

Health Information Technology Promotion The Physician Perspective

John Tooker, MD, MBA, FACP
Executive Vice-President and CEO
American College of Physicians
Philadelphia, PA
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Promotion of Health Information Systems

Physician Perspective

What are the:

- Challenges and Opportunities?
- Expectations for Physician Adoption?
- How does the promotion of HIT impact community HIE initiatives and regional health information organizations (RHIOs)?

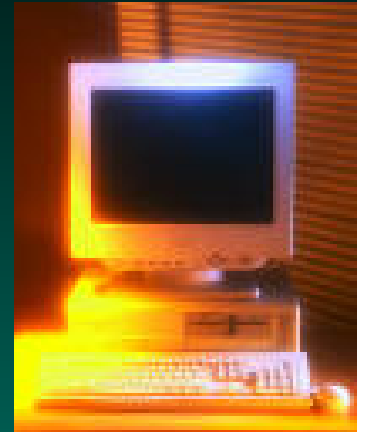
Health Information Technology Physician Perspective

Small to medium practice (fragmentation)

- Most medical practices are small and unique
 - ✓ 50% <5 physicians; 20% solo
- Ambulatory setting
- Complex information overload

Annually:

- Hundreds of thousands of physicians
- Hundreds of millions of patients
- Hundreds of billions of unique and complex interactions and transactions



Health Information Technology

Administrative

- Billing and financial Accounting
- Scheduling
- Personnel and payroll

Infrastructure

- Desktop and laptop computers
- Handhelds
- Servers and network

Clinical

- Online references (drug compendia and clinical guidelines)
- Receiving lab results and other clinical information online
- Electronic prescribing
- Computerized provider order entry
- Registries
- Clinical decision support systems
- Electronic health record
- E-mail communication with patients

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Barriers to Adoption

- Cultural
- Scale
- Cost
- Lack of interoperability
- Current reimbursement models



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Expectations for Physician Adoption?

- **Optimism – macro and micro**
 - National leadership and conversation
 - Increased awareness and expectations among physicians
 - EHR certification – good products
 - Increased emphasis on healthcare quality and cost
 - Medicare payment reform
 - ✓ Pay for Performance
 - ✓ Replacing the SGR formula

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Opportunities – Improved Funding

- **Current Legislation, e.g., H.R. 747 “National Health Information Incentive Act” and S. 1227 “Health Information Technology Act”**
 - **Grants, loans, and refundable tax credits**
 - **Add-on codes for office visits and other evaluation and management (E/M) services**
 - **Care management fees for physicians who use HIT to manage care of patients with chronic illnesses**
 - **Payments for structured email consults resulting in a separately identifiable medical service from other E/M services**

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Opportunities:

Strong Federal Leadership

- AHIC
- ONCHIT
- AHRQ
- CMS
- VA
- DOD
- Others

Physicians Information and Education Resource (PIER)

The screenshot shows a Microsoft Internet Explorer browser window displaying the ACP PIER website. The browser's title bar reads "ACP PIER - Microsoft Internet Explorer". The address bar is empty. The website's header features the "pier" logo in a red and white color scheme, with the tagline "Clinical Guidance from ACP" below it. The main content area is titled "Welcome" and includes the text: "PIER: The Physicians' Information and Education Resource. Find authoritative, evidence-based guidance to improve clinical care. [Register for access](#) (ACP members only)".

On the left side, there is a section titled "Browse a Topic Type:" with six red circular icons and corresponding text links: "Diseases", "Screening and Prevention", "Complementary/Alternative Medicine", "Ethical and Legal Issues", "Procedures", and "Drug Resource".

On the right side, there is a search box titled "Enter a Keyword to Search:". It contains a "Find:" input field, a "within" dropdown menu set to "Entire site", and a "go" button. Below the search box, it says "For more options try [Structured Search](#)."

At the bottom right, there is a "What's New" section with a red header. It contains the following text: "330 Modules and Growing! PIER continues its growth as your foremost point-of-care evidence-based medical information and education resource." followed by three entries: "8/11/04 NEW MODULE: [HIV in Pregnancy](#)", "8/03/04 NEW MODULE: [Bullous Pemphigoid](#)", and "7/30/04 NEW MODULE: [Pregnancy-associated Liver Disease](#)".

The browser's status bar at the bottom shows "Done" and "Internet". The Windows taskbar at the very bottom includes the Start button, several application icons (GroupWise - Mailbox, Microsoft PowerPoint - ..., ACP PIER - Microsof...), and the system clock showing "2:20 PM".

Medicare Promotion of Health Information Systems

Expectations for Physician Adoption?

- **Not so Fast**
 - Lack of consistent business case for the physician
 - benefits of adoption not (yet) proportional to the investment
 - Lack of interoperability
 - Capital and sustaining investment a challenge for some practices
 - Understanding and implementing practice transformation

Medicare Promotion of Health Information Systems

How does the promotion of HIT impact community HIE initiatives and regional health information organizations (RHIOs)?

Connecting for Health

➤ Common Framework

- ✓ Decentralized approach
- ✓ Patient control
- ✓ Standard interfaces and transactions at local, regional and national levels
- ✓ Participating physician practices belong to a healthcare and HIT community

Closing Thoughts

- **Challenges and Opportunities**
- **Expectations for Physician Adoption**
- **The impact of promotion of HIT on HIE initiatives**