

OLSON RESEARCH GROUP INDUSTRY INSIGHTS

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Electronic Health Record (EHR) Utility: Bridging the Application Gap

Using our internet-based tool *OlsonOnline™* and proprietary healthcare database, Olson Research surveyed more than 1,300 US healthcare professionals. The sample contained a mix of PCPs, specialists, and NP/PAs from solo, group, and hospital-based practices. The objective for the research was to delve deeper into the applications provided in EHR platforms.

Perception vs. Reality

EHR users see more value in applications that could improve patient standards of care, while future adopters value the applications that offer ease of navigation through the payer environment. The applications surveyed were grouped as follows:



Payer Influence on Practice

Prior Authorization notices, List of alternative medications when PA required, Step Therapy procedures



Education

Continuing Medical Education (CME), Other clinical information updates



Industry Information

Recalls, New approvals, Trials being initiated/suspended



EHR Users: Reality

Payer influence applications are most commonly provided in EHR platforms, while Education and Industry information are rated as the applications with the highest value.

Applications provided in EHR platform

Total (n=1,023)	PCP (n=364)	Specialist (n=559)	NP/PA (n=100)
50%	55%	47%	54%
32%	36%	30%	35%
33%	37%	31%	31%

50%	55%	47%	54%
32%	36%	30%	35%
33%	37%	31%	31%

\$\$\$	Payer Influence on Practice
🎓	Education
🧪	Industry Information

Applications wanted in EHR platform

Total (n=233)	PCP (n=68)	Specialist (n=140)	NP/PA (n=25)
90%	93%	87%	100%
69%	76%	64%	80%
75%	79%	71%	84%

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Value of Applications

n=	Top 2*
515	77%
343	84%
332	84%

\$\$\$	Payer Influence on Practice
🧪	Industry Information
🎓	Education

n=	Top 2*	Net Difference
210	90%	13%
174	86%	2%
161	82%	-2%

* Rating of 3-4 on a 4-point scale where:
1 = "not at all valuable"
4 = "extremely valuable"



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