



First Impressions:

Leverage Your Physician IT
Resources Early and Often

Paul Klehn

Chief Information Officer (CIO)

Managed IT Services - Allscripts

paul.klehn@libertyhospital.org

There is no time for a physician to experience discomfort or uneasiness



- ‘You never get a second chance to make a first impression.’ - Madison Avenue advertising
- “Almost everyone will make a good first impression, but only a few will make a good lasting impression.” – Sonya Parker

Physician On-boarding



- Medical Staff application
- Credentialing
- Orientation to the organization's:
 - Leadership
 - Informal leaders
 - Colleagues & peers
 - Policies & procedures
 - Governance
 - Communications
 - Systems

Please help me manage the noise.



- CMS
 - Quality Measures
 - PQRS is now MIPS
 - EHR Incentive Program
 - Meaningful Use (MU stage 1 & 2)
 - MU3 is now Promoting Interoperability Programs (PIP)
 - Data blocking
- Leapfrog
- HIPPA
- Cyber Security

It should just work!



- Physicians expect consumer developed technology & systems to work in the healthcare IT environment
- Patients expect the same
- Patients expect for physicians to communicate with them similar to the on-line retail world
- These expectations conflict with organizational capabilities, regulatory requirements, societal changes in the physician patient relationship

Trusted Sources for Information *(IT Specific)*



- Physician Support Coordinator
- Physician lounge area electronic display bulletin board
- Traditional dictation area bulletin board
- Help Desk
- Physician portal or website
- Newsletters
- Participation on physician IT advisory teams
- Emails *(very limited effectiveness)*

Lets have a conversation

Q & A



- What are you hearing from physicians about what attracts them to a join a hospital or clinic?
- Is IT a consideration or unspoken expectation?
- What would you like to learn or have assistance with from IT?



THANK YOU !

...for all that you do to bring high quality, highly engaged, physician partners to our organizations.