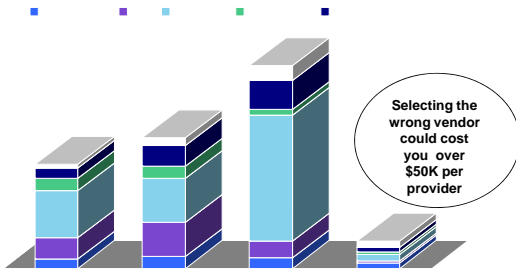### Certification is good for 3 years – but!!!!!

As of February 1, 2009 only 50 products have passed the 2007 CCHIT

And only14 have passed the 2008 CCHIT Requirements

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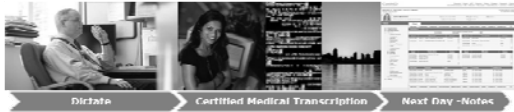## What type of Clinical Products are Providers Really interested in?

Market Change over time

Over 380 vendors claiming to sell EHRs

Selecting the wrong vendor could cost you over $50K per provider

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DRT is Discrete Reportable Transcription

Dictate → Certified Medical Transcription → Next Day -Notes

- Allows the provider to use the EHR for viewing of patient clinical information.
- After the physical exam, the provider dictates their note like they have the past 20+ years.
- The dictated report is sent to a transcription service for transcription or via Dragon
- The Software takes the dictation, creates a clearly defined patient note and then automatically populates the EHR with practice specific discrete recordable and reportable data directly into the practice's EHR.

Rank the Vendors
Rating from 1 Low to 5 High

	EHR	PMS	PMS/EHR	Company Points	End-User	Total Company and EHR Points
Vendor 1	4.8	4.7	4.75	4.5	4.4	4.7
Vendor 2	3.8	4.0	3.9	4.4	4.8	4.2
Vendor 3	4.5	4.5	4.5	4.3	4.4	4.1
Vendor 4	4.4	4.5	4.45	4.1	4.0	4.3

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6. Create demonstration scripts

- If you did your homework, you have already selected the top vendors for your practice
- Your goal now is to see how the product would work in your normal practice life
- Create a script that follows your traditional workflow including phone calls, reviewing of documents and patient visits
- The goal is to determine which product is easier to use.
- Get Help, there are great demo scripts out there.

7. Conduct Demonstrations

- Conduct all vendors demos within 10 calendar days
- You are really evaluating usability and ease of use if you did your homework up front
- Depending on your size, schedule a 1 hour demo or
  - Schedule 1.5 hours for EHR
  - Schedule 2.0 hours for PM/Billing
  - Schedule 30 minutes for Company Overview and Implementation processes
  - Schedule 30 minutes for Technology Questions
- Look for variations in processes
- What makes this vendor's product better than the rest

8. Check References and Visit Sites

- Get like sized and specialty specific references that are near your practice
- Determine what went right and what would they do different
- Ask about training and implementation
- Ask about flexibility and customization
- Ask about business and clinical processes
- Ask about any variations in costs – the hidden costs
- Ask about product roll out and phases

Before you sign

- Did you look at the right vendors?
- Did you ask the right questions?
- Did you check references?
- Did the vendor demonstrate their product effectively?
- Could you compare the different choices?
- Did you pay too much for the system?
- Did you negotiate the terms and conditions?
- Did you get the right training and installation support?
- Did you purchase the right hardware and networks?

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Take Home Message

- EHRs Can Improve Patient Service and Provide Financial Benefits.

- EHR Products Are Available in 5 Types. Each Type Can Impact What the Product Will Do for Your Practice.

- Key EHR Features Include Workflow Management and Clinical Charting.

- EHR Implementation is a "Bet the Practice" Proposition That Requires Adequate Resources and Investments to Achieve Success.

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For More Information

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