

Physician Order Entry Perception Study

FOCUS: Leading Physician Order Entry – Clinical Information System Vendors

INDUSTRY STUDY

This extract from a recent study offers unique insight into the perception of HIT executives relative to the leading Physician Order Entry – Clinical Information System (CPR based) vendors, in the healthcare industry, and was published November 2001 by KLAS.

A specific 17-question “Market Perception” survey was developed. Interviews were conducted to understand the perception of the participants about today’s software capabilities comparing the possible vendors. The purpose of the study was to find out the most likely vendors to be included by healthcare and IT professionals in today’s selection process versus a year ago, and why.

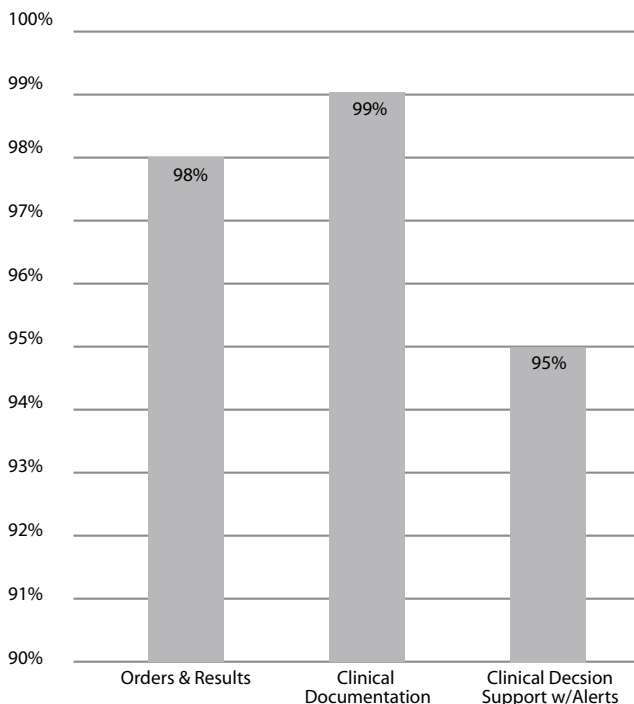
WHY POE?

The study found that 75% of acute care organizations were looking at either implementing CPOE (Computer-based Physician Order Entry) or augmenting an existing CPOE with wireless.

Today’s “consumerism” in healthcare coupled with reports from the Institute of Medicine, previous studies, and initiatives of the Leapfrog Group in conjunction with the goals of healthcare executives to improve care and eliminate errors, appear to be calling for more automation in the healthcare delivery system.

- IOM: A recent Institute of Medicine (IOM) report “Crossing the Quality Chasm: A New Health System for the 21st Century” states that our healthcare delivery system is “plagued by a serious quality gap.” Another IOM report, “To Err is Human,” focused on medical errors and patient deaths.
- McDonald: A study by McDonald published in 1984, a landmark 2-year study, showed that physician computerized reminders increased the quality of care and reduced medical errors.

Chart 1: Definition of Physician Order Entry – CIS/CPR



- Leapfrog Group:** The Leapfrog Group is promoting three patient safety practices as the initial focus for consumer education and information, and hospital recognition and reward. One of these is the use of computerized physician order entry (CPOE) in hospitals to prevent serious medication errors.

DEFINITION OF POE AND CIS/CPR

The industry is not in total agreement as to the definition of a Clinical Information System/Computer-based Clinical Patient Record and whether that includes physician order entry. Chart 1 depicts the actual survey results.

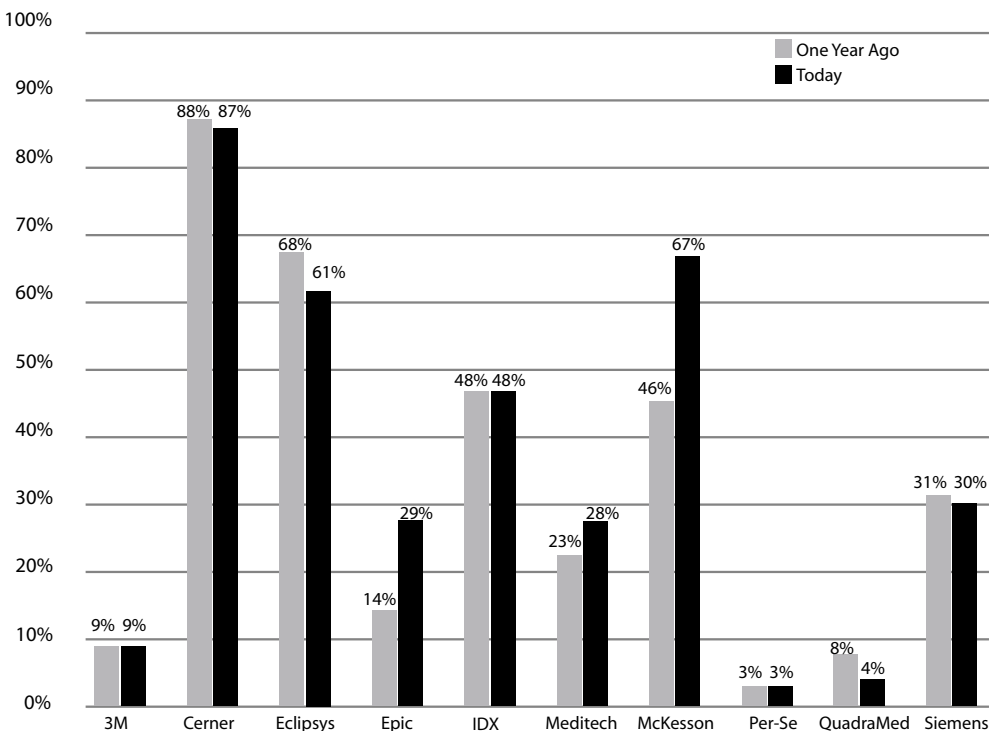
This study accepted a definition of CIS/CPR software as one that meets the IT requirements of direct care providers such as nurses and physicians founded upon a CPR (Computer-based or Clinical Patient Record) to assist in charting, supports physician order entry (POE) and provides rules-based alerting and reminders.

VENDORS BEING CONSIDERED

The study measured the Physician Order Entry – CIS/CPR vendors that would be included in a purchase decision if it were made today (as compared to a year ago). Apparently, many healthcare organizations are either currently implementing or seriously planning software purchases that would give care providers such as physicians, nurses, and others the ability to view data, chart data, order procedures and instantly receive alerts on virtually all clinical data. Chart 2 depicts the frequency with which the vendors were identified.

Cerner is the vendor that nearly 90% of the buyers would look at seriously today, followed by McKesson at 67%. Compared to one year ago, most vendors had little change in how they are perceived with the exception of Epic and McKesson who’s perception increased 107% and 46% respectively.

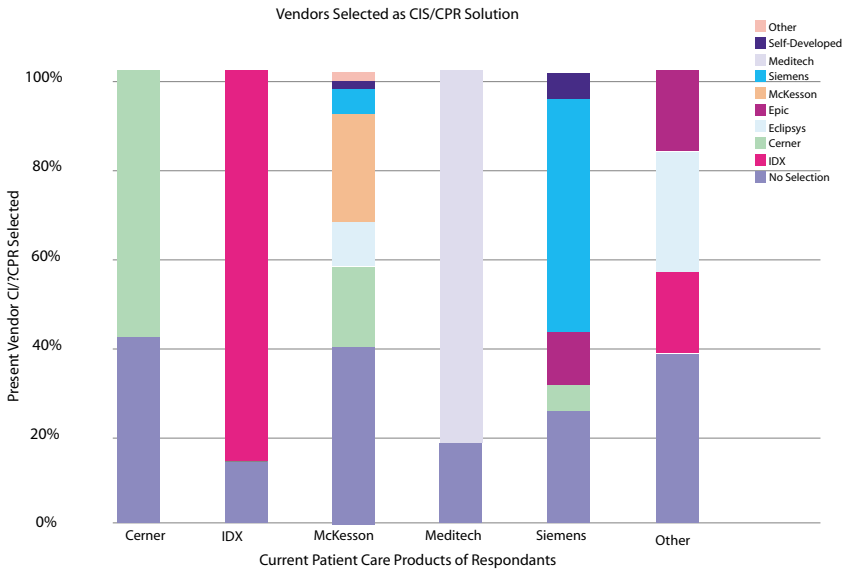
Chart 2: Vendors Considered One Year Ago Compared to Current Perception



ADVANTAGE TO THE INCUMBENT

When selecting a POE – CIS/CPR solution, the advantage to the incumbent is apparent (see Chart 3), especially if one is already a Cerner, IDX or Meditech client.

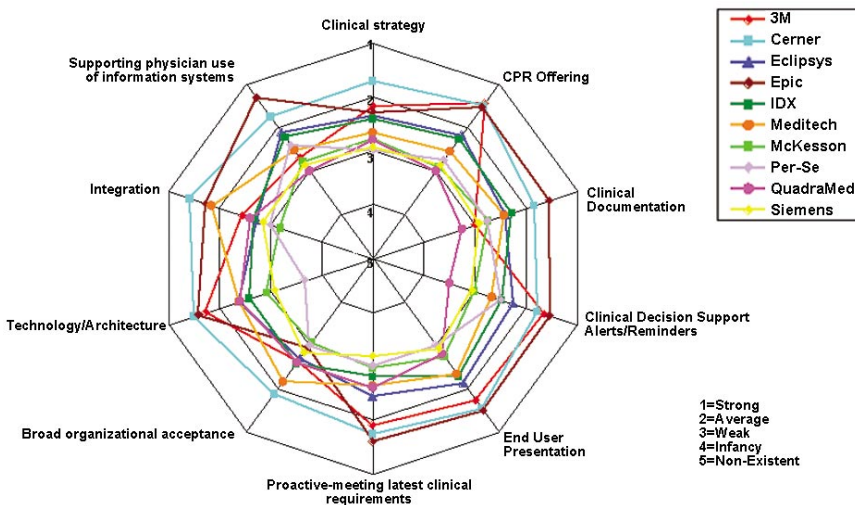
Chart 3: Vendors Selected as Physician Order Entry – CIS/CPR Solution



STRONGEST VENDOR OFFERING

Executives interviewed were asked to rate the vendors in ten areas. Each area was rated on a scale of 1-5 with 1 reflecting a robust strong product to 5 equating to non-existent. Chart 4 identifies the 10 areas and the corresponding vendor ratings. Cerner and Epic are considered the strongest in Supporting Physician Use and POE is driving many decisions based upon the study findings. This perception can play powerfully in the buyer’s decision to include a vendor.

CHART 4: Strongest Vendor Offering Rating by Category

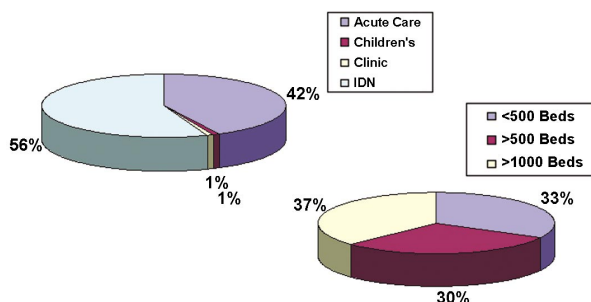


PUTTING CLIENT COMMENTS INTO PERSPECTIVE

KLAS professionals interviewed 113 acute care organizations representing clients of every major clinical information system vendor. The titles of the respondents ranged from CIO, Director IS, Manager IS, to MDs and Others.

The interviews were conducted with a broad array of acute healthcare organizations from University Medical Centers to IDNs and from under 100 beds to over 1,000 beds, allowing the report to enjoy a good cross section of data. The results of each interview were entered into a database where the actual respondent is kept confidential.

CLIENTS SURVEYED BY HOSPITAL TYPE & BEDSIZE



OFFER TO CANADIAN HEALTHCARE FACILITIES

Many Canadian healthcare facilities and organizations use vendors who supply solutions unique to Canada. KLAS – the organization rating IT vendors in this and subsequent issues of ElectronicHealthcare – is willing to gather confidential and candid data from Canadian healthcare executives and provide access to the results to the all data contributors. The vehicle that will be used is the web-based KLAS vendor evaluation form found at www.healthcomputing.com under “rate your vendor” button. If you are interested in participating please contact Mr. Ralph Reyes Jr., Senior Vice President, KLAS Enterprises LLC. Telephone: 281-257-9993. Email: ralph@healthcomputing.com.

If you have comments, suggestions or questions about this vendor-rating feature please send an email to editors@longwoods.com.

ABOUT KLAS

KLAS, founded in 1996, is the only research and consulting firm specializing in monitoring and reporting the performance of healthcare’s information technology vendors (HIT). Our staff and advisory board average 25 years of healthcare information technology experience.

KLAS, in concert with thousands of healthcare executives, CIOs, directors, managers and clinicians has created a dynamic database of information on the performance of HIT vendors. The KLAS database represents the opinions of healthcare executives, managers and clinicians from over 3,000 healthcare facilities on 180+ vendors and 300+ different products. The information is continually refreshed with new performance evaluations and interviews daily. The KLAS database is dynamically and effectively used by:

- Healthcare organizations to align expectations with a vendor’s actual performance, to assist in strategic planning and to validate decision processes.
- Vendors to monitor their performance in comparison with competitors.
- Consultants for current performance information on a specific company or product.
- Healthcare investment firms to evaluate publicly traded HIT company trends.

Contact KLAS at www.healthcomputing.com or 866-268-9438.

**www.leapfroggroup.org