



# DOQ-IT

Doctors' Office Quality - Information Technology

# Lessons Learned from Massachusetts DOQ-IT Pilot

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# Lessons Learned

- **Practices**
- **Staff**
- **Vendors**
- **Stakeholders**
- **Incentives**

# Practices - Identification

- **Work with Independent Physician Associations (IPA) or Physician Hospital Organizations (PHO)**
  - **Governance – formalized decision-making**
  - **IT Support – basic level of IT support**
  - **Financial Support – Funding for pilots**
  - **Communications – established communication channels**
- **Commercial Payers**
  - **Established relationships and utilized their networks**
- **Utilize Hospital Contacts**

# Practices

- **Management of large numbers**
  - Collaboratives / webex / teleconferences
  - IPA/PHO structure
  - Limit time with planning
  - Reusable curriculum - regionalized
  - Project plans
  - Customer database (CDB)
  - Project managers
  
- **Once a month objective for contact**

# Practices

- **Engaging large numbers**
  - **Identify thought leaders and key speakers for panel discussions**
  - **Utilize trailblazers in Q&A**
  - **Use as many local speakers as possible**
  - **Collaboratives offer chance for personal engagement**
- **Identify Economic leader as early as possible**
  - **Key to success and buy-in**

# Staff

- **Staff need to be qualified**
  - **Hired consultants – not all are IT or EHR consultants**
  - **Train continuously**
  - **Create team environment – one can't do it all**
- **Act as consultants**
  - **Must be seen as a consultant or you will lose larger groups**
  - **Facilitator and Advocate**

# Vendors

- **Worked with primary vendors**
  - **Developed relationships**
  - **Negotiated alternative pricing models**
  - **Engaged in presentations and demonstrations**
- **Defined process for vendors**
  - **Created EHR Required Characteristics template**
  - **Developed standardized language for contracts**

# Stakeholders

- **Identified key stakeholders**
  - **Developed relationships**
  - **Participate in working groups**
  - **Collaborate where possible**
  - **RHIO's**
- **Identify key competitors**
  - **Understand who may not want you there**



# Incentives

- **Use Pay-for-Quality programs**
  - **Bridges – to – Excellence**
  - **Medicare Care Management Performance program**
  - **Payer incentives**
  - **Organizational incentives**
  - **NCQA recognition**
  
- **Measurement**
  - **Identify early target implementations for P4Q programs as they take time to roll-out**

# Final words

- **Cash or cost is not the main reason for not engaging in EHR, fear of making the wrong decision is**
  - **Our physicians each have a story of how an EHR caused a practice to fail or substantially interrupt business**
  - **They want our guidance in making the proper decision**
- **It's like buying a car, you go through a lot of angst and decision making when purchasing, but once it's done, you don't typically think of the car payment as an ongoing issue**

# DOQ-IT Team

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