Targeting Your Message:
Key Advantages of Transcription

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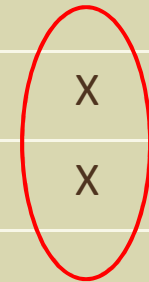
Prepared by:
WebChartMD
Johnson City TN

EHR Scorecard

Feature	True	False
Reduce medical errors	X	
Easier access to PHI (providers and staff)	X	
Data aggregation, structuring and reporting	X	
Billing and coding improvements	X	
More time-efficient documentation		X
More cost-efficient documentation		X

Marketing to the Study's Key Findings

PREMISE: There are decision influencers within many practices who agree that narrative is more time and cost effective than EHR templating.

MARKETING OBJECTIVE: Provide those influencers with information that helps them clarify and quantify their convictions about narrative.

PREMISE: There are certain quality-of-care related benefits to narrative that surpass the abilities of EHRs.

MARKETING OBJECTIVE: Provide research-based information about those benefits.

Marketing to the Study's Key Findings

PREMISE: There are physicians and patients who are dissatisfied with the way EHRs have changed the exam room experience.

MARKETING OBJECTIVE: Communicate with physicians about the dissatisfaction their customers are experiencing.

PREMISE: There are physicians who haven't heard a clear explanation regarding their EHR's capability to supports a transcription interface.

MARKETING OBJECTIVE: Inform physicians about the capabilities of their EHR to import transcription.

Developing Our Message

Pain Point	Message	Derived Benefit of Narrative
EHR charting can take longer.	Narrative can reduce the time it takes to generate clinical documentation.	Reduced physician time in front of computer means more productive day, shorter hours.

Pain Point #1 - Source Material

Kate Johnson, "Too Much Information: Are EHRs Drowning Primary Care?", *MedScape News Today*, February 12, 2012 ("All respondents reported a median of 60 minutes and a mean of 48 minutes per day of free time lost to the computer.")

Anthony Guerra, "Healthcare Providers Voice Gripes At EHR Usability Hearing," *Information Week*, April 25,2011 ("EHR-associated administrative work had added two hours to the clinician workday."

Pamela Lewis Dolan, "Doctors' love-hate Relationship with EHRs," *American Medical News*, May 7, 2012 ("There is no guaranteed gain in productivity.")

Paul Cerrato, "How To Ease EHR Frustration." *Information Week*, May 7, 2012, ("I see 75% of the patients now as compared to before EHR.")

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EHR charting can take longer.	Narrative can reduce the time it takes to generate clinical documentation.	Reduced physician time in front of computer means more productive day, shorter hours.
EHRs can negatively alter the patient-doctor experience.	**Narrative allows the physician to focus her/his attention on the patient.**	**Improved quality of care and customer satisfaction.**

Pain Point #2 - Source Material

Pamela Lewis Dolan, "Doctors' love-hate Relationship with EHRs," *American Medical News*, May 7, 2012 ("The dynamic in the exam room is altered.")

Ann Silberman, "EMR, A Patient's Perspective," KevinMD.com, 2011, ("It's very hard to . . . trust somebody with our well-being and our lives when all we see and hear is the back of a white coat and the click of a mouse."). See http://www.kevinmd.com/blog/2011/03/emr-patients-perspective.html

Google keywords "EHR" and "eye contact" for additional articles and information.

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Some EHR templating tools may not accurately capture the entire patient story.	**Narrative lets physicians add the qualitative information that provides context to the patient's medical experience.**	**Improved patient treatment and outcomes.**

Pain Point #3 - Source Material

"Free-text narrative will often be superior to point-and-click boilerplate in accurately capturing a patient's history and making assessments, and notes should be designed to include discussion of uncertainties."

". . . narrative-based documentation methods are viewed as able to preserve detailed and expressive descriptions of patients and their stories and are commonly accepted as the best way to capture and arrange the informational background on which effective diagnostic reasoning is based."

Source: Gordon D. Schiff, M.D., and David W. Bates, M.D., "Can Electronic Clinical Documentation Help Prevent Diagnostic Errors?", The New England Journal of Medicine, March 24, 2010

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Physicians unaware of their EHR's capabilities.	**Describe the ease with which interfaces can change the physician's clinical documentation workflow.**	**Time, cost savings and improved workflow for physicians.**

For more information contact:

Mark Christensen, Vice President Operations

mark@webchartmd.com

877-858-6677 ext 105