

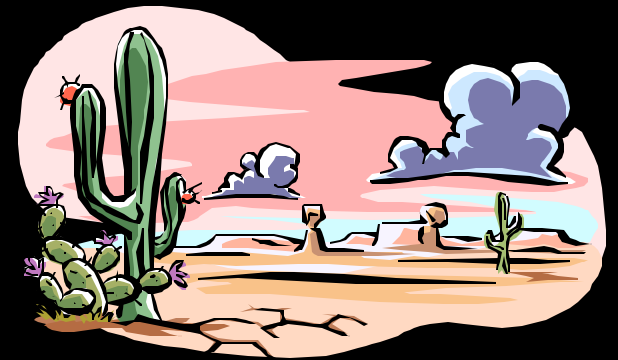


THE “WIRED” GASTROENTEROLOGIST

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- A “WIRED” GASTROENTEROLOGIST IS NOT A SPECIALIST THAT NEEDS A TRANQUILIZER --BUT RATHER ONE WHO USES INFORMATION TECHNOLOGY TO IMPROVE PATIENT CARE AND INCREASE PRACTICE EFFICIENCY



MY BACKGROUND

- PRACTICING GASTROENTEROLOGIST
- PRESIDENT, ERLAN MEDICAL MANAGEMENT, INC
- FORMER MEDICAL DIRECTOR OF INFORMATION SYSTEMS FOR COLUMBIA HEALTHCARE
- CLINICAL ASSOC. PROF., U OF MIAMI

INTRODUCTION

- 2/3 OF MDS USE THE WEB BUT ONLY 1/3 OF THEM USE IN PRACTICE
- I KEPT A LOG AND CHOSE THOSE AREAS THAT “MADE A DIFFERENCE”
- VIGNETTES EMERGED *
- “A DAY IN THE LIFE.....”

CLINICAL

GENERAL

- DRUG/DRUG & DRUG/FOOD*
- REVIEW LAB/X-RAY ETC FROM ANY LOCATION *
- REVIEW PRIOR E- RECORD *
- EMR (W/P)
- REVIEW ADVERSE REACTIONS *

CLINICAL GENERAL

- BLEND I/P AND O/P RECORDS *
- CLINICAL RESEARCH
- PATIENT “RECALL” *
- REVIEW FEDERAL REGISTER*
- E- SIGNATURE (ALL DOCS LOATHE GOING TO MEDICAL RECORDS DEPT)

CLINICAL

GI

- ENDOSCOPY IMAGE MANAGEMENT
- E-MAIL IMAGE FOR 2ND OPINION
- PATIENT “SEARCH” *
- PATIENT “RECALL” *
- CONTINUING EDUCATION

EDUCATION

DOCTOR

- MEDICAL E-MAILS OF UPDATES
- DISEASE SITES (CCFA, LIVER ETC)
- CME ON-LINE
- JOURNAL CLUB REVIEWS
- SOCIETY LINKS (AGA, ACG, ETC)

EDUCATION

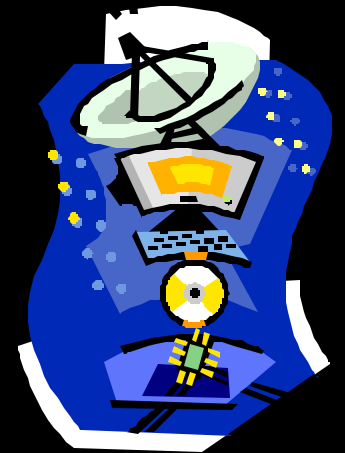
PATIENT

- NEWSLETTERS
- ASK THE EXPERT (PRODIGY (R))*
- PATIENT INFO SHEETS (GERD, HEP C)



DATA ACCESS

- CELLULAR MODEM *
- CELLULAR VOICE AND TEXT MAIL
- DIGITIZED VOICE REPORT RETRIEVAL*
- HOSPITAL DATA “DIAL-IN” *
- OFFICE DATA “DIAL-IN” *
- OFFICE EMR (W/P) “DIAL-IN” *



MALPRACTICE & Q/A

- “HOLES” FOR UNRETURNED LAB DATA----”DOC, YOU ORDERED IT” *
- PATIENT RECALL SYSTEM (REPLACES SHOEBOX) *
- PATIENT SEARCH / MAIL MERGE *
- DOCUMENT PT INSTRUCTIONS *
- OUTCOME MEASURES *

BUSINESS

- MANAGED CARE COST ANALYSIS *
- ACCOUNTING “ON-LINE” *
- REVIEW PRODUCTS AND SUPPLIES
- INSURANCE ELIGIBILITY
- E- CLAIMS AND E-REMITTANCE
- E-MAIL--


E-MAIL

- EASIER TO WEAR MULTIPLE HATS *
- ERASES TIME ZONE DIFFERENCES *
- WEB BASED ACCESS FACILITATES ACCESS (AIRLINE CLUBS ETC) *
- VEHICLE FOR FILE TRANSFER *
- E- COMMITTEE FUNCTION *
- philg@hutton.net

THE CUSP AND BEYOND....

- VOICE RECOGNITION
- 2 WAY PAGER FOR CLINICAL DATA *
- “SMART” SCOPES AND ACCESSORIES
- DIAL-IN TO PATIENT MONITORS
- “TOTAL” TELEMEDICINE
- EXPANDED WIRELESS ACCESS
- UNIFORM STANDARDS ????

CHALLENGES (BARRIERS)

- PROPRIETARY SYSTEMS
- INPUT TECHNOLOGY (PEN TEST)
- CONFIDENTIALITY
- SPECIALTY SPECIFIC SYSTEMS
- SHRINKING  FOR USERS

CHALLENGES

(BARRIERS)

- MULTI SEGMENT EDUCATION
- DATA OVERLOAD
- MANAGING PROVIDER INCENTIVES
vs DISINCENTIVES BASED ON
PAYOR*
- THE LAW LAGS BEHIND
TECHNOLOGY



THANK YOU TO E-
HEALTHCARE
CONNECTIONS

