

Interview with Don Schoen, CEO of MediNotes and Chair EHRVA, and Hugh Zettel, Director of GE Healthcare's Government and Industry Relations for its Integrated IT Solutions business, and Vice Chair EHRVA.

Dr. Eric Fishman interviewed the leadership of the Electronic Health Records Vendors Association (EHRVA) this month to obtain their vision for EHR technology and gain insight on implementation trends in the near future.

He spoke at length with Don Schoen, the CEO of MediNotes who currently serves as the Chair of EHRVA, and Hugh Zettel, the Director of GE Healthcare's Government and Industry Relations for its Integrated IT Solutions business who serves as Vice Chair of EHRVA.

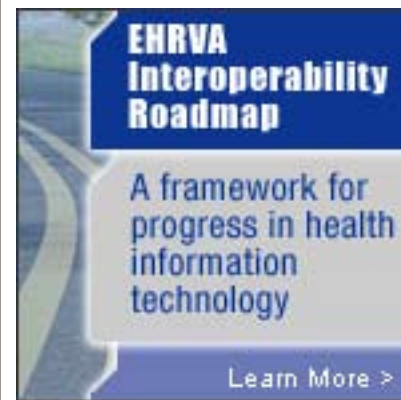
EHRVA is a trade organization comprised of more than 40 of the most successful EHR companies in the United States. Its importance to the industry cannot be overstated, and in fact one of the reviewers of the EHR Scope manuscript indicated that, in considering the stability and quality of an EHR vendor, membership in EHRVA was as important to him as CCHIT certification.

It is, both on the surface and deeper down, an incredible organization. It is composed of dozens of companies that are fierce competitors in the marketplace, and yet work together through the association toward the common goal of advancing EHR adoption, interoperability and advocacy.

Schoen and Zettel made it clear at the outset that EHRVA is comprised of both large and small enterprise and ambulatory vendor companies. According to Schoen, "It doesn't really matter size-wise in regards to the ability to make an impact in [the] association. Each member company has one vote, no matter how large or small you are."

EHRVA formed in 2004, and membership is open to HIMSS Corporate Member companies that design, develop and market EHR systems with installations in the U.S. There are currently 42 members and an eight-member executive committee. According to Schoen and Zettel, the association has "well over ninety percent (90%) of EMRs/EHRs installed in the U.S. today represented in the association." And, just as the Chair and Vice Chair are from companies at nearly opposite ends of the spectrum, the executive committee is comprised of 4 members from ambulatory vendors and 4 from enterprise vendors.

In the May edition of EHR Scope, we will delve into the content of the interview and discuss issues such as pay-for-reporting initiatives and interoperability standards, including HL7 and the Continuity of Care Document (CCD). CCHIT certification and how it relates to specialty-specific EHRs will be also addressed, as well as how the relaxation of the Stark regulations concerning healthcare information technology may change the marketplace.



○ | EHRVA

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○ | ONE VOTE

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○ | NINETY PERCENT

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