



The
Center for
Health
Information
Technology

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The Health-IT Landscape: What Physician Leaders need to know

March 5, 2005

Rhode Island HIT Vendor Fair

David C. Kibbe, MD, MBA

www.centerforhit.org

For discussion today



 What is new and important for AAFP leaders and members to know about?

 Some answers:

- ◆ We have shifted the price and quality curves for HIT
- ◆ We know much more and in detail about the EHR products, the vendor companies, and our AAFP members' successful transition to EHRs
- ◆ We have created new tools for the AAFP membership and other primary care physicians to review products, to find 'a doctor like me in a practice like mine' who has successfully implemented an EHR
- ◆ We are much better placed to influence the national direction regarding quality measurement, pay-for-performance, and new reimbursement models



AAFP EHR Community

Resources for members:

The AAFP's Center for HIT



Established October, 2004

Our mission:

To assist family physicians acquire and use EHRs and other HIT that are affordable and standards-based, for the purposes of improving quality, enhancing safety, and making gains in efficiency.

AAFP's Center for Health Information Technology
Assisting Office-Based Clinicians with Health Information Technology

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Welcome
If you are a new visitor to the CHiIT Web site, we would like to welcome you. This site will continue to grow and add value for AAFP members and other visitors. To keep up on changes to the site, subscribe to the [CHiIT Newsletter](#). Check out the [Quick Start Guide](#) to get started.

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- [Quick Start Guide](#)
- [Readiness Assessment*](#)
- [Selecting & Transitioning to an EHR](#)
- [User Product Reviews*](#)
- [EHR e-mail Discussion List*](#)
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- [Member Discount Agreements](#)
- [Continuity of Care Record](#)
- [EHR Pilot Project](#)
- [Physicians' EHR Coalition](#)
- [Doctors Office Quality Through IT \(DOQ-IT\)](#)

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- [Letter From the Director](#)
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*Available Only to AAFP Members.

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EHR WHAT TO DO NEXT
[Take the EHR Readiness Assessment](#)
(AAFP Members Only)

<http://www.centerforhit.org/>

CHiT Web Site



AAFP's Center for Health Information Technology
Assisting Office-Based Clinicians with Health Information Technology

AAFP
CHiT

News & Events | EHR Reviews | Current Projects | Governmental Advocacy | EHR Resources

News

- [Catching the Vision for Health IT](#) (10/04/2004)
- [NCVHS E-Rx - Sept. 02, 2004](#) (09/23/2004)
- [EHR Certification Commission - Sept. 01, 2004](#) (09/23/2004)

Events

- [AAFP Annual Scientific Assembly](#) (10/12/2004)
- [Texas EHR Conference](#) (12/04/2004)
- [HIT Summit](#) (10/20/2004)

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- [Journals & Organizations in health-IT](#)

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- [Partners for Patients Initiative](#)
- [Principled Group Purchasing Agreement](#)
- [Continuity of Care Record](#)
- [EHR Pilot Project](#)
- [Doctors Office Quality through IT \(DOQ-IT\)](#)

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CHiT Web Site: Physician Product Reviewer



AAFP's Center for Health Information Technology
Assisting Office-Based Clinicians with Health Information Technology

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- EHR Reviews by Physicians
- Over 140 reviews on more than 20 EHRs
- Able to contact the reviewers
- Filter based on practice size
- No other like it

Physician Product Reviewer



The screenshot shows the website for AAFP's Center for Health Information Technology. The header includes the CHIT logo and the text 'AAFP's Center for Health Information Technology' and 'Assisting Office-Based Clinicians with Health Information Technology'. A navigation menu lists 'About Us', 'News & Events', 'EHR Reviews', 'Current Projects', 'Governmental Advocacy', and 'EHR Resources'. The breadcrumb trail is 'CHIT Home > Members-Only Resources > EHR Product Reviews > Product Reviews > Physician Product Reviewer > Physician Product Reviewer'. The main heading is 'Physician Product Reviewer'. Under 'eClinical Works', the reviewer is 'J Hinson (MA)', duration is '0.75 year', review date is 'Sep 10, 2004', and there are 1 clinician. Ratings are: Quality (5 stars), Price (5 stars), Usability (5 stars), Support (5 stars), and Productivity (4 stars). A 'Review text' box contains the text: 'One of the newer companies, seems to be growing very quickly, very responsive to users requests and concerns, based on latest technologies, simply put, it works.' On the right, there are links for 'MEMBERS Log Out', 'Printer-friendly version', and 'Email this page'. A sidebar on the left contains 'Physician Product Reviewer', 'Submit a Review', and 'Product List'.

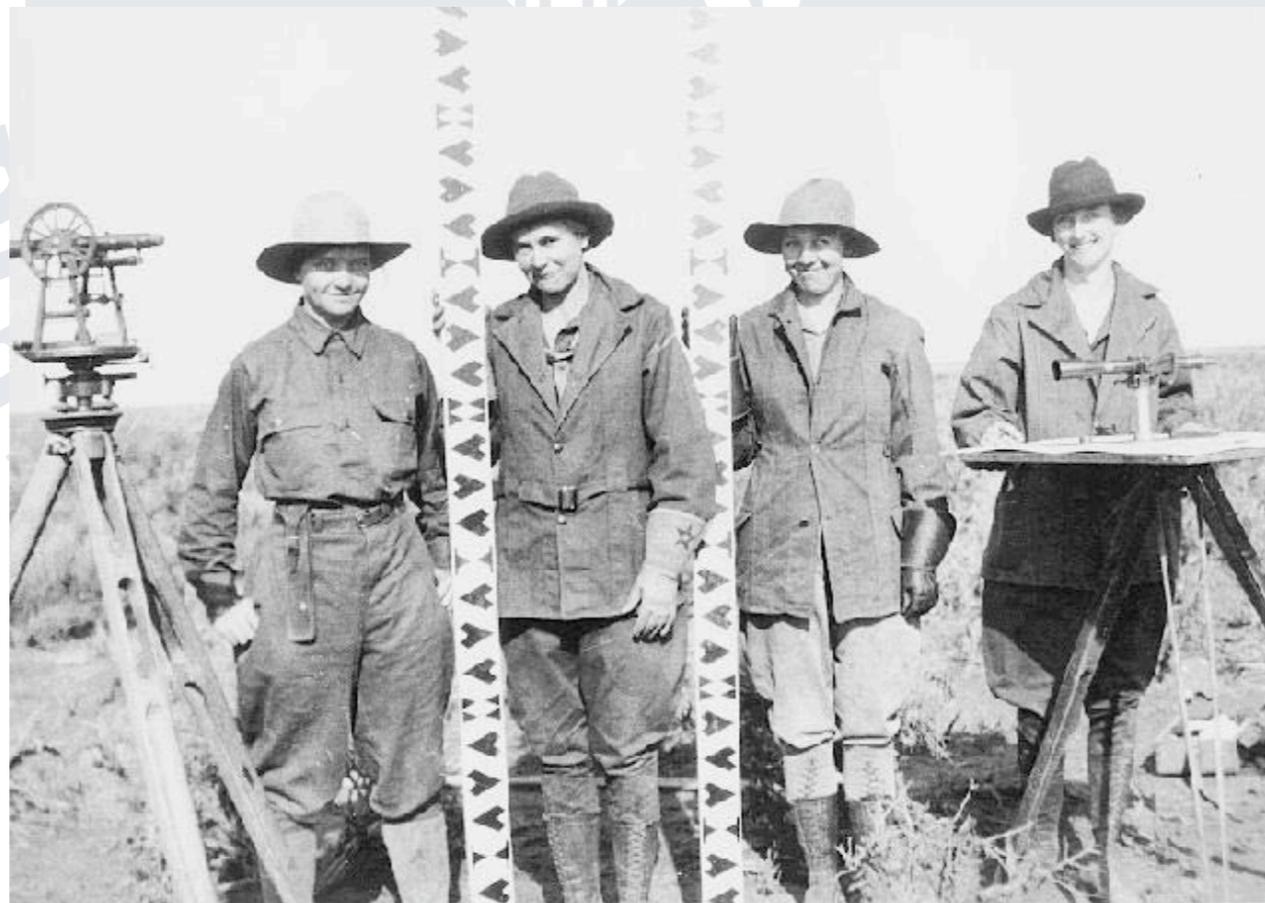
Electronic Health Records as a Core Technology for the Future of Family Medicine



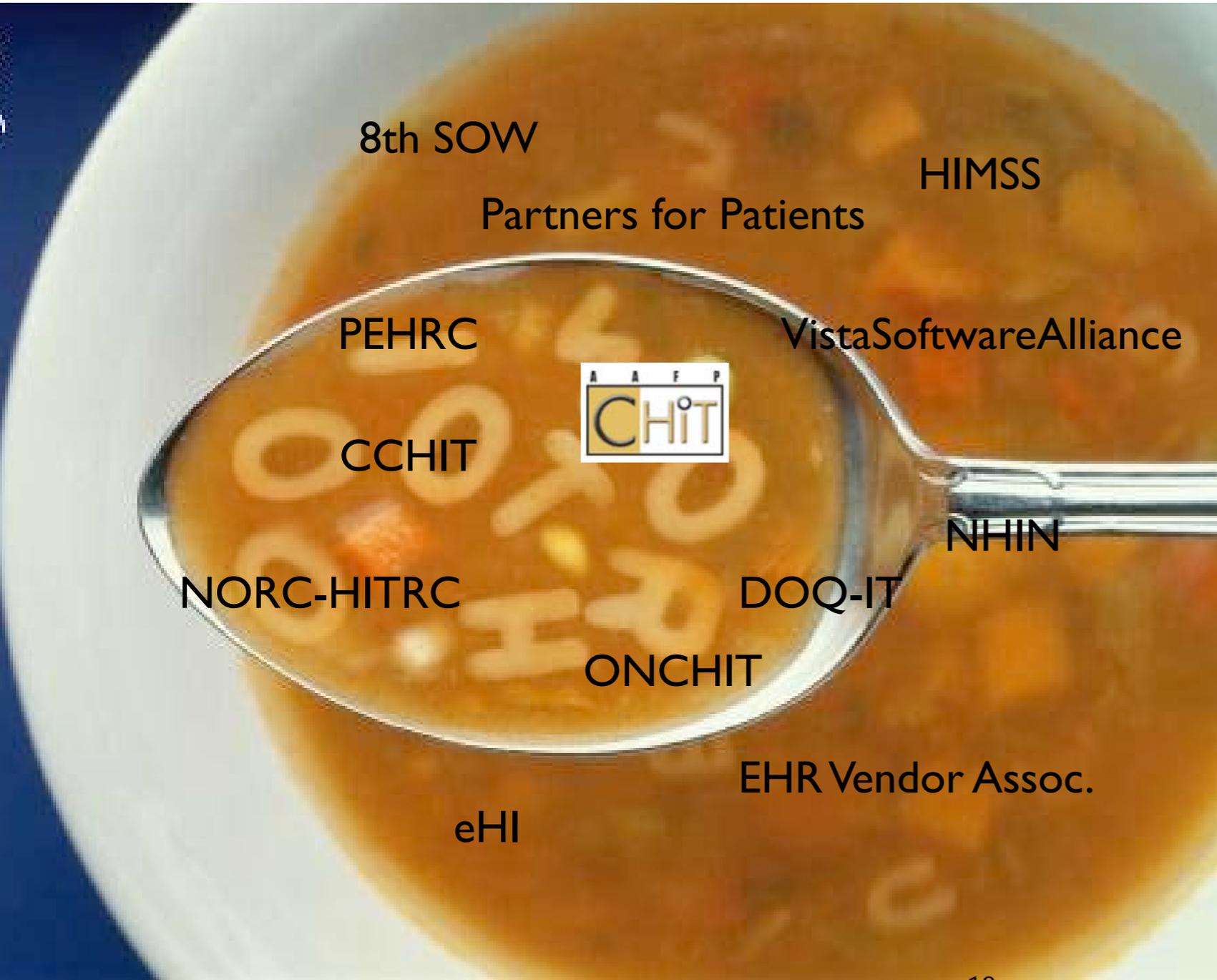
-  EHR is the “Central nervous system” of the New Model of Care
-  Integrated business and clinical software supporting improved workflow and clinical decision-making in the practice
-  Enhanced communications with our patients at all times
-  Collection, management and reporting of outcomes data for ongoing research and quality improvement

The future of family medicine is tied to these goals for use of HIT to improve quality, safety, efficiency, and convenience.

Surveying the National Health-IT Landscape



The Alphabet Soup: Current Health-IT Initiatives



Perspectives

Markets
Bureaucracies
Clans

Industry
Government
Professions

Customers
Beneficiaries
Patients

Profits
Services
Advocacy

Partners for Patients



AAFP-HIT Industry initiative, based on the guiding principles that HIT must be based on:

Affordability | Compatibility | Interoperability | Data stewardship



Valuable vendor relations with 75+ companies

- ◆ EHR and PMS vendors
- ◆ Hardware and networking firms
- ◆ Laboratory and pharmacy industry representatives
- ◆ Web services, medical devices, and others



Certification Commission for Health Information Technology (CCHIT)



Independent organization to provide certification of EHRs

- ◆ Physicians (AAFP; ACP)
- ◆ Health Plans
- ◆ Vendors



Certification Criteria planned to be incremental



Areas of certification

- ◆ Functionality
- ◆ Security
- ◆ Interoperability

<http://www.cchit.org/>

Physicians' EHR Coalition (PEHRC)



-  >20 Medical Specialties (including AAFP, AAP, AMA, ACP, & AOA)
 - ◆ Representing over 500,000 physicians
-  The PEHRC is committed to taking practical steps to educate physicians about the value and best use of electronic health records (EHR), to assist doctors in selection of systems, and to help focus the market on high quality and affordable products.
-  Additionally, the PEHRC is working to participate in the EHR certification process.

E-Health Initiative



- Engage multiple and diverse stakeholders
- Focus on interoperability
- Working group on small and medium practice health-IT
 - ◆ Lab connectivity
 - ◆ Contract standardization

The eHealth Initiative and the Foundation for eHealth Initiative are independent, non-profit affiliated organizations whose missions are the same: to drive improvement in the quality, safety, and efficiency of healthcare through information and information technology.

8th Statement of Work (SOW) and DOQ-IT



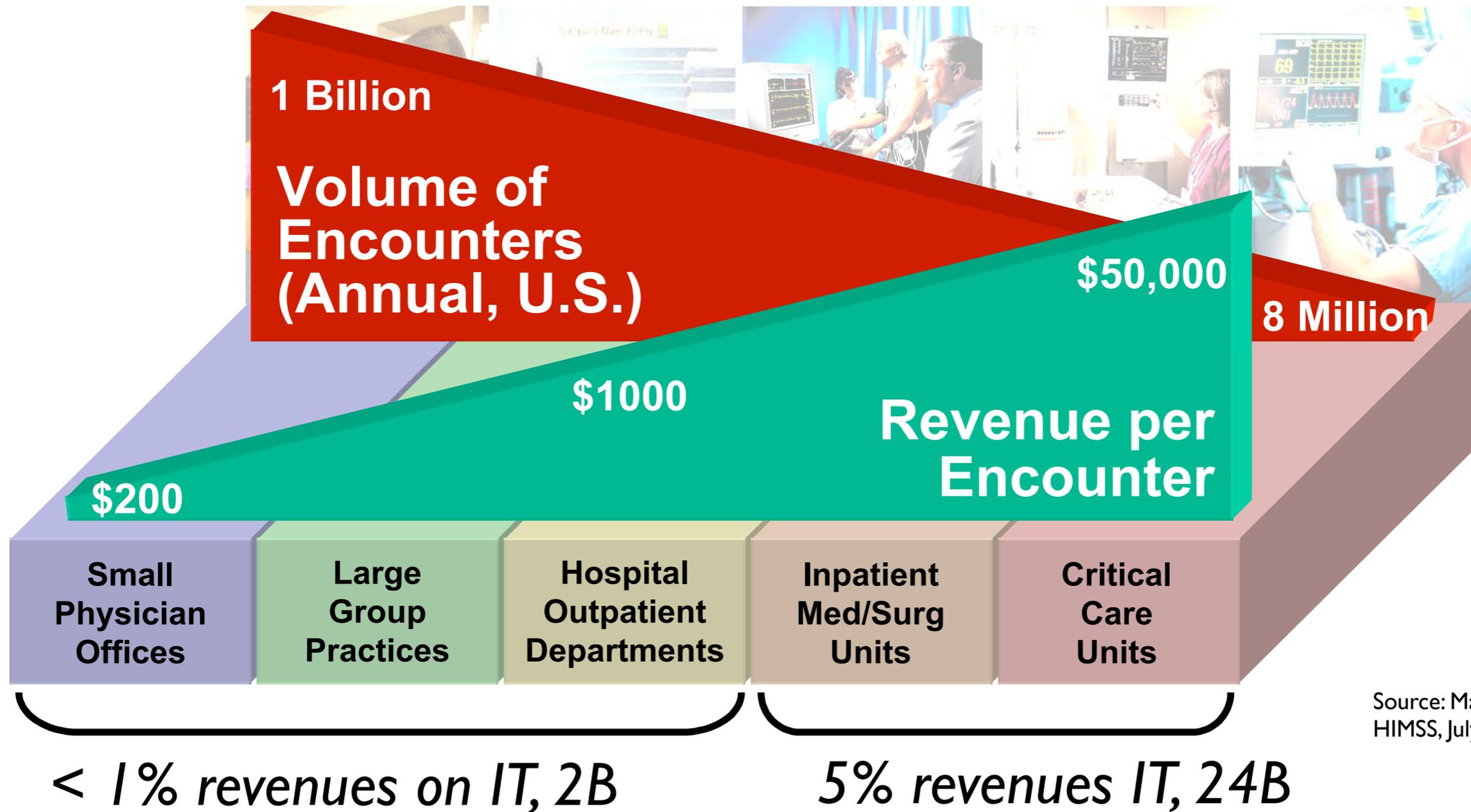
- Statement of Work (SOW) is based upon the statutory authority found in Title XI of the Social Security Act, Part B
- Utilization and Quality Control Peer Review Organization Program, now known as the Quality Improvement Organization (QIO) Program
- the QIO will seek to promote systems changes, including adoption and effective use of information technology (IT) such as electronic health records, electronic prescribing and reminder systems, in conjunction with redesign of practice processes.



EHR Market

Understanding barriers, solutions, and value

The Emerging Market for HIT Products and Service Will Be in Small and Medium Size Medical Practices



Source: Mark Leavitt, MD
 HIMSS, July 2004

Overcoming the Barriers and Increasing the Value Proposition of EHRs are The Same Thing



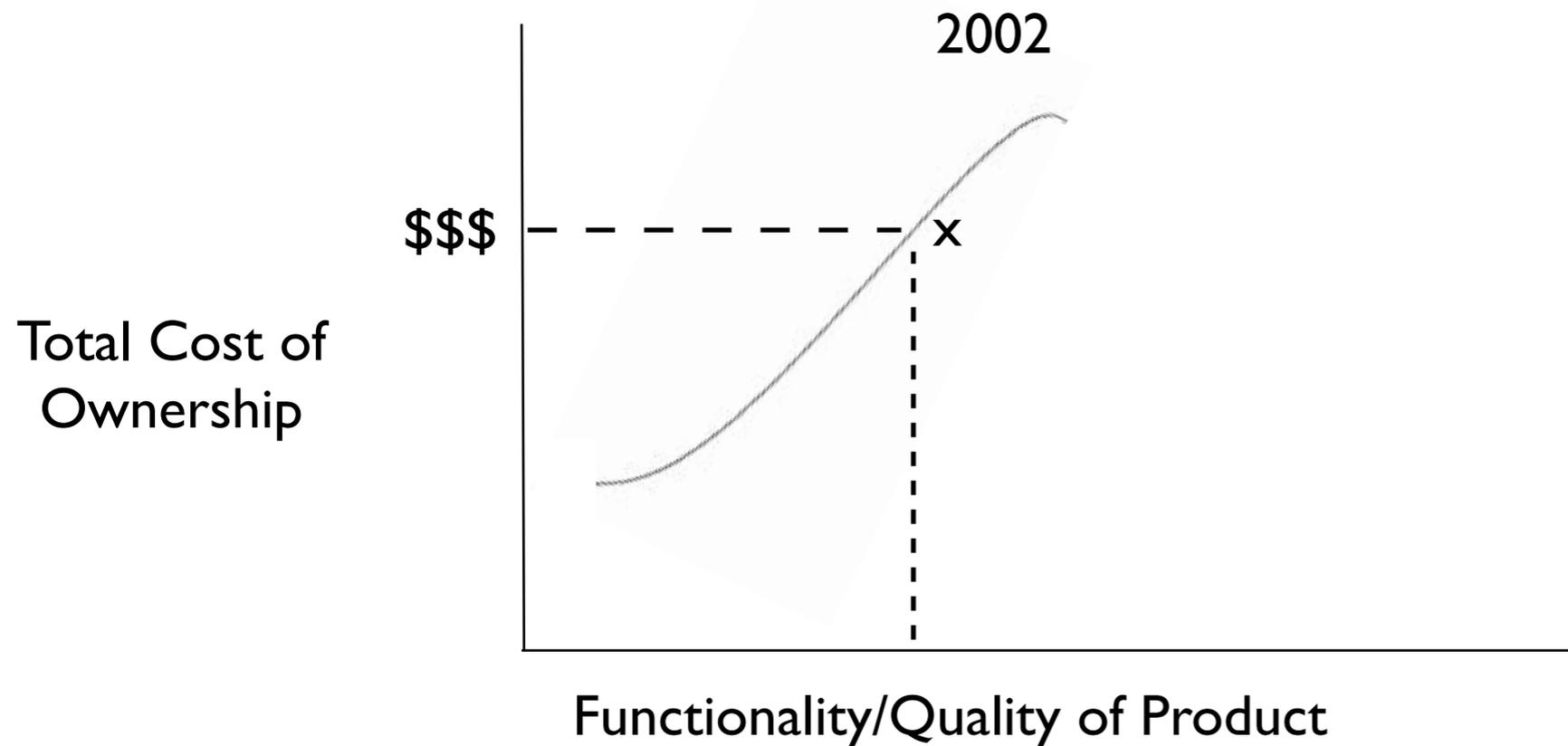
Barrier

Solution

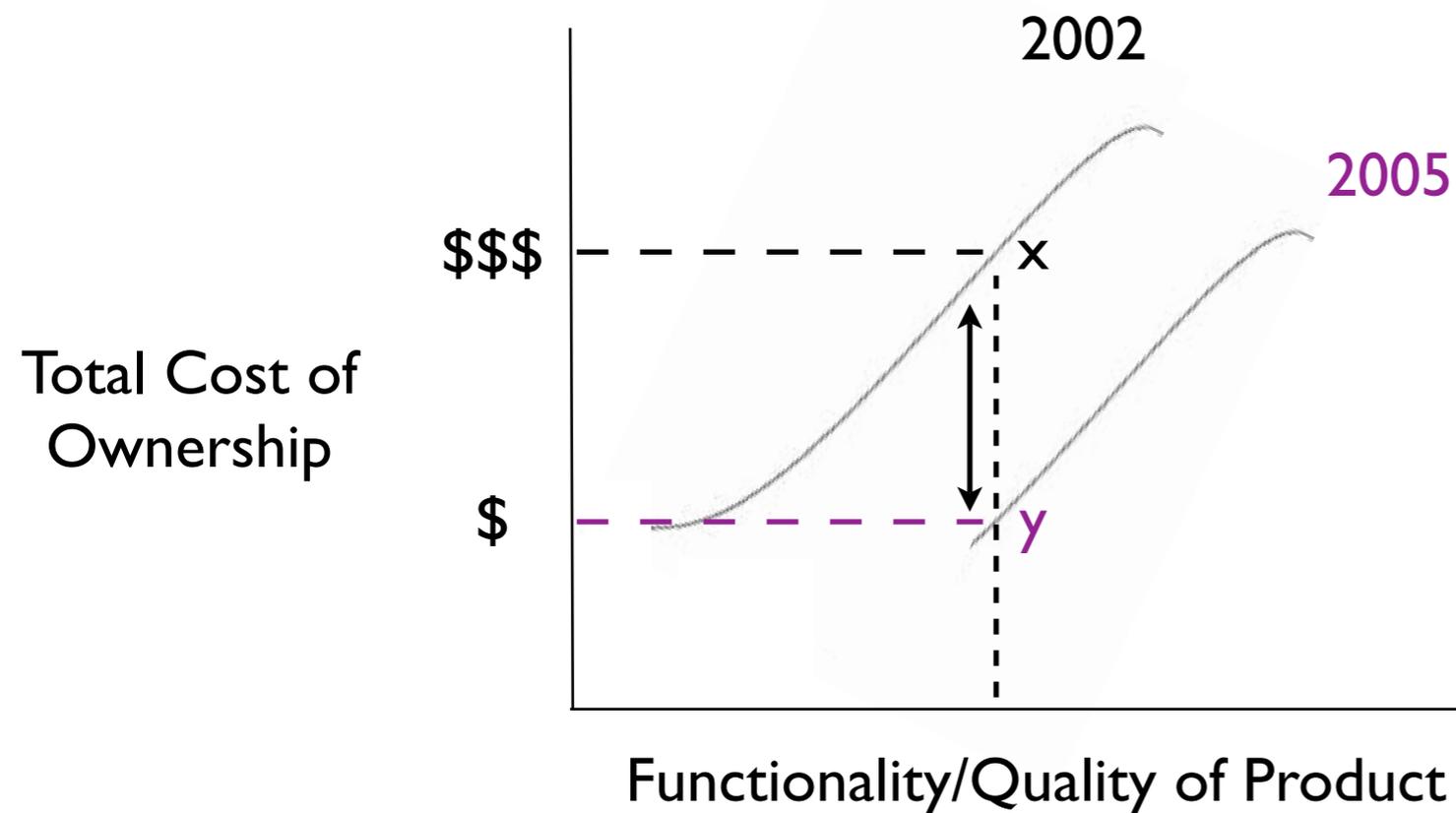
Current Work

High prices	Affordability and transparency about prices	Principled group purchasing agreements
Risk of implementation failure	Technical assistance that is evidence based	CHiT web site and tools, conferences, QIOs, etc.
Lack of connectivity and interoperability	EHRs that are the 'central nervous system' of the practice	Continuity of Care Record; eHI Workgroups; CMS standards efforts
Confusion about product and company reliability	EHR product certification	Certification Commission
Wide variability in contracts and business practices	Standard contract language and clarity about business practices after sale	Partners for Patients; eHI Workgroup
Access to capital	Low interest loans	???

Improving the Value Proposition for EHRs Purchased by Family Physicians

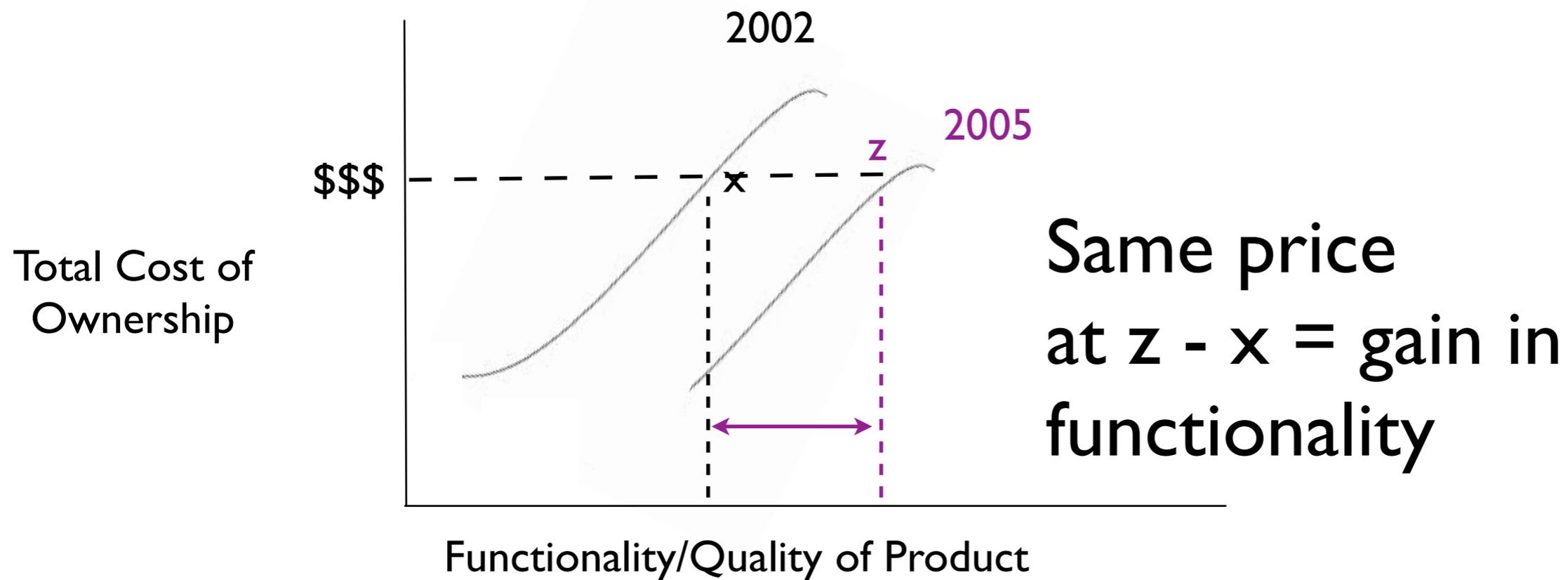


Improving the Value Proposition for EHRs Purchased by Family Physicians



Same functionality
at $x - y = \text{savings}$

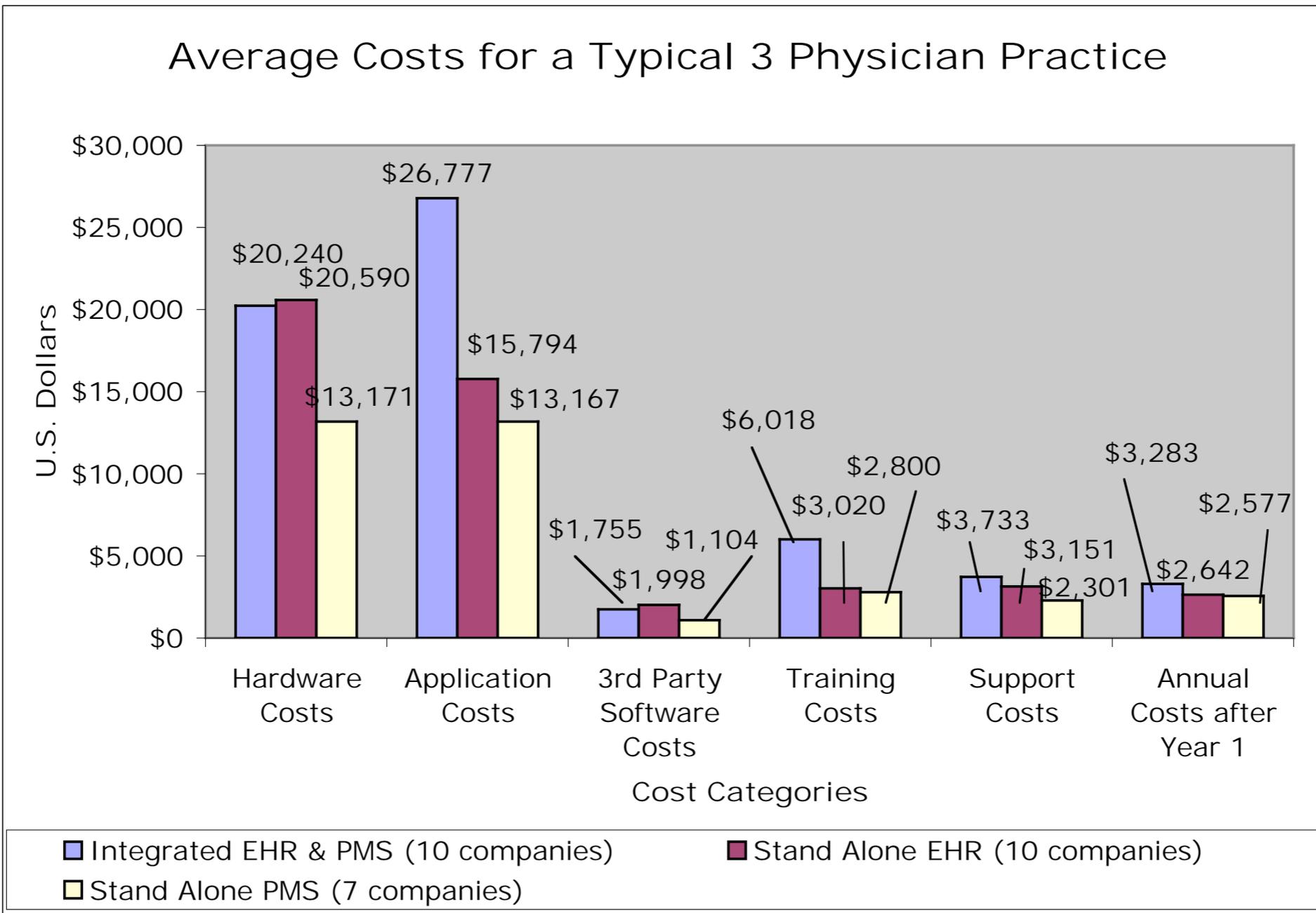
Improving the Value Proposition for EHRs Purchased by Family Physicians



Current Pricing for HIT in Small and Medium Size Medical Practices



Average Costs for a Typical 3 Physician Practice



Source: AAFP/CHiT Partners for Patients Vendor Survey, preliminary findings, December 2004

Current Pricing for HIT in Small and Medium Size Medical Practices



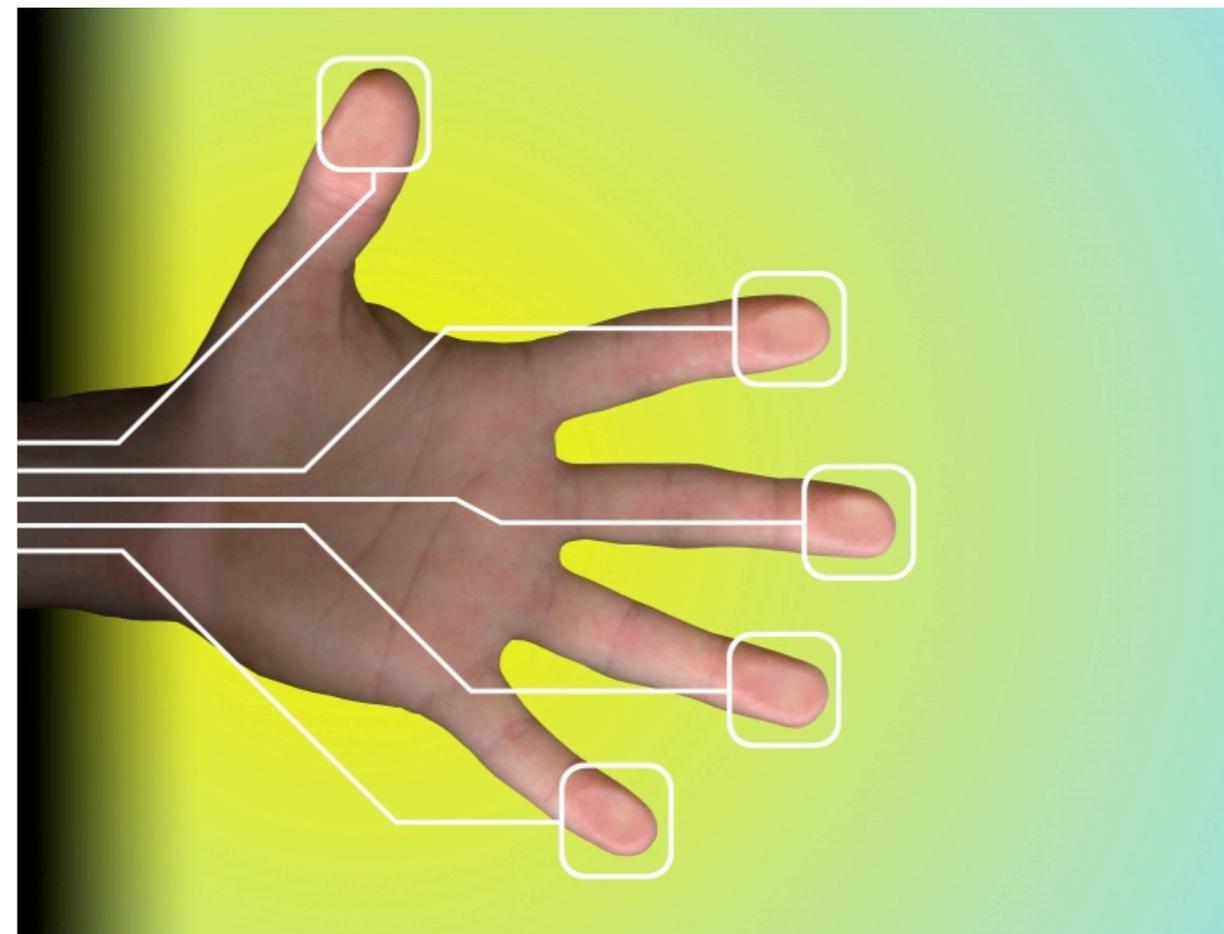
	Average total cost	Cost per physician per year (over 3 years)	Cost range
Integrated EHR	\$65,088	\$7,232	\$3,000 - \$134,750
Stand alone EHR	\$49,837	\$5,537	\$3,000 - \$128,000
Stand alone PMS	\$37,697	\$4,188	\$3,000 - \$97,000

Source: AAFP/CHiT Partners for Patients Vendor Survey, preliminary findings, December 2004

Center for Health Information Technology Partnering with HIT Industry



-  EHR Pilot Project
-  EHR Vendor Surveys
-  Intelligent Medical Practicesm Exhibit
-  Continuity of Care Record, CCR
-  Commission on Certification HIT



EHR Pilot Project



Goals:

-  Validate Application Service Provider (ASP) model for small and medium sized practices
-  Demonstrate the micro-segmentation of the ambulatory EHR market
-  Validate a scalable, affordable support model for implementation assistance
-  Document the barriers to adoption in small and medium practices and solutions to those barriers found during the pilot

Quick Facts

Six Practices

Range from 1-5 docs

Across the US and urban to rural

Low Cost Support

Email listserv

WebEx

Teleconferences

Outcome focused

Identifying problems

Determining solutions

Developing metrics

Learnings from EHR Pilot Project



- ASP model hosting and delivery of EHR works well, will scale massively
- Built-for-the-web architecture and open standards simplify implementation and use (TCP/IP, XML, n-tier)
- Physicians crave the opportunity to discuss how to improve their practices, and enjoy peer networking at all stages of EHR transition
- Training and implementation can be done at a high level of quality and efficiency using Webex™ and other technologies

EHR Pilot Project



Success Factors

- Process evaluation and redesign
- Incremental implementation on features or patients
- Actively manage EHR adoption
- “Easy wins” with staff first automation
- 100% buy-in by practice
- Great variability in family medicine practices: “No one right way to implement”
- EHR needs to be connected (lab, eRx, etc.)

“Starting with messaging was an easy win”

“True electronic prescribing adds value to an EHR”

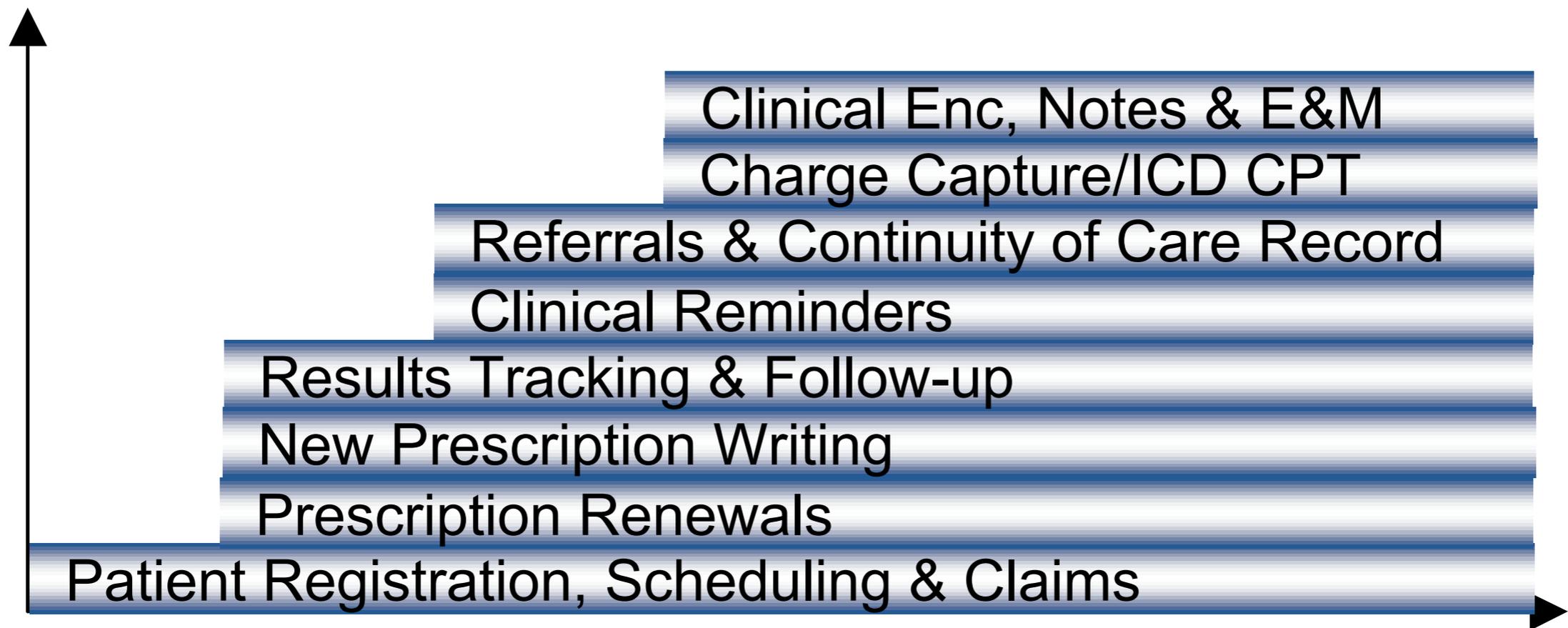
“Preparation and training is needed prior to implementation”

Learnings from EHR Pilot Project



- Physicians and staff will use their own ingenuity and basic computer skills to solve many local technical problems
- Connectivity of EHR with outside-the-practice sources of health information -- labs, pharmacies, hospitals, health plans -- is critical to successful use of EHRs in small practices
- Incomplete implementations should be expected due to variability in practice workflow variability, staff acceptance, level of automation of incoming health data prior to EHR
- Efforts to study and eliminate or improve poorly designed systems and workflows within the practice prior to EHR implementation will increase usefulness of the EHR during and after implementation

Incremental Adoption



Doctors of America!



Quality and Performance Measurement Is Coming!



- Expect Medicare, Medicaid, and commercial health plans to require physician practice reporting of standard set of performance measures, as early as January, 2006
- Expect lower reimbursements to practices that do not submit data
- Expect publication of data for accountability purposes
- Hope for the opportunity to participate in 'programs of excellence' that increase reimbursements significantly

Bottom Line



-  Only practices that have successfully integrated HIT into their practices and can submit performance measures data as a by-product of the routine use of their EHRs will be positioned to do well as the “ownership society meets the health care system”

Create Network Effects and Build Interoperability

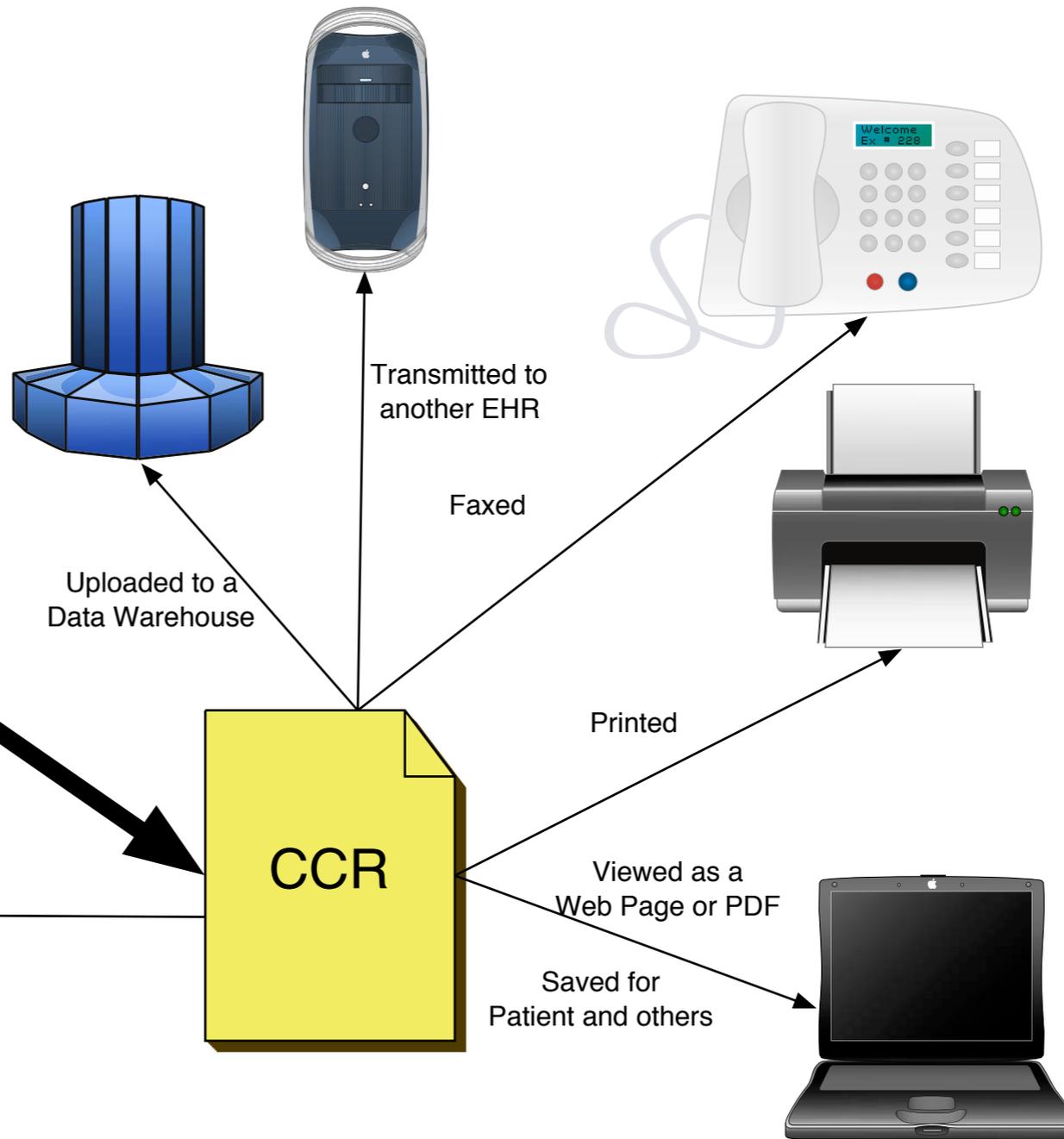
Continuity of Care Record, CCR

-  Portable, interoperable patient health information summary standard
-  Co-sponsored by ASTM International, Mass Med Society, HIMSS, AAFP, AAP, AMA PSI and others
-  Expressible in multiple formats, XML, electronic, browser view, PDF, Word document
-  Adopted by majority of EHR vendors



Patient Health Summary				
Allergies:		Immunizations:		
Penicillin	rash	1984	Pneumonia	02/2003
Peanuts	hives		Flu	10/2003
			Flu	10/2004
Problems:		Advance Directives:		
Diabetes Type II		DNR		
Hypertension		Living Will on File		
Osteoarthritis				
s/p AMI	01/30/2003			
LAD Stent	02/04/2003			
Medications:				
Actos		1 PO QD		
Metformin	250mg	1 PO BID		
Atenolol	25mg	1 PO QD		
Enalapril	10mg	1 PO QD		
ASA	81mg	1 PO QD		

Many other potential uses



Continuity of Care Record

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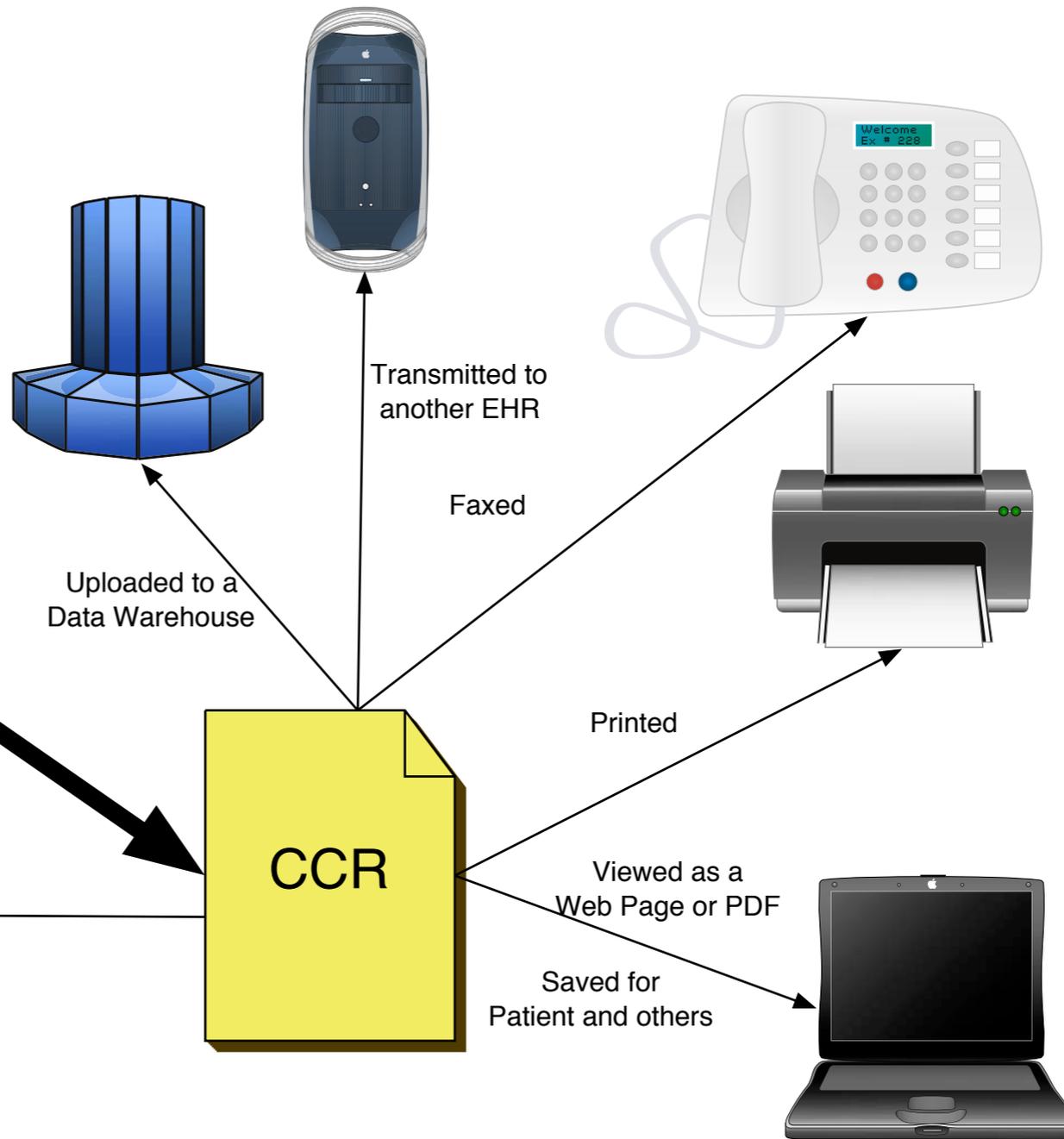
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  <Attribute>Etiology - Benign Hypertensive Heart Disease</Attribute>
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- <Code>
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  <Type>ICD9-CM</Type>
  <Version>2004</Version>
</Code>
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</DateTime>
- <PatientKnowledge>
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- <Code>
  <Value>250.02</Value>
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  <Version>2004</Version>
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Continuity of Care Record

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Continuity of Care Record