

Health Informatics and Technology

June 29-30, 2016 New Orleans, USA

Methodology for Physician Engagement in the EMR Initiation

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Today's healthcare organizations and providers face pressures that previous generations could not have imagined: Meaningful use mandates, the transition to ICD-10, and enormous changes to reimbursement models, to name just a few. Moreover, despite rumors that MU Stage 3 may be suspended, challenges remain to finding a time-efficient, physician-friendly EHR for both hospitals and practices. As a senior healthcare executive and chief medical officer, Dr. Willie Cochran helped develop a comprehensive physician training and engagement program that facilitated a successful big-bang EHR implementation across all hospital departments and affiliated practices, as well as an ambulatory surgery center and women's health center. This required the creation of an IT steering committee, physician care manager team, and physician advisory council (PAC). The PAC is a multidisciplinary committee charged with identifying subject matter experts, initiating and reviewing clinical content, undergoing full end-user training to assist with go-live activities, and continuing to function as advisors post go-live. Their well-designed strategy helped make their "all-systems-go" implementation a remarkable success, resulting in simultaneous completion of MU stages I & II, outstanding CPOE utilization rates (99% medication ordering), and a marked improvement in VTE prophylaxis (from 70% to 92%). Dr. Cochran believes that physicians must be able to meet the myriad requirements and mandates as a byproduct of their use of their EHR, but full adoption and effective use is not possible without deep and lasting engagement. His session will provide participants with tangible takeaways for ensuring deep physician engagement and robust EHR adoption.

Biography

Cochran earned his medical degree from Indiana University School of Medicine in 1979 and graduated from Methodist Hospital's surgical residency program in 1984. He joined Southern Regional Medical Center in 1992 as a General Surgeon and helped form Surgery South, the region's only multi-specialty general surgery group. Cochran was appointed SRMC Vice President of Medical Affairs in 2008 and Chief Medical Officer in 2011. He holds an MBA from from Stetson School of Business at Mercer University and is a Fellow of the American College of Surgeons and member of the American Association of Physician Leaders.

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