

Gaining Physician Adoption

Key to Demonstrating Meaningful Use



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Why physician adoption is vital

- Required for Meaningful Use
- Key to the success of an EMR implementation
- Enables your facility to provide better patient care
- Increased patient satisfaction

Meaningful Use

- Physician Adoption will be key
 - When physicians use the EMR it forces other departments/groups to use it as well
- Physician must use EMR for hospital to show meaningful use
 - For Stage 1 physicians must input at least 10% of all orders via CPOE
 - Up-to-date problem lists, allergy lists & medication lists must be maintained within EMR
 - Lab test results to be automated with EMR
 - EMR to be used for Clinical Decision Support
 - EMR to generate a summary of care document for each transition of care or referral

Gaining Buy-in

- Choose the *right* EMR
- Include physicians in the decision making process
- Identify a lead adopter
- Convince physicians of the benefits

Choose the right EMR

- Different sizes of hospitals
- Different sizes of EMRs
- Matching up the right tool with the right size facility does take some understanding of both the tools and the facilities.
- Pairing Healthland's products with critical access facilities is paring the right product with the right craftsman.

EMR selection process

- Include Physicians in the EMR selection process
- Helps them see how it will make them a better provider
- Helps them see and prepare for the change
- Fosters a sense of ownership

Benefits for Physicians

- E-Prescribing
- Reduced Medication Errors
- Lab Reporting Efficiency
- Improved Accuracy & Access
- Improved Patient Satisfaction
- Patient Education
- Timely Documentation
- Reduced Paperwork
- Improved Patient Care

E-Prescribing

- Allows immediate checking of all meds, last refills, allergies, it's an immediate method of communication with the pharmacist to include the ability to have them pass along a message to the patient and all will be instantaneously documented as soon as you sign.
- Everyone in the facility has immediate access to the patient's current medications which could greatly reduced medication errors.
- Medicare will be requiring the printable clinical summary next year which will need to include the medication list.
- Either you put it in by using the computer or you right out by hand or photocopy a list that has to be maintained somewhere and this has to be legible for the patient to see, which is less work?

Reduced Medication Errors

- Having a medication list that is properly maintained and reviewed at each step in the patient care process will greatly reduce the risk of medication errors both in-house and with the patient at home.
- If everyone has the exact same list there are far fewer risks or opportunities for errors.
- If you use e-prescribing this list is automatically updated every time you write a prescription.

Lab Reporting Efficiency

- Solves the problems of missing or mixed labs
- An EMR task manager allows for review
- An EMR enables users to acknowledge the labs at the point of care

Improved Accuracy & Access

- EMRs allow instant access across the continuum of care system
- Updated patient information is visible instantly
- This is why it is important for use of physicians in a clinic
- Example: clinic visit in afternoon – ER visit the next evening (same patient)

Improved Patient Satisfaction

- Patients are more satisfied with their visit when an EMR is used in the room during the visit
- Improvement in patient perception and satisfaction has a direct correlation with increased return visits

Patient Education

- Easy access to relevant education materials within the EMR
- Material can be reviewed during visit and printed for the patient to take home

Timely Documentation

- Check-box templates
- Integrated Voice Recognition software
- Fast Input
- Instantaneous Availability

Reduced Paperwork

- Many documents will no longer be printed
- Electronic Signature capabilities
- Acknowledge documents can be signed and annotated from the desktop

Improved Patient Care

- Graphs of trends are visual and show patients the results of our efforts – or the consequences of misbehavior
- Management of chronic conditions has improved by the ability to access history in a dynamic fashion
- Medication management means fewer medication errors/interactions

Identifying a Lead Adopter

- Tech-savvy
- Respected among peers
- Eager to use technology
- Prior EMR experience

Getting Physicians to Use EMRs

- Administrator/CEO requires
- Lead adopter demonstrates
- Buy-in fosters
- A sense of ownership obligates
- Physician use will take place when all of these factors combine with them being convinced that it will make them better doctors

Key Message

- EMR is an amazing tool, designed to help you.
- Despite claims, it probably will not get you out of work early but it will make you better while you are there.
- It is like owning a car. You have to fill it with gas, change the oil, learn it's controls, learn how to maintain it, but it beats the heck out of walking.



For More Information

Call 1.800.323.6987, option 2
www.healthland.com/executive

