

FORRESTER®

EMR Buyer Dynamics

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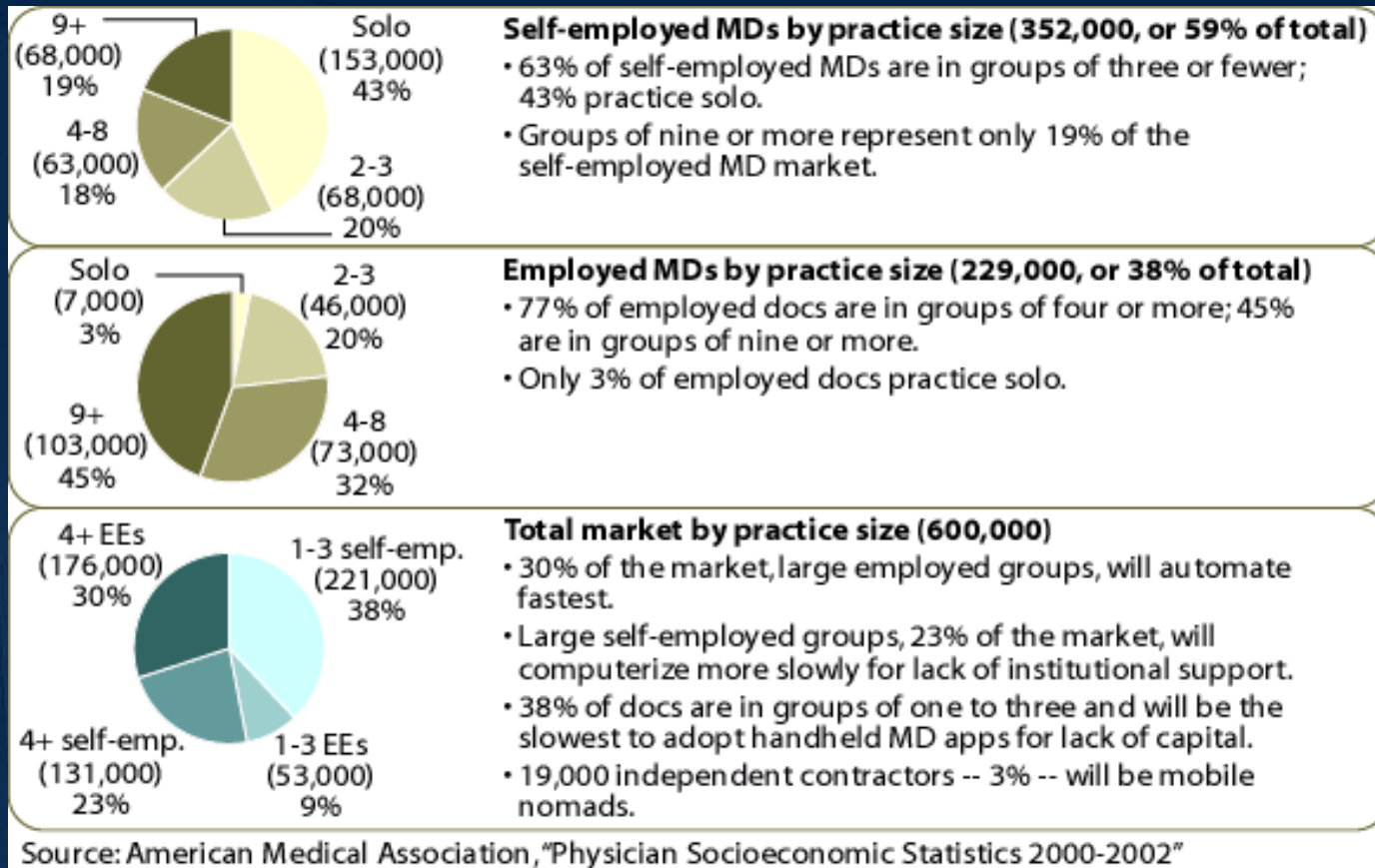
VP & Research Director

Forrester Research

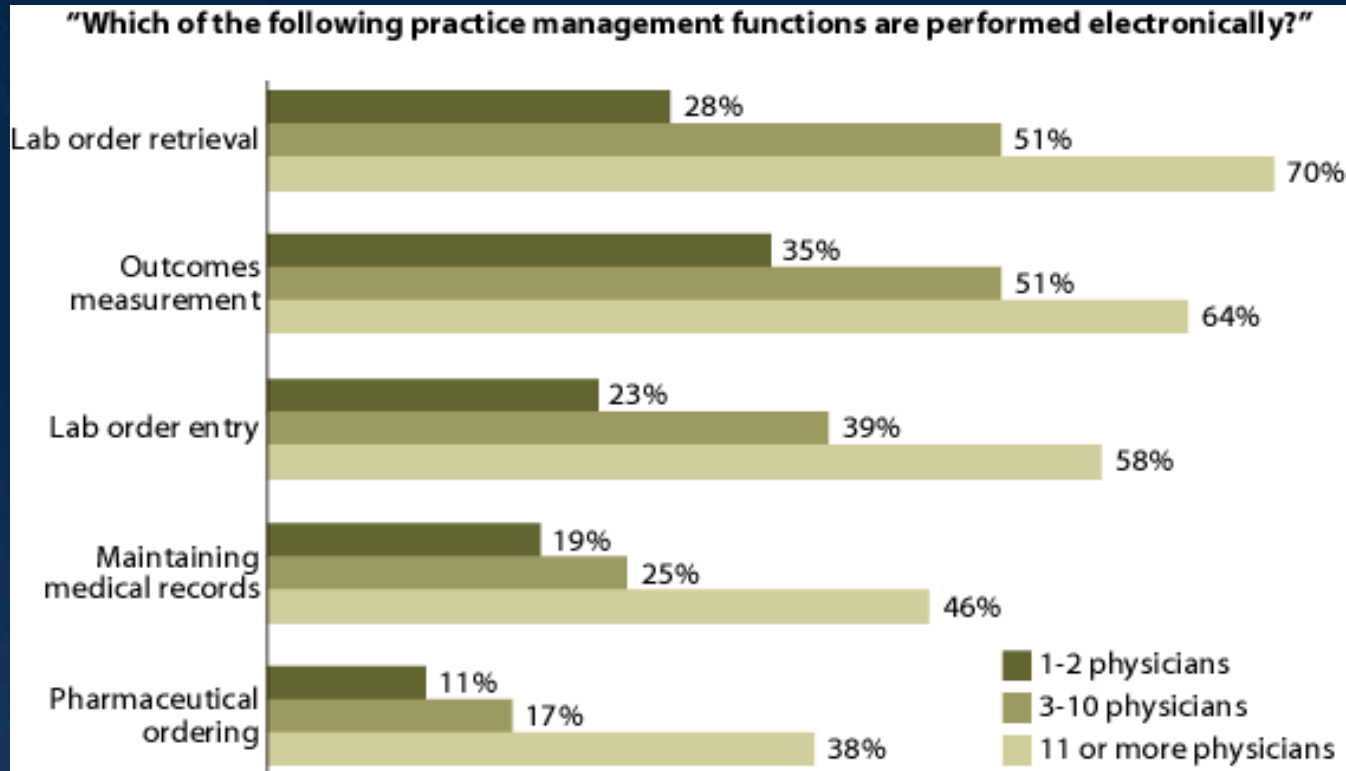
Agenda

- What are the purchasing dynamics among MD groups?
- What does EMR adoption look like through 2008?

Most Physicians Practice In Small Groups



The EMR Digital Divide



Source: American Medical Association, "Technology Usage in Physician Practice Management: Benchmark Study"

Physicians' PC And Internet Use Tops That Of Other Consumers

	Younger physicians	Older physicians	All physicians	Other consumers
Online at least monthly	98%	77%	87%	64%
Technology optimist	86%	66%	76%	48%
Has broadband at home*	53%	30%	41%	18%
Has broadband at work*	61%	27%	43%	18%
Has any PC at home	96%	88%	92%	67%
Uses a computer at or for work	96%	85%	90%	47%
Owens a mobile phone	79%	73%	76%	62%
Owens a PDA	62%	31%	45%	11%

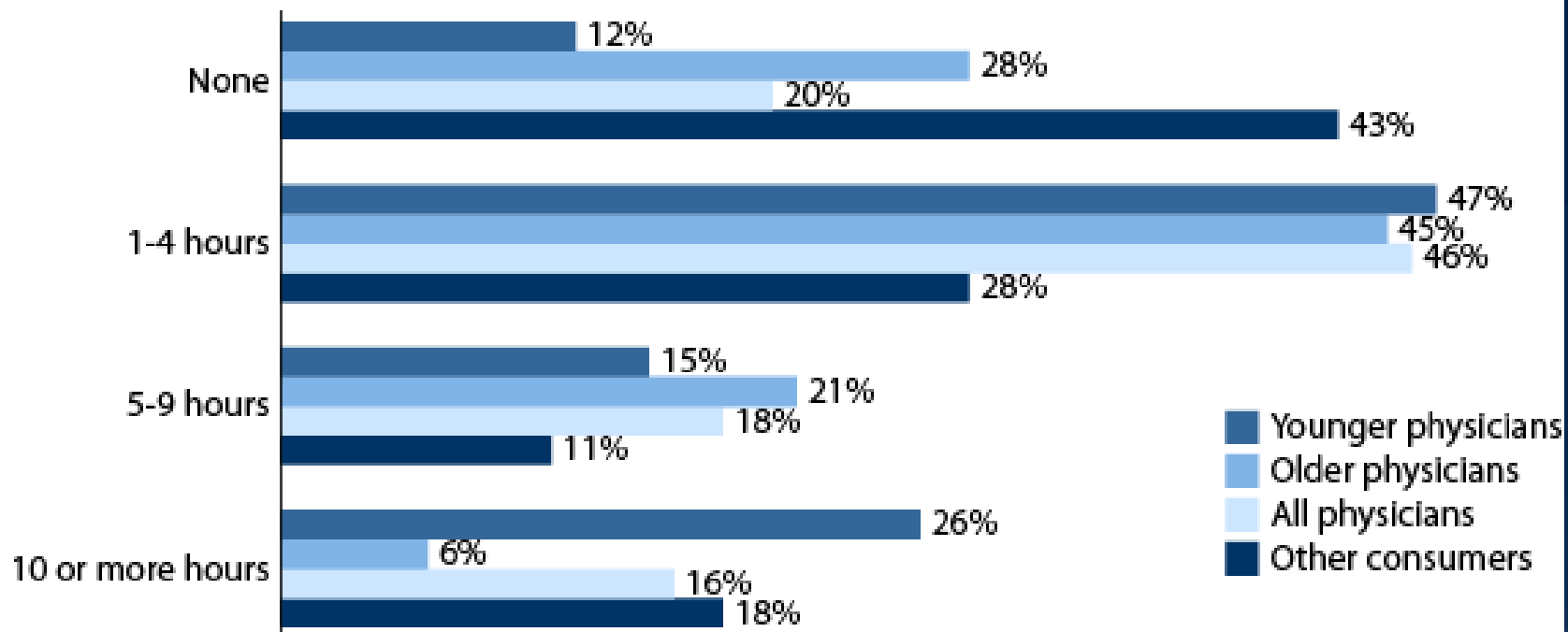
Base: US consumers

*Base: US online consumers

Source: Forrester's Consumer Technographics 2004 North American Benchmark Study

Younger Physicians Rack Up Online Hours For Work

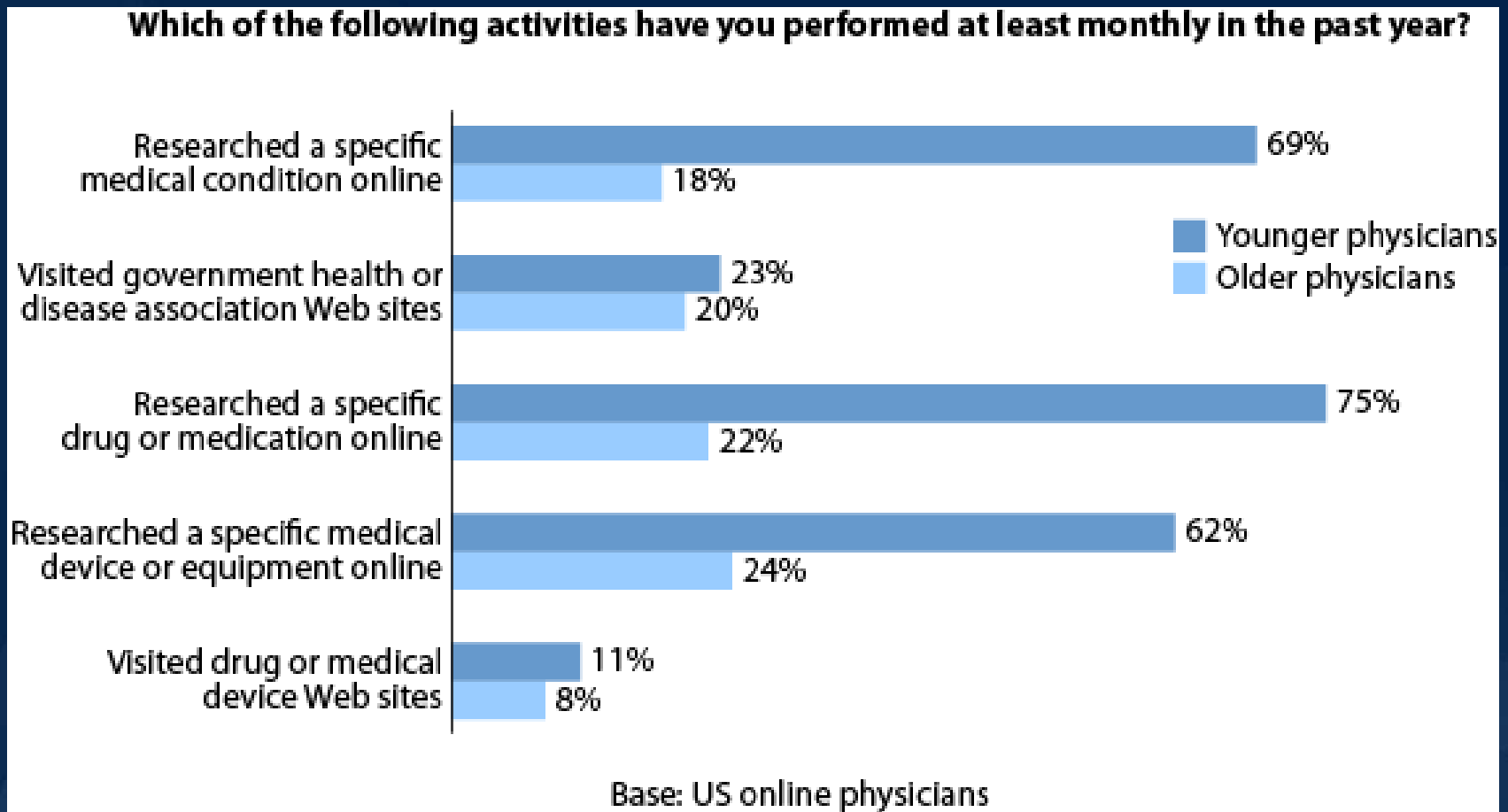
"How many hours per week do you spend online for work?"



Base: US online physicians

Source: Forrester's Consumer Technographics 2004 North American Benchmark Study

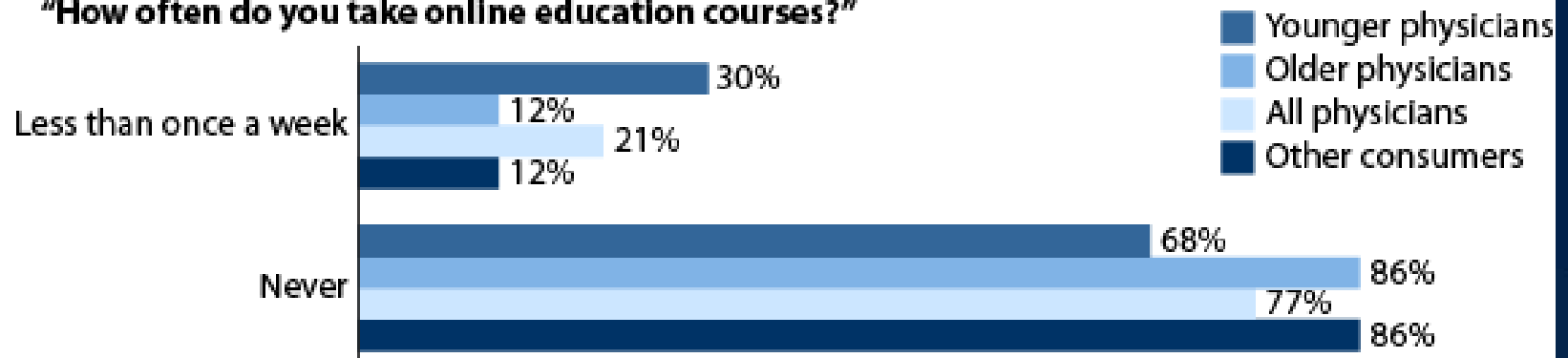
Older And Younger Doctors' Online Activities Differ Significantly



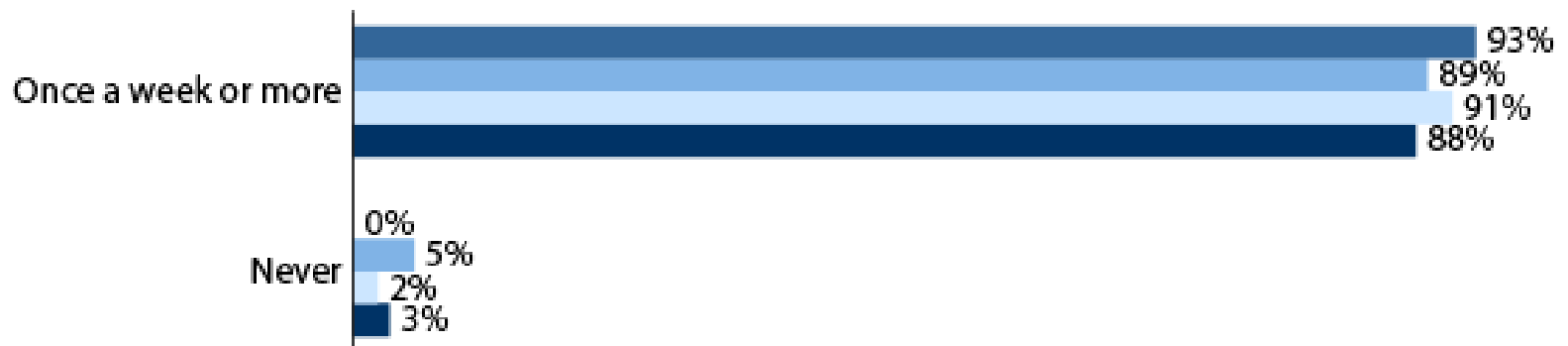
Source: Forrester's Consumer Technographics 2004 North American Benchmark Study

Ubiquitous Email Bodes Well For Eventual Adoption Of Other Technologies

"How often do you take online education courses?"



"How often do you use email?"



Base: US online physicians

Source: Forrester's Consumer Technographics 2004 North American Benchmark Study

The EMR Idealists' Forrester Wave™ Criteria

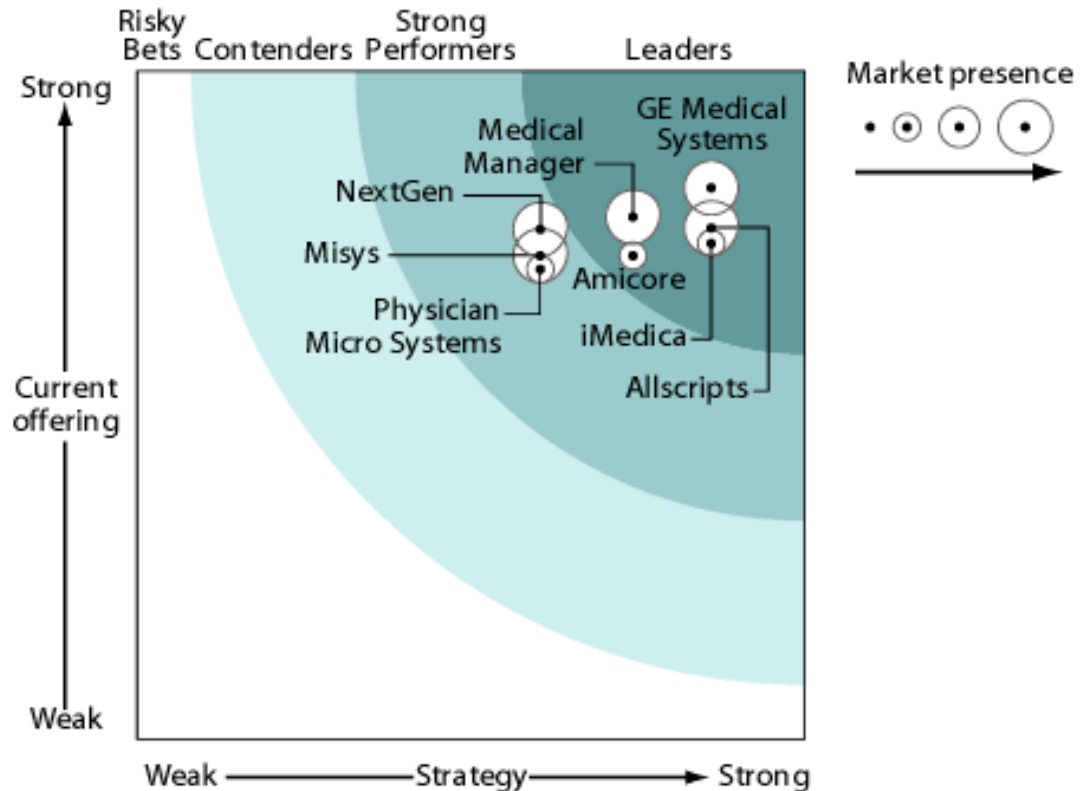
	Forrester's weightings for the Idealists	GE Medical	Medical Manager	NextGen	Allscripts	iMedica	Amicore	Misys	PMSI
CURRENT OFFERING		4.1	3.9	3.8	3.8	3.7	3.6	3.6	3.5
Functionality	50%	4.5	3.5	3.4	3.7	3.6	3.3	3.3	3.2
View problem list, meds list, test results	5%	5.0	5.0	5.0	5.0	5.0	4.0	3.0	3.0
Document clinical encounter	10%	3.0	3.0	3.0	3.0	5.0	3.0	3.0	3.0
Clinical alerts and reminders	10%	5.0	3.0	4.0	5.0	3.0	3.0	3.0	2.0
Clinical decision support	10%	5.0	4.0	4.0	5.0	4.0	4.0	3.0	3.0
ePrescribing and DUR	10%	4.0	4.0	4.0	4.0	3.0	4.0	4.0	2.0
Order labs, images, other non-meds	10%	4.0	4.0	3.0	4.0	2.0	2.0	3.0	3.0
Communicate with MDs, patients	2%	4.0	3.0	4.0	2.0	2.0	3.0	3.0	2.0
Coding and controlled vocabularies	10%	4.0	3.0	2.0	3.0	4.0	4.0	3.0	2.0
Comply with HIPAA privacy regs	2%	4.0	5.0	4.0	4.0	5.0	5.0	4.0	4.0
View longitudinal patient records	2%	5.0	5.0	3.0	5.0	5.0	5.0	5.0	5.0
Chronic disease management	10%	5.0	3.0	3.0	3.0	3.0	3.0	4.0	5.0
Standardize disease management goals	10%	5.0	3.0	3.0	3.0	3.0	3.0	3.0	5.0
Report on care, outcomes, and cost	5%	5.0	3.0	3.0	2.0	5.0	3.0	3.0	3.0
Support clinical trials	2%	5.0	3.0	3.0	3.0	5.0	3.0	3.0	5.0
Import from other sources	2%	5.0	4.0	5.0	3.0	3.0	1.0	3.0	2.0
Usability	30%	4.0	4.6	4.8	4.2	4.2	4.6	4.0	3.8
Input from a variety of devices and methods	20%	4.0	4.0	5.0	3.0	5.0	5.0	4.0	3.0
Customize physician workflow	20%	3.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
Clear user interface	10%	5.0	5.0	5.0	5.0	5.0	5.0	3.0	5.0
Integration with PMS/billing system	20%	5.0	4.0	4.0	4.0	2.0	4.0	4.0	4.0
Remote or mobile EMR access	20%	3.0	5.0	5.0	5.0	5.0	5.0	4.0	3.0
Support document and radiology images	10%	5.0	5.0	5.0	3.0	3.0	3.0	3.0	3.0
Support	10%	4.2	4.2	3.0	3.0	3.6	3.2	4.4	3.6
Installation and training	30%	5.0	5.0	3.0	3.0	3.0	3.0	5.0	5.0
Help desk support	30%	5.0	3.0	3.0	3.0	5.0	3.0	5.0	3.0
Software maintenance and upgrades	30%	3.0	5.0	3.0	3.0	3.0	3.0	3.0	3.0
Deals on HW, SW, and connectivity	10%	3.0	3.0	3.0	3.0	3.0	5.0	5.0	3.0
Cost	10%	2.0	3.0	4.0	4.0	3.0	3.0	3.0	4.0
Financing flexibility	50%	3.0	3.0	3.0	5.0	3.0	5.0	3.0	5.0
Modular pricing	50%	1.0	3.0	5.0	3.0	3.0	1.0	3.0	3.0

The EMR Idealists' Forrester Wave™ Criteria

	Forrester's weightings for the Idealists	GE Medical	Medical Manager	NextGen	Allscripts	iMedica	Amicore	Misys	PMSI
STRATEGY		4.3	3.7	3.0	4.3	4.3	3.7	3.0	3.0
Executive vision	34%	5.0	5.0	3.0	5.0	5.0	3.0	3.0	3.0
Product road map	33%	5.0	3.0	3.0	3.0	5.0	3.0	3.0	3.0
Other strategic factors	33%	3.0	3.0	3.0	5.0	3.0	5.0	3.0	3.0
MARKET PRESENCE		4.4	5.0	4.1	4.3	2.1	3.0	4.6	3.0
Installed base	25%	5.0	5.0	5.0	5.0	2.0	2.0	5.0	5.0
Physician users	100%	5.0	5.0	5.0	5.0	2.0	2.0	5.0	5.0
Revenues	25%	4.0	5.0	5.0	4.0	3.0	3.0	5.0	3.0
2002 revenues	100%	4.0	5.0	5.0	4.0	3.0	3.0	5.0	3.0
Number of employees	10%	5.0	5.0	4.0	4.0	2.0	3.0	5.0	2.0
Size of sales force	20%	5.0	5.0	3.0	4.0	1.0	2.0	5.0	2.0
Strategic partners	20%	3.0	5.0	3.0	4.0	2.0	5.0	3.0	2.0

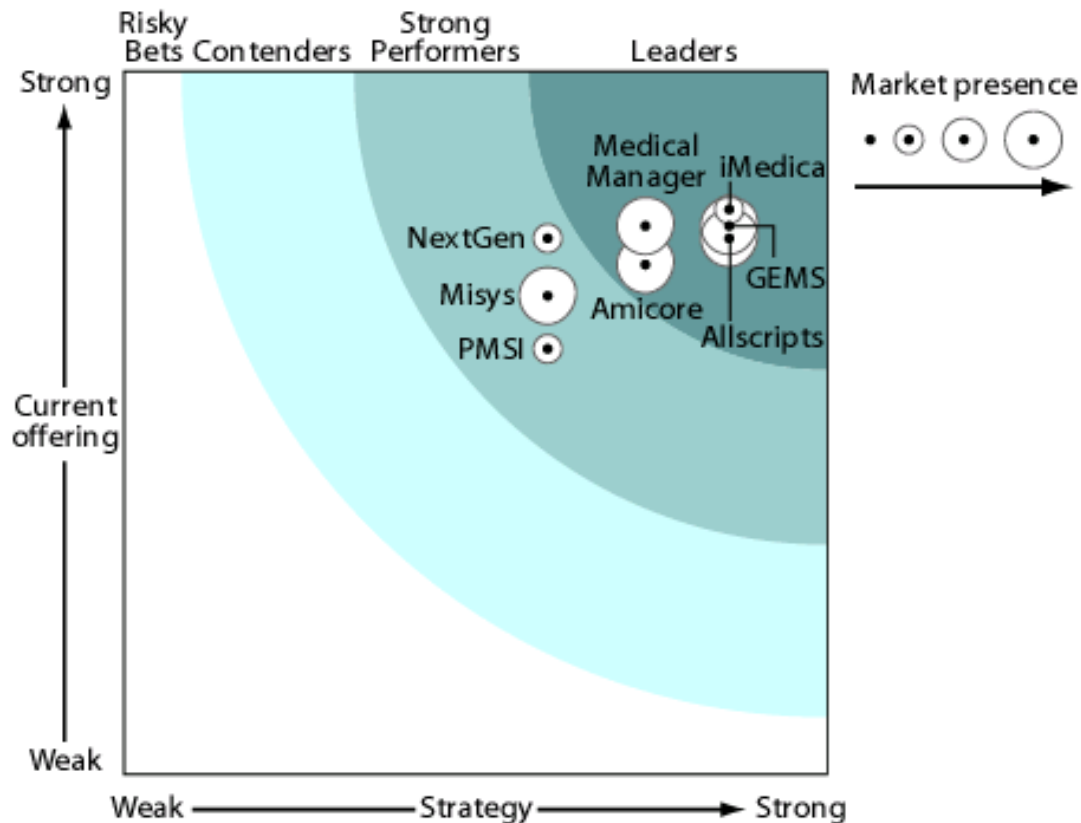
Forrester Wave™: The EMR Idealists

1 View the data supporting this graphic by clicking the online "Get Data" button above the figure.

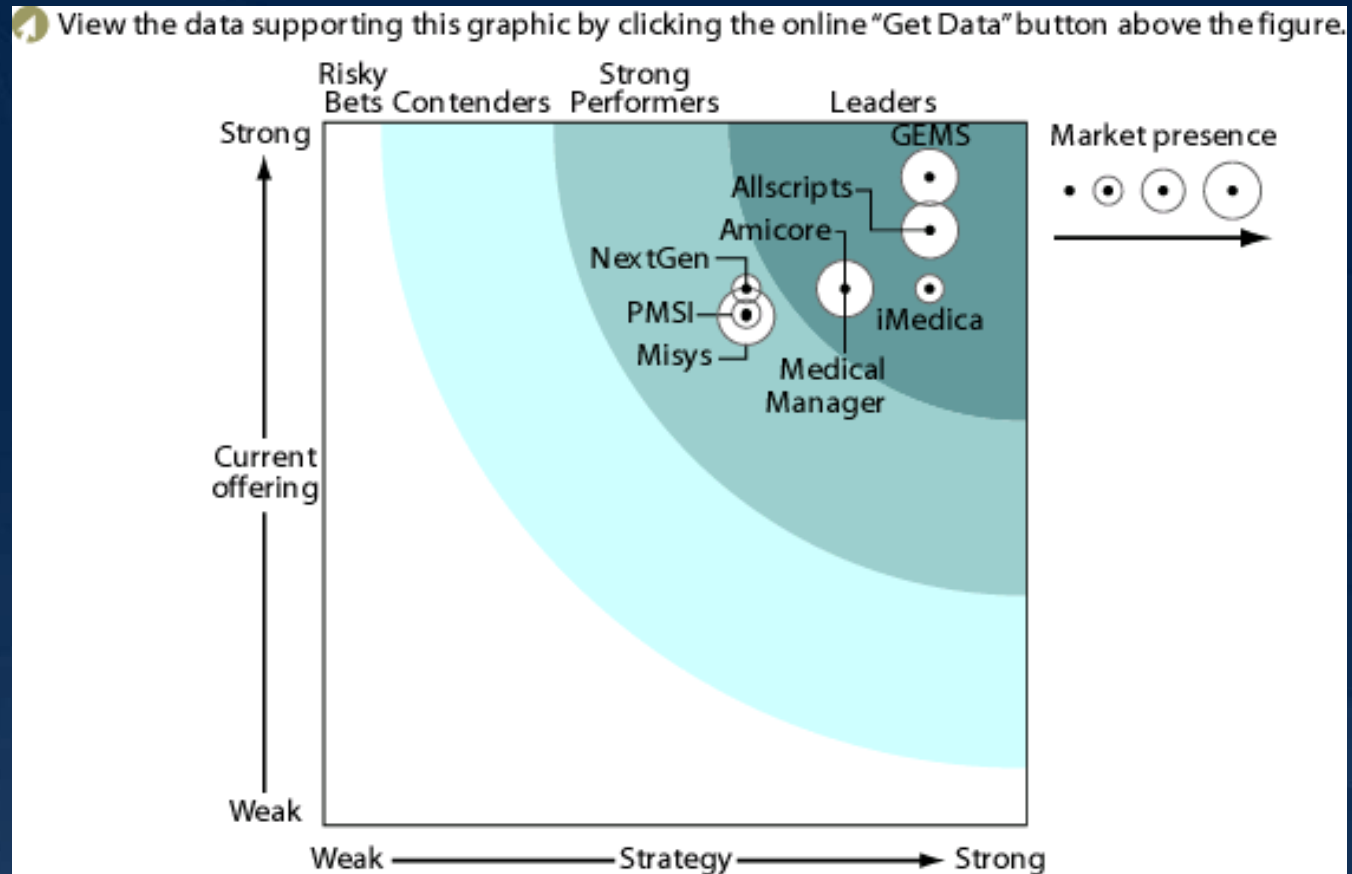


Forrester Wave™: The EMR Minimalists

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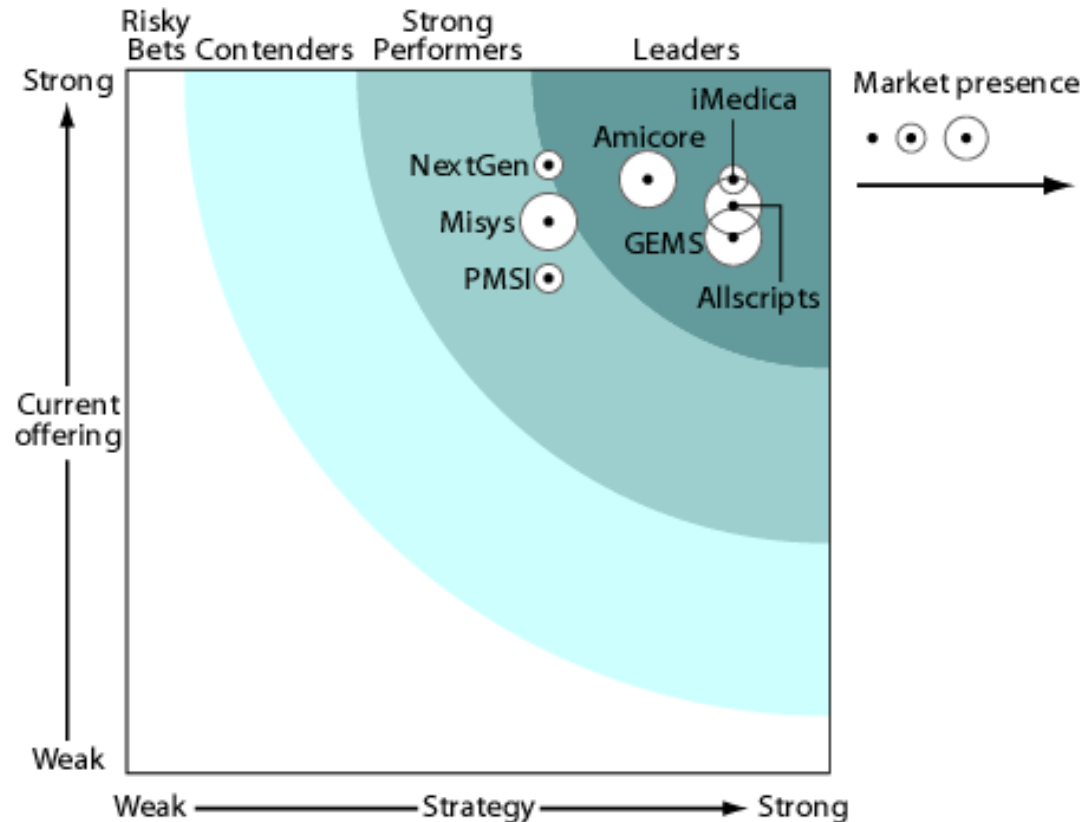


Forrester Wave™: The EMR Diagnosticians

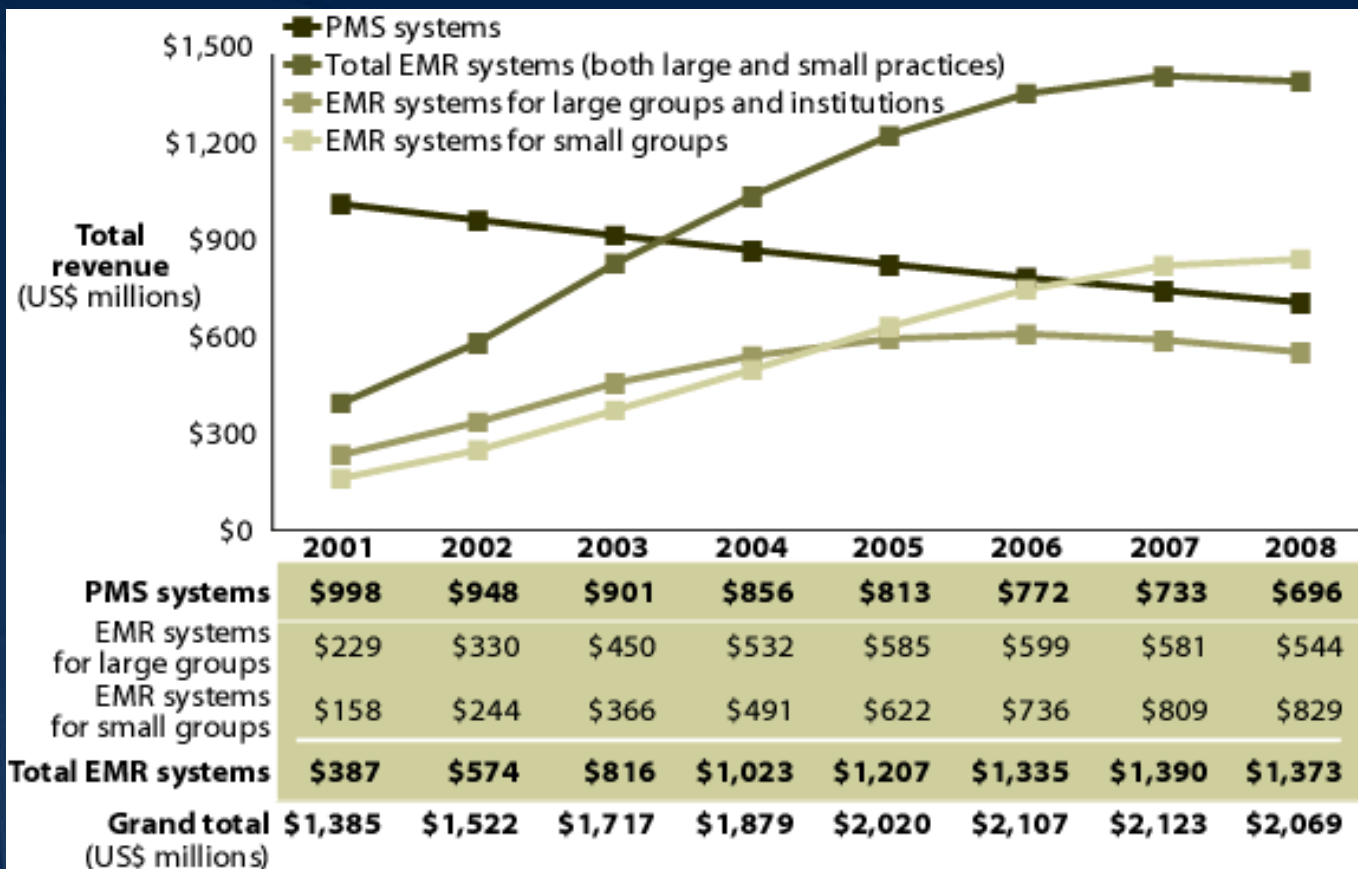


Forrester Wave™: The EMR Fine-Tuners

View the data supporting this graphic by clicking the online "Get Data" button above the figure.



Forecast: US PMS And EMR Adoption, 2003 To 2008



Common obstacles and challenges

- Shock and Awe versus Incremental roll-out
- Owned versus ASP purchase decision
- Matching apps to business processes
- Determining ROI

Thank you

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