

# From LUG to CHUG New Names, New Synergies



CLINICAL INFORMATION SYSTEMS... CLINICAL INFORMATION SYSTEMS... CLINICAL INFORMATION SYSTEMS... CLINICAL INFORMATION SYSTEMS...

## Welcome and President's Remarks

*Michael Zaroukian, MD, PhD,  
President, Centricity Healthcare User Group*

Centricity Healthcare User Group Symposium  
GE Healthcare Collective Knowledge User Summit

Sept 22-25, 2004

CLINICAL INFORMATION SYSTEMS

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## Housekeeping Announcements

CLINICAL INFORMATION SYSTEMS... CLINICAL INFORMATION SYSTEMS... CLINICAL INFORMATION SYSTEMS... CLINICAL INFORMATION SYSTEMS... CLINICAL INFO...

- Nominations for User Board elections
  - Turn in nomination form at registration desk
  - Check for willingness to serve
  - Brief statement by nominees at Friday lunch
  - Ballots at lunch
  - Results announced late Friday afternoon



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## Housekeeping Announcements

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- Schedule update
  - Check yellow form for breakouts
  - Cancelled session FRIDAY 11-12
    - CANU II (Topaz Room)
- Breakfast roundtables
  - Thursday – by practice size, staff role
  - Friday – by specialty
- Speaking with a Single Voice
- Future meetings - Spring 2005

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## Housekeeping Announcements

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- Dinners
  - Wednesday – on your own
    - User-to-user networking dinner by interest area
  - Thursday
    - Collective User Group Networking Evening
  - Friday
    - Vendor fair reception and Casino Night

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## Who We Are...

CLINICAL INFORMATION SYSTEMS... CLINICAL INFORMATION SYSTEMS... CLINICAL INFORMATION SYSTEMS... CLINICAL INFORMATION SYSTEMS... CLINICAL INFO...

- Interdependent group of 25,000 simultaneous users of a single EMR
- Health, technical, business professionals
- Solo practices and small offices
- Larger offices and multidisciplinary practices
- Enterprises and institutions
- **Leaders!**

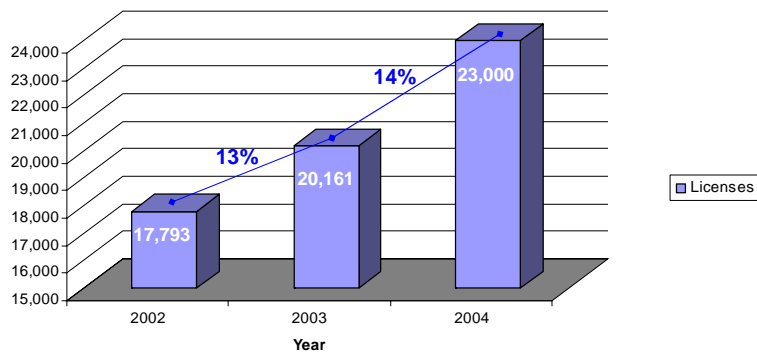


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## EMR Growth

EMR Licenses



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Imagination at work

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## Current Market Scenario – Frost and Sullivan

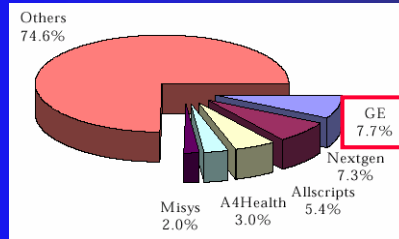
### EMR

- EMR ~15% penetrated

### •Market Growth

2003	\$568 MM
2007	\$982 MM

### EMR Market Share



- 10,000 Centricity EMR Docs
- 24,000 Centricity EMR Concurrent Lics
- 800 Centricity EMR Practices

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imagination at work

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## Who Represents Us...

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• User Group Board           <ul style="list-style-type: none"> <li>• President</li> <li>• President-elect</li> <li>• Past-president</li> <li>• Secretary</li> <li>• Treasurer</li> <li>• Member at-large</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Current Board Members           <ul style="list-style-type: none"> <li>• Mike Zaroukian</li> <li>• MIKE ZAROUKIAN</li> <li>• Steve Clemenson</li> <li>• Patti Hickam</li> <li>• Open</li> <li>• John Joe</li> </ul> </li> </ul> |
|---|--|

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## Why We Come Together...

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- To promote optimum use of **Centricity Physician Office EMR** by:
  1. Enhancing communication among users
  2. Quality interactions between Centricity EMR users and GE Healthcare Information Technologies

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## Our Opportunities and Our Challenge

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- Share experiences
- Learn from each other
- See what's new
- Imagine the future
- Build friendships
- Recognize excellence
- **Help GE help us**

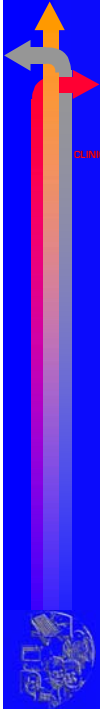
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## Evolving Names





CLINICAL INFORMATION SYSTEMS...CLINICAL INFORMATION SYSTEMS...CLINICAL INFORMATION SYSTEMS...CLINICAL INFORMATION SYSTEMS...CLINICAL INFO...

- EMR
- GE Medical Systems
- MedicaLogic and Millbrook
  - Logician
  - Millbrook
- Logician User Group
  - LUG
- EHR
- GE Healthcare
- Centricity Physician Office
  - CPO EMR
  - CPO PM
- Centricity Healthcare User Group
  - CHUG



## How We Chose “CHUG”

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- Squelching rumors:
  -  Over a beer!
  -  “Get in touch with our feelings” session
- Names that didn’t make it
  - EGO-Centricity (we’re #1!) 
  - X-Centricity
  - SLUG
  - *ABSOLUTELY NOT* Centricity PO-d 



# Evolving Functionalities


- Generations of EHR Evolution

Generation	Label	Example(s)
1st	The Collector	Lab interface, scanned paper documents
2nd	The Documenter	Office visit notes, phone notes, clinical lists
3rd	The Helper	Drug information, reminders, alerts
4th	The Colleague	Therapeutic clinical decision support
5th	The Mentor	Diagnostic clinical decision support

# Emerging & Evolving Standards

- HL-7 (RIM)
- SNOMED-CT
- UMLS
- XML (CCR)
- NCVHS






# Evolving Technologies


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- Wireless mobility
- Tablet PCs
- Voice recognition
- Consent using digital ink signatures



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# Evolving Purchasing Decisions

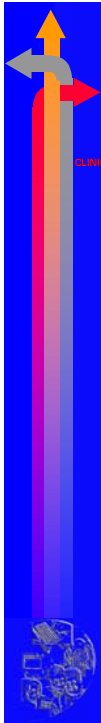
CLINICAL INFORMATION SYSTEMS...CLINICAL INFORMATION SYSTEMS...CLINICAL INFORMATION SYSTEMS...CLINICAL INFORMATION SYSTEMS...CLINICAL INFO...

- Best of breed
- Proprietary
- Operable
- Single source
- Open source
- Interoperable  
(Intraoperable too!)



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## Shifting Centers and Drivers

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- Doctor-centered
- System-centered
- Teacher-centered
- Process-centered
- Reputation-driven
- Pay for quantity
- Pay for doing something
- Pay for visits
- Patient-centered
- Consumer-centered
- Learner-centered
- Outcome-centered
- Data-driven
- Pay for quality, value
- Pay for doing the right thing
- Pay for healing relationships

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## Evolving Leadership

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- Mark Leavitt
  - Medical Director → HIMSS



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**1990**

**First Customer Feedback**

WAKE FOREST UNIVERSITY  
School of Medicine  
Department of Pediatrics  
April 9, 1990

Mark Leavitt, M.D., Ph.D.  
MedicalLogic, Inc.  
9155 SW Barnes Road, Suite 333  
Portland, Oregon 97225

Dear Dr. Leavitt,

We have really enjoyed working with the GrowthBase+ software these past several weeks. We have customized it to our needs and are making full use of its capabilities. The secretary really enjoys it and has found it to be easy to use as well as efficient. Since our six week test period has expired we are sending you three diskettes containing a backup copy of all our patient files. We have the Maintenance utility to help you have to accept this copy. We have suggestions to you.

- 1) The program runs a little too slowly.
- 2) The registration form is a little too limiting.
- 3) The inquiry option does not allow us to generate a list of patients meeting our designated criteria witho

and two more spaces (i.e. \_\_\_\_\_). We have also had one or two problems when we found that the number was entered incorrectly and we were not allowed to edit it.

5) It would be very helpful if we could sort the lab data once we have entered it through the setup procedure. It makes it easier to find the desired shell, and helps eliminate unnecessary, memory consuming duplications.

300 South Hawthorne Road, Winston-Salem, North Carolina 27103  
TELEX 88640 BGSMS WSL TELEFAX (919) 748-4284

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**Evolving Leadership**

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- **Dow Wilson**
  - GE Healthcare IT
- **Dave Henriksen**
  - National Sales Manager, CPO EMR/PM
- **Malcolm Costello & Marianne Braunstein**
  - Upstream Marketing Managers, CPO EMR
- **Derek Schoonover**
  - Downstream Marketing Manager, CPO EMR

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## Evolving Relationships

- Logician Partner Program
- User Group Summits
- Government and industry
- Payers and players
- Knowledge resources

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## What to Watch For...

- Integrated E-prescribing
- Interoperability between different CPO  
EMR office practices
- ASP-enabling configuration settings
- More device interfaces



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Welcome!  
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**imagination at work**

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