Health IT: Hope, Hype, and How to Avoid the Road to Hell

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President and CEO, CHCF

American Medical Informatics Association
Annual Symposium
November 15, 2009
A Disclaimer

The Hope

The Hype

How to Avoid the Road: Three Suggestions

A Final Admonition …
Register by July 17, 2009 and receive $200 off of your registration fee!

FOR HOSPITALS AND HEALTH SYSTEMS

ACCESS FEDERAL STIMULUS INCENTIVES FOR ELECTRONIC HEALTH RECORDS

STRATEGIZE ADOPTION AND USE TO MAXIMIZE FUNDING

SEPTEMBER 24-25, 2009 • HILTON ALEXANDRIA MARK CENTER • ALEXANDRIA, VA

Progress on Investment in Health IT Infrastructure

David Blumenthal, M.D., MPP,
National Coordinator for Health Information Technology, Department of Health and Human Services (invited)

Beyond the Recovery Act —
Regulatory Guidance from HHS

Bruce Merlin Fried, Partner,
Sonnenschein Nath & Rosenthal LLP

Case Study for CIOs —
Participating in a Health Information Technology Infrastructure

Mark Frisse, M.D., MBA, MSC,
Director Regional Initiatives, Vanderbilt Center for Better Health

Financial Incentives under Medicare and Medicaid

Bernadette Broccoli, Partner, Health Law Department, McDermott Will & Emery

What if Stimulus Isn’t Enough?
Innovative Strategies to Increase Your Chances for Success

Laura Adams, President and CEO,
Rhode Island Quality Institute

HEAL NY —
Promoting Interoperable Health Information Technology in New York State

Lisa M. Kern, M.D., MPH,
Assistant Professor of Public Health and Medicine, Weill Cornell Medical College,
Deputy Director, Health Information Technology Evaluation Collaborative (HITEC)

Rainu Kaushal, M.D., MPH,
Chief of the Division of Quality and Medical Informatics, Weill Cornell Medical College;
Executive Director, HITEC

Real World Strategies for Acquisition, Implementation and Operation of an EHR

CALIFORNIA HEALTHCARE FOUNDATION
www.chcf.org
My favorite workshop title:

“How to Capture Every Single Dollar of Available Stimulus Money”
Wednesday, November 11, 2009

Report Forecasts Continued Growth in Health IT Marketplace

Health IT is the fastest growing field in the $1 trillion global health care marketplace, according to a SCDMA Advisors report released Tuesday, InformationWeek reports.

The consulting firm said the health IT market has a combined annual growth rate of 11%, which is likely to continue through 2013.

The report projected that the health IT sector will experience a 25% increase in market share as it expands from 4% to 5% of the global health care marketplace (Wagner, InformationWeek, 11/10).

During the next few years, the report also predicted that:

- Clinical decision support systems will continue to gain ground;
- Electronic health record vendors with large and established product bases will experience continued growth;
- North America will account for most health IT revenues;
- Open-source software and other innovations will lead to lower costs;
- Smaller hospitals will invest in low-cost, low-risk technologies such as remote hosting; and
- U.S. health IT spending will emphasize inpatient and outpatient EHR systems (Monberg, HealthcareIT News, 11/10).

Sign in or register to share your thoughts on this article.
Hello. We’re MinuteClinic.

We’re doing what we can to make healthcare a little easier for people with a lot going on. Our board-certified practitioners are trained to diagnose and treat common family illnesses, such as strep throat, bronchitis and ear, eye and sinus infections.

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- Open 7 days a week
- Most insurance accepted

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Our Mission:

Effectively address the most significant issues in health care as they apply to routine medical issues - Access, Rising Costs, and Portability of Medical Records.

- **Access.** Membership comes with a "three hours or it's free" guarantee. TelaDoc physicians are available 24/7/365 and average under 40 minutes response time.
- **Rising Costs.** TelaDoc has built an efficient delivery system that has a $33 price point for every encounter. While the patient pays less, the physician actually makes more!
- **Portability of Medical Records.** A patient should have access to their records any time, from anywhere. TelaDoc membership includes a FREE, electronic CCR-compliant medical record that is available to the patient and any HIPAA designated physician 24/7/365.

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Empower your workforce by bringing real-time medical care to your employees.

> Learn More

**Associations**
Offer your members the benefit of improved access to affordable, convenient and quality health care.

> Learn More

**Payers**
Introduce your clients to a valuable health care benefit.

> Learn More

**Members**
Find out more about your TelaDoc membership. Register new accounts by clicking here.

> Learn More
Health Care Without the Doctor:
How New Devices and Technologies Aid Clinicians and Consumers

May 2009
Does it hurt or burn when you urinate (go pee)?

Yes

No

Repeat  Back  Exit Program
Use of Graphics/Pictures

In the last 3 days have you had NEW flank pain?

- Yes
- No

flank

Repeat  Back  Exit Program
## Data from Follow-up Surveys

<table>
<thead>
<tr>
<th>Opinion of the Kiosk Experience</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to use</td>
<td>98%</td>
</tr>
<tr>
<td>Would recommend to family/friends</td>
<td>91%</td>
</tr>
<tr>
<td>Would recommend development of modules for other uses</td>
<td>95%</td>
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</tbody>
</table>
## Data from Follow-up Surveys

*Percent rating “good” or “excellent”*

<table>
<thead>
<tr>
<th></th>
<th>Control</th>
<th>Kiosk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall satisfaction</td>
<td>17%</td>
<td>68%</td>
</tr>
<tr>
<td>Satisfaction with treatment explanation</td>
<td>50%</td>
<td>71%</td>
</tr>
<tr>
<td>Satisfaction with time spent in ED</td>
<td>0%</td>
<td>45%</td>
</tr>
<tr>
<td>Satisfaction with time spent with doctor</td>
<td>17%</td>
<td>60%</td>
</tr>
</tbody>
</table>
DiabetesMine Design Challenge
This year or next, Congress will almost certainly enact a comprehensive medical insurance plan to provide coverage for almost everyone in the country, along with supporting programs for improving the nation's health care system.

The President will submit his proposals for reorganization, Sen. Edward M. Kennedy and others have offered theirs. There is not argument about the need for reforms; everyone agrees our present system is unsatisfactory. Rather the debate will be on the scope and methods of change.
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Individual Physician Use of Electronic Health Records
California vs. U. S., 2007

Physician Use of EHRs, by Practice Size
California, 2007

Notes: Large practice is 10 or more physicians; small/medium practice is 2 to 9 physicians (excluding Kaiser).
Avoiding
The Road
to Hell
Three Modest Suggestions

1. Pay attention to policy
2. Pay attention to key technology issues
3. Gird your loins to fight the forces of inertia and incumbency
Critical Policy Areas

- Reimbursement
- Comparative effectiveness
- Regulations obstructing New Things in health care
New Things . . .
Critical Technology Areas

- Embrace affordability
- Focus attention on the consumer
  - Simplicity
  - Elegance
  - Invite new disciplines
- End analog limbo
Help Lead the Way

- Substitute lesser-trained for more highly trained people
- Substitute lay people for professionals
- Substitute machines (i.e., computers) for people
Whac-a-Mole: The Health Care Edition
Outline

The Hope
The Hype
How to Avoid the Road – Three Suggestions
A Final Admonition …
Don’t screw it up!
Questions from the Audience