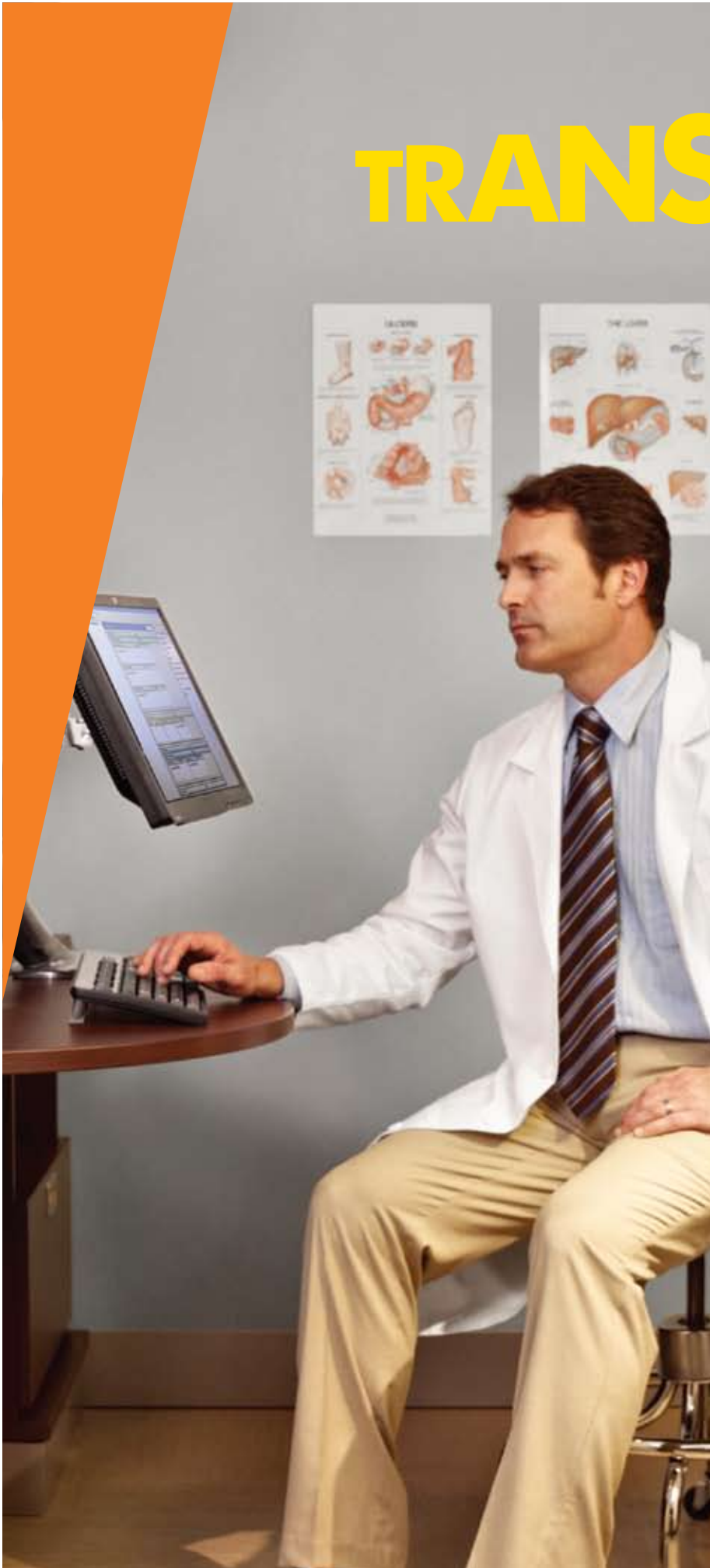


TRANSFORM

for better health outcomes



EHR accelerated

As government deadlines increase the pressure to adopt Electronic Health Record (EHR) technology, a comprehensive migration and management program helps hospitals and physicians make the move now.

As part of the \$20 billion HITECH Act, hospitals and physicians that demonstrate “meaningful use” of health-related technology, including Electronic Health Records (EHRs), will be eligible to receive federal stimulus funding starting next year. With a small window of opportunity, as evidenced by a 2015 deadline to implement such technologies, the time for EHR deployment is now.

If only it were that easy.

While most hospitals are in the process of implementing advanced healthcare technologies, many have yet to extend those capabilities to their network of affiliated physicians. There are 918,000 physicians in the United States, sixty percent of which don’t have EHR systems today.

“Everyone wants and needs EHR, especially when considering deadlines related to HITECH funding,” says Lisa Baker, director of enterprise and public sector marketing, Personal Systems Group Americas, HP. “But EHR deployment can be daunting for physicians, who are busy running their business and serving patients, and hospitals, which have vast networks of affiliates.”

Healthcare entities need a one-stop-shop for EHR technology and support, Baker explains. Beyond hardware and software selection, they need help with on-site technology assessments, EHR deployment and training, ongoing support and systems integration spanning hospital and physician environments.



“There is no one-size-fits-all solution when it comes to EHR,” says Baker. “But there is a single, end-to-end migration and management program that brings EHR to hospitals and physicians of all sizes and technical capabilities.”

She is referring to HP EHReady, a new program that supports and accelerates the adoption of EHR technologies among hospitals and their affiliated physicians. The comprehensive program includes hardware, software and support along with assessment, installation and training services—all designed to simplify system changes. The program can be customized for each medical practice, including a wide range of hardware options and software from leading healthcare vendors such as McKesson, MedPlus and GE.

With offerings that span records migration and management as well as financing and support, HP EHReady enables hospitals and their affiliated physicians to stay connected through an integrated EHR patient network designed to improve record security, efficiency and the quality of patient care.

Beyond technology migration and management

In addition to technology selection, deployment and support, HP EHReady helps maximize the adoption, use and funding of EHR technology. The program includes flexible financing options designed to help organizations fund immediate EHR investments while they secure government American Recovery and Reinvestment Act of 2009 (ARRA) subsidies, which may be available to qualifying applicants. The program offers information resources that can help medical offices better understand ARRA qualification policies.

EHReady also provides marketing services to help hospitals promote the solution to their affiliated physician networks. These offerings include standard and customized marketing toolkits, as well as live engagement and one-on-one consulting with HP experts who can provide full-service marketing and program plan development.

“EHReady helps hospitals carry the EHR message out to their physician community,” says Roger Browning, manager of healthcare marketing, Personal Systems Group, HP. “We offer different levels of marketing assistance depending on how many physicians are already affiliated to a hospital and the number of potential affiliates the hospital wants to reach. It’s an all-inclusive program that is tailored to each environment, situation and any activities the hospital might already be doing.”

For larger hospitals, marketing support includes macro planning services, such as analyzing the level of technology expertise among physicians, defining program goals and identifying which physicians to contact first. For smaller hospitals, a dedicated “marketing help desk” provides broad support for sales activities, marketing materials and planning.

“EHReady eliminates technology pain points for physicians, extends hospital networks and eases the leap into EHR,” Browning says. “Most importantly, everything is done with a single point of contact, simply, affordably and quickly.”

For more information, visit: www.hp.com/go/EHReady

This article first appeared in the Winter 2010 Health and Life Sciences Special Edition of HP’s “Transforming Your Enterprise” magazine - available for download after registering [here](#).

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