The 5 Biggest Mistakes Made When Choosing an EMR/EHR

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HIT SUMMIT 2007

Background

- Serial Entrepreneur (built and sold 3 prior IT companies offering health IT solutions)
- Started my first company at 18 focused on AI and decision support
- Refocused exclusively to Health IT (information technology) since 1991
- Hold over 16 years of experience
- Gathered data from over 1,000 medical providers including office staff and patients
- Worked in the trenches gaining experience in all aspects of Health IT development

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Definition Review

EMR: Electronic Medical Record

Contains patients legal information.

Primarily billing focused.

EHR: Electronic Health Record

Contains patients health information.

Primarily patient focused.

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Reasons to Adopt EMR/EHRs

◆ Accessible health records

◆ Streamlined of ordering labs, images and prescriptions

◆ Improved safety, enhanced workflow, better productivity and charge capture

◆ Higher patient and staff retention

◆ Decreased costs and errors

◆ Enhanced patient satisfaction and care

◆ Greater protection of privacy and security

Barriers to Entry

◆ Myths

◆ High Costs

◆ Lack of Participation

◆ Resistance for Change

◆ Lack of Commitment

◆ Overwhelm

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Barriers to Entry

Transitioning Goals:

- Myths   > Reality
- High Costs   > Affordability
- Lack of Participation   > Full Enrollment
- Resistance to Change   > Full Engagement
- Lack of Commitment   > Advocacy
- Overwhelm   > Peace of Mind

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Barriers to Entry: MYTH

◆ Myths

Caused by lack of awareness, lack of understanding

- "This is going away."
- "My patients can more easily sue me."
- "There are no good solutions out there."
- "These systems are too costly"
- "No protection for physicians"
- "There is no return on my investment"
- "There are not good enough reasons to change"

Barriers to Entry: MYTH

- ◆ Myths -> Reality
  - EMR/EHRs are here to stay
  - Patients will be more satisfied and less likely to sue. There is greater protection for both provider and patient
  - There are good EMR/EHR solutions, today
  - EMR/EHRs are affordable
  - There are laws to protect physicians
  - A return on investment can be seen in less than a year
  - There are many good reasons to change and if you don't you may be left behind or out of business

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Barriers to Entry: HIGH COST

- ◆ High Costs
  - • $30-$70K per physician
  - • Upgrades to new versions $50K and up

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Barriers to Entry: HIGH COST

- ◆ High Costs -> Affordability
  - $400-$600 per physician/month
  - Web-based/ASP vs. Client/Server

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Barriers to Entry: PARTICIPATION

◆ Lack of Participation

- Lack of awareness
- Lack of understanding the benefits
- Lack of time perceived
- Lack of resources

Barriers to Entry: PARTICIPATION

◆ **Lack of Participation -> Full Enrollment**

- Awareness of the benefits
- Understanding of the need
- Understanding the time required for each resource
- Prioritizing and assigning champions
- Creating advocacy for change

Barriers to Entry: CHANGE

◆ **Resistance to Change**

- Established comfort zone
- Fear of the unknown
- Change is painful
- Change can take too much time
- Change requires high costs

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Barriers to Entry: CHANGE

◆ Resistance to Change -> Full Engagement
- Knowledge conquers fear (real fear vs. phantom fear)
- Comfort zone doesn't mean better patient care
- Change is for the better
- Change will save time and money

Barriers to Entry: OVERWHELM

◆ Overwhelm
- Little time
- Little understanding
- Rapid changes with technology
- New and frequent changes to policies and regulations
- Too much information
- Too long to see results
- Too many vendor solutions

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Barriers to Entry: OVERWHELM

- Overwhelm -> Peace of Mind
  - Dedicated Resources
  - Education provides understanding of time & cost
  - Technology meets today and tomorrows needs
  - Connection to policies and regulations
  - Information disseminated appropriately
  - Small steps in the right direction, early success
  - Short-list vendors by your needs

Barriers to Entry: SUMMARY

Transitioning Goals:

- Myths   > Reality
- High Costs   > Affordability
- Lack of Participation   > Full Enrollment
- Resistance to Change   > Full Engagement
- Lack of Commitment   > Advocacy
- Overwhelm   > Peace of Mind

The 5 Biggest Mistakes

"A man's errors are his portals of discovery."
James Joyce

"All men make mistakes, but only wise men learn from their mistakes."
Winston Churchill

"Experience is the name every one gives to their mistakes."
Oscar Wilde

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The 5 Biggest Mistakes

"Mistakes are an essential part of learning."

"If you aren't making mistakes, then you aren't making progress. This is yet another mistake!"

"Mistakes will happen, if we learn from the mistakes of others and recover from the mistakes we make…we are on our way to success."

The 5 Biggest Mistakes

- Not keeping goals small and within reach
- Not clearly understanding the problems and needs
- Not transitioning in a phased, iterative approach
- Selecting a good product with bad support and service
- Purchasing an EHR/EMR and not using it fully

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5 Steps to Success

1.) EVALUATE THE CURRENT SITUATION
- Interview all staff members, patients, physicians, nurses
- Recognize & document issues

Assessment:
- Costs
- Inefficiencies & Time wasters
- Risks
- Issues of Patient, Staff, Physician
- Quality of Care
- Patient Retention, Referrals
- Current systems, labs

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5 Steps to Success

2.) FORMULATE A PLAN
- Make a list and prioritize
- Define objectives
- Break down into smaller goals
- Allocate time
- Select champion & advocate
- Enroll and engage staff

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5 Steps to Success

3.) FIND A SOLUTION

- Match the product with your needs
- Look for highly integrated and flexible systems
- Review and understand ROI for your goals
- Seek a product that has superior support & service

5 Steps to Success

4.) MAKE A DECISION

- Discuss goals with chosen vendor

- Map current work flow vs. future work flow

- Involve all stake holders, physicians in the decision process

- Assign resources with commitment and accountability

5 Steps to Success

5.) IMPLEMENT A PHASED, ITERATIVE APPROACH

- Take the first objective, implement, test, train, revise if needed
- Receive feedback and calculate ROI,
- Make gradual changes
- Record & share successes to create more advocacy
- Plan and prepare for next objective

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QUESTIONS?

Thank you!

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