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Sunny Egbo

Health Information Technology:
Drivers, Barriers, Benefits, Pitfalls

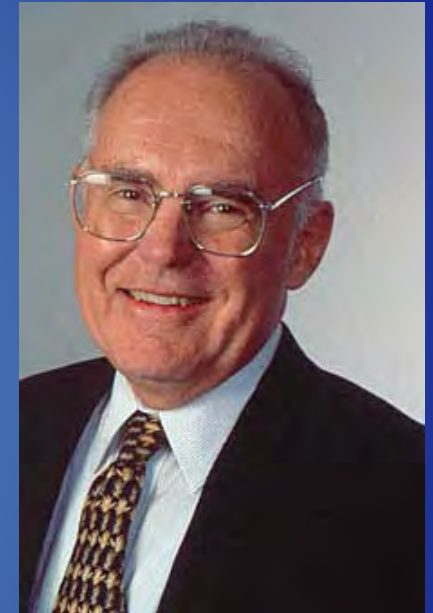
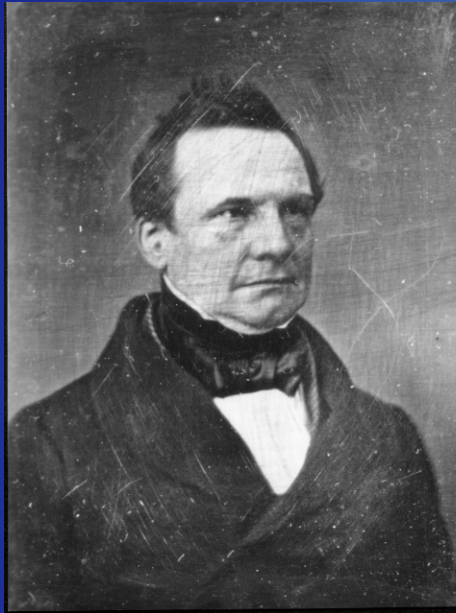
The most profound technologies are those that disappear.
They weave themselves into the fabric of everyday life ...

- Mark Weiser

Technology is neither good nor bad; nor is it neutral.

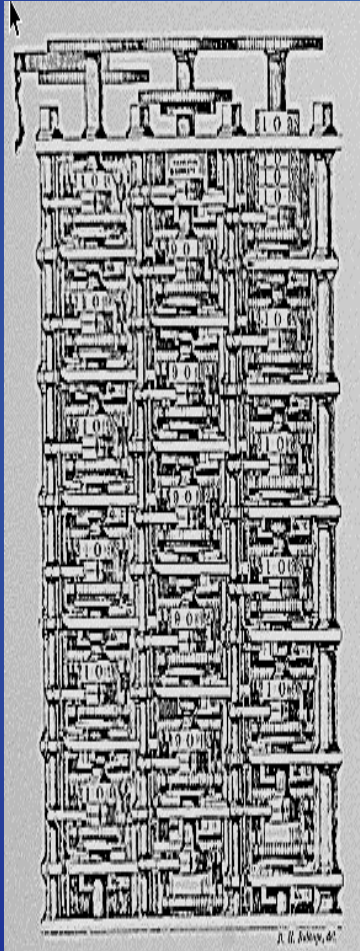
- Melvin Kranzberg

Information Technology



Background: a little story ...

Computing Trends



Computing Trends: Impact

- Complete transformation of many industries (almost all fields of human endeavor affected)
 - Banking
 - Retail & Trade
 - Media
 - Publishing
 - Engineering
 - Communication, Transportation, Space, Astronomy, Science, Mathematics, etc.

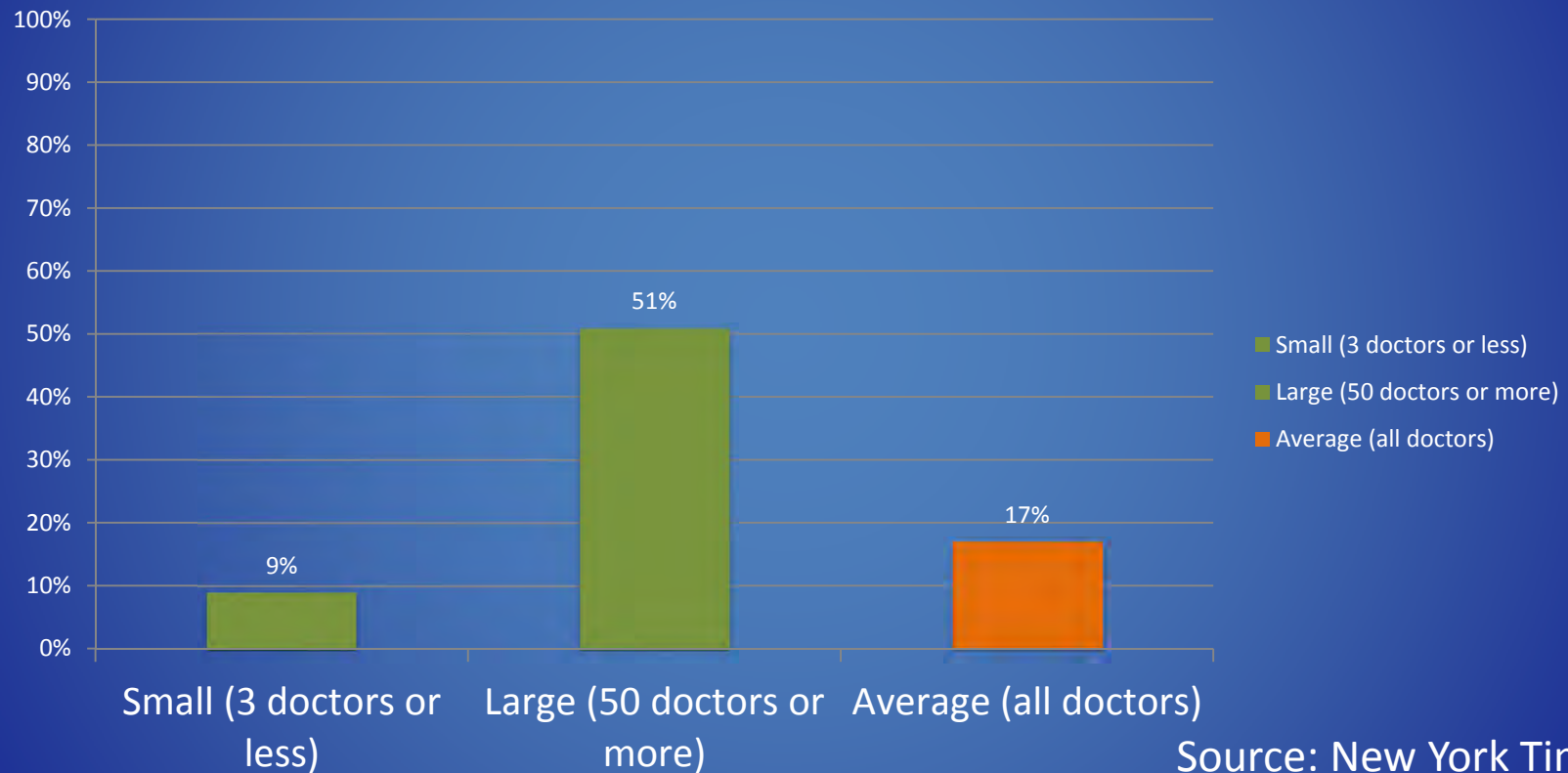
Change takes a while to come; but, change is sweeping.

Health Info Tech: 50 Years and Counting ...



- Started 1961 (or earlier) – Akron Children’s Hospital
 - Electronic Medical Record (EMR) to save money & improve care

Electronic Medical Record (EMR) 2008 % Adoption (USA)



Adoption of EMR from 1962 to 2008 was quite low

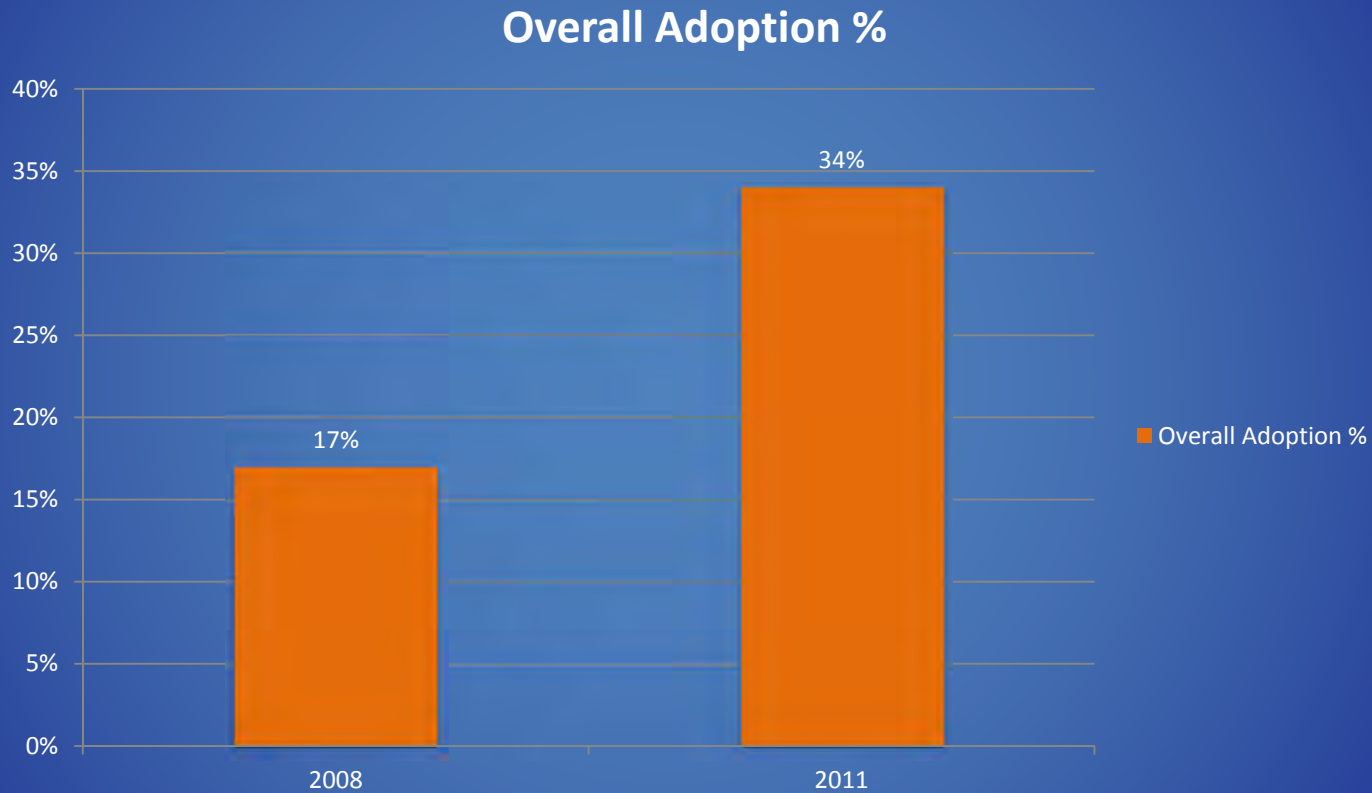
Barriers to EMR Adoption

- Cost
 - \$20,000 to \$50,000 per doctor for system & software
 - Less patients for a couple of days during conversion from paper to electronic records
- Benefit and incentive perversion
 - Those benefiting the most are not the ones paying for the cost of technology adoption
- Complexity
 - No info system meets needs of some medical practices
 - No time for training, no patience for changing habits

Federal Stimulus Incentive Program

- Reimburses up to \$44,000 per doctor for deployment of EMR system
 - Effective until 2014
 - Incentive tied to concept of “meaningful use” of EMR (e.g., uses not just for billing purposes)
 - Ability to share data between practice evolving

EMR Adoption by 2011



Source: New York Times

Adoption rate doubled from 2008 to 2011

Drivers for EMR Adoption

- Government
- Patients
- Cost
- Ease of Access

Your Patients

Equipped



Engaged

Empowered

Enabled

- Technology is truly woven into their lives

Your Practice

- Compliance
– 4,000
– 6,000
- Medical
– Care
spec
– Patient



team of

EMR can enable effective teamwork at lower cost

The Promise of EMR

- Lower cost of patient care
 - Most studies affirm, a few studies contradict
- Reduced error rate
 - Drug interactions, dosages, checklists, timing, etc.
- Improved quality of care
 - Easy access to an integrated view of each patient's medical history
 - Patient involvement in care (e-Patient movement)

Doctors don't seem to go back to paper once EMR adopted

Other Benefits of EMR

- Public Health
 - Fast mining of hospital data for information on Flu, AIDS, TB, Syphilis, Asthma, etc.
 - Monitor effects of heat waves, frigid weather and other natural phenomena
 - Spotting outbreaks of medical problems with unprecedented speed (e.g., tainted grocery, etc).
- Research
 - Trims time from weeks/months to hours/days

Pitfalls to EMR: (1) Poor Design

- Poorly designed system can get between you and your patients
 - Know what you are getting

Evaluate systems before you adopt

Pitfalls to EMR: (2) Data Silos

- Sharing data between disparate systems from EMR vendors & suppliers can be challenging
 - Some big national vendors of EMR include:
 - Epic, Allscripts, Meditech, Cerner, I.B.M., GE, Seimens, etc.
 - Many other smaller players (Microsoft, Google, others getting involved)
- Capabilities vary (e.g., Billing Systems vs. Integrated Patient Records)
 - Capabilities can be confusing
- Practices with multiple locations vulnerable

Understand what you are buying

Pitfalls to EMR: (3) Lack of Training

- Factor in the cost of training as you budget for EMR
- Avoid having data about your patients be a proxy for your patients

Invest time to train yourself and your staff

Pitfalls to EMR: (4) Security & Privacy

- EMR vendors can be a source of exposure
 - Huge federal fines due to breaches

Do your due diligence to protect your patients

Call to Action

- Don't wait until it's too late
 - Technology is not neutral!
- Take advantage of government incentive program
 - \$44,000 stimulus per doctor is available until 2013 to defray the cost of your EMR adoption