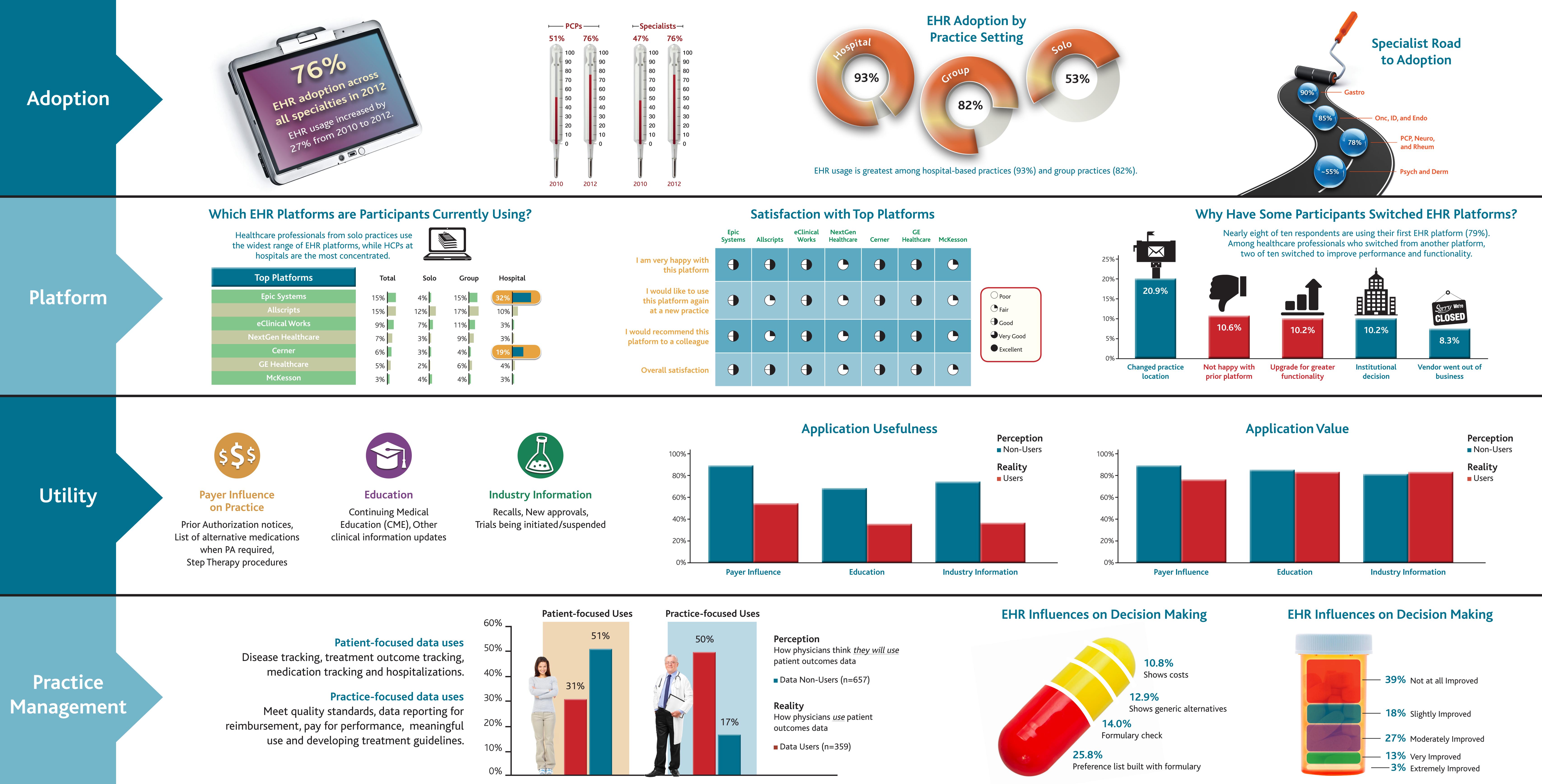


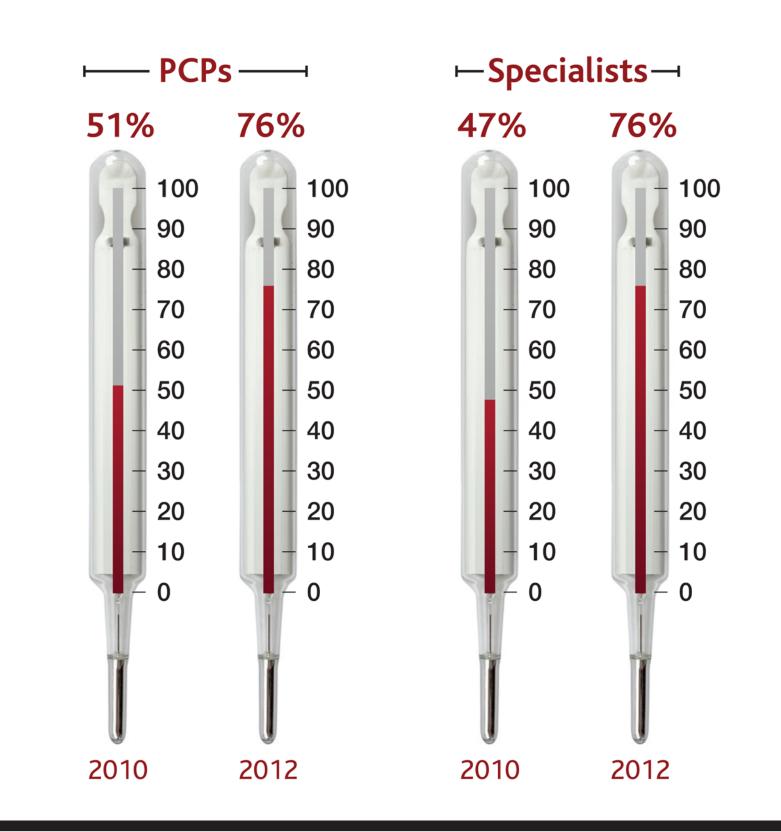


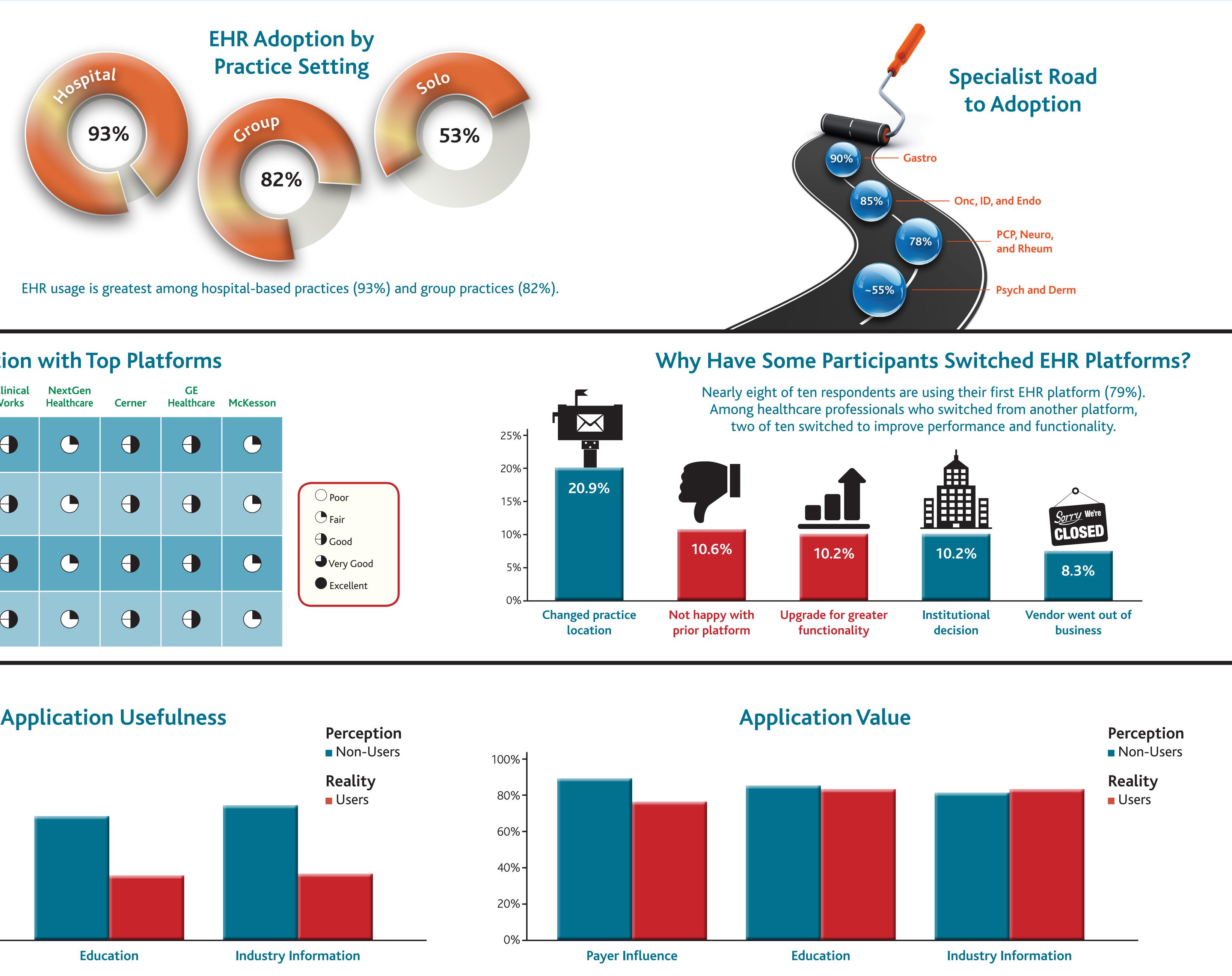
EHRs are a critical part of the practice of medicine in the post-ACA era; the more we understand how HCPs feel about EHRs and how HCPs are using the technology, the better equipped we will be as researchers to leverage the platforms and the data garnered by them. The opportunity to integrate research instruments and to collaborate with the technology partners in the HIT world will be one of the next big steps in market research for the life sciences industry.



Electronic Health Records

Adoption, Platform, Utility, and Practice Management Paul Allen, Amanda Lipski and Ethan Frank, Olson Research Group, Inc.







In 2013, using *OlsonOnlineTM* and our proprietary healthcare database, Olson Research surveyed over 1,600 US HCPs (PCPs, specialists, and NP/PAs from solo, group, and hospital-based practices) in 4 waves of research.

KEY TAKEAWAY

EHR adoption in physician practices has increased since 2010 with 76% adoption by the HCPs sampled. Usage is greatest among hospital and group-based practices. Among specialists, uptake is highest for Gastroenterologists and Oncologists but slower for Psychiatrists and Dermatologists.

KEY TAKEAWAY

HCPs are not overwhelmingly impressed with any particular platform. Scores for overall satisfaction and likelihood to recommend the platform are flat across the board. Two of ten HCPs have switched EHR platforms in order to improve performance and functionality.

KEY TAKEAWAY

The largest gap in perception vs. reality of EHRs exists in EHR application usefulness. Future EHR adopters expect significantly more utility across the board from EHR platforms than what current users are reporting.

KEY TAKEAWAY

EHR non-users expect that they will use patient outcomes data in a manner that benefits patient treatment. The reality is that patient outcomes data is most commonly used in a manner benefiting the practice.

To download this poster as a PDF, go to: www.OlsonResearchGroup.com/IndustryInsights