

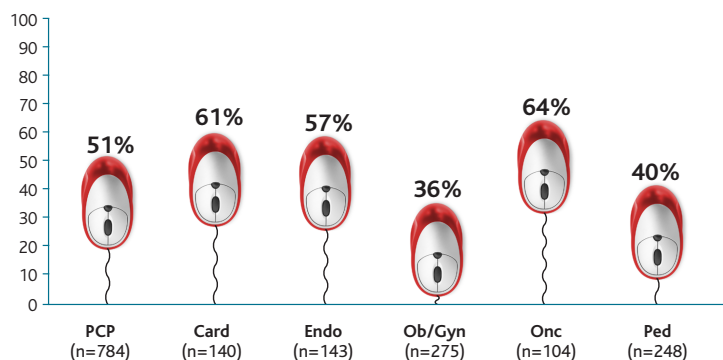
# ORG INDUSTRY INSIGHTS

4th Quarter, 2010

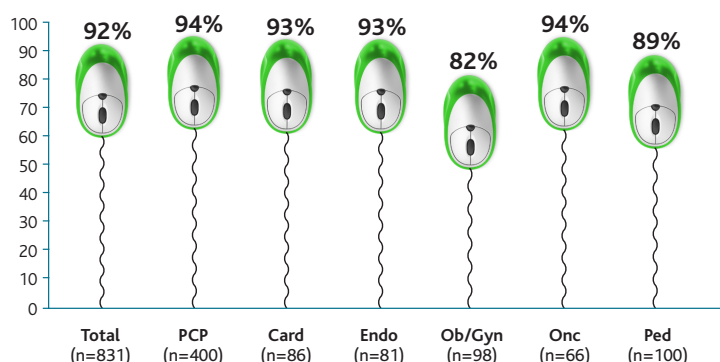
## Physician Utilization of Electronic Medical Records (EMR)

In September 2010, using our internet-based tool OlsonOnline™ and proprietary healthcare database, Olson Research surveyed more than 800 US-based primary care physicians (46%), obstetrician/gynecologists (16%), pediatricians (15%), endocrinologists (9%), cardiologists (8%), and oncologists (6%) about how they use electronic medical records in their clinical practice. Of the total study population (n=831) that did have EMR systems in place in their practice, it had been in use for an average of 3.79 years. Endocrinologists averaged having their systems in place for the longest period of time (4.83 years) while obstetrician/gynecologists averaged having their systems in place for the least amount of time (3.20 years.)

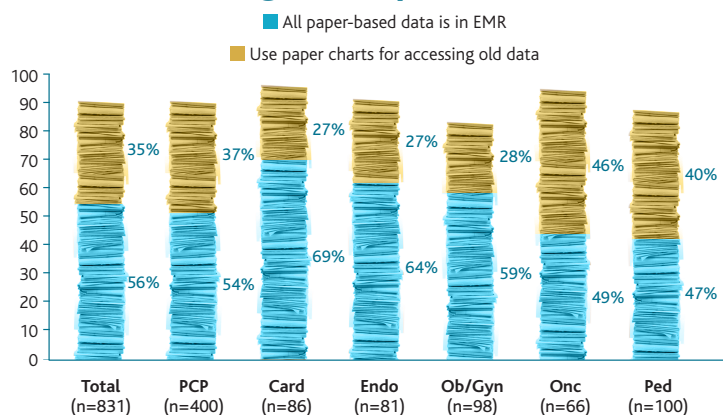
### EMR Usage by Specialty



### EMR Usage on All Patients



### Usage of Paper Charts



Of those physicians that are not using EMR on all patients (n=69), 56.5% noted that they are still transitioning to EMR and converting paper charts and 8.7% felt that it was too cumbersome to transition all patient records. Interestingly, 27.8% of the obstetrician/gynecologists surveyed did not use EMR for their obstetric patients.

### Top EMR Software Used by Market Share and Specialty

	PCP (n=400)	Card (n=86)	Endo (n=81)	Ob/Gyn n=98	Onc n=66	Ped n=100
Allscripts (16.0%)	18.5%	17.5%	16.0%	13.3%		15.0%
EpicCare (10.2%)	8.8%	10.5%	12.3%	8.2%	15.2%	13.0%
GE (8.8%)		12.8%	11.1%		13.6%	
Next Gen (8.5%)	10.0%	15.1%		9.2%		
eClinicalworks (7.2%)	8.8%		8.6%			10.0%
Greenway Primesuite (3.1%)				14.3%		
Mosaic (1.0%)					12.1%	
iKnowMed (0.7%)					9.1%	

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