

MINING THE EHRCONSULTANT.COM DATABASE

Have Physicians' Sense of Urgency Changed in recent times?

I was recently speaking with the president of a mid-sized EHR vendor, and I was asked 'Dr. Fishman, have you seen any difference in the interest level in the physicians looking for EHRs in the last few months'? I responded that it certainly seemed to me as if doctors were more anxious to get their information from me, so I decided to review our data.

We have a question entitled 'What is your time frame for purchasing and implementing an EMR?'

The following table represents the percentage of responses in late 2005 compared to early 2007. While the statistics are not striking, there does appear to be a trend towards more rapid adoption, with each of the responses '1 month' and '3 months' being more prevalent recently and the longer time frames being more prevalent in 2005.

	Nov-05	Apr-07
1 month	21	24
3 months	24	29
6 months	24	21
12 months	15	12
No Time Frame	16	14

On a related note we ask: 'How long have you been looking for an EMR?'

Here we detect a more striking tendency towards people being at the early stage of their search. Clearly there are a variety of potential explanations for this migration, including extraordinary marketing by EHRConsultant.com. However, I believe that a more likely explanation is that the medical groups who have been looking for years have either given up, or more likely have acquired the technology, and there is, in general, a greater number of physicians with an increasing sense of urgency, in the marketplace now.



	Nov-05	Apr-07
Just Starting	28	37
Weeks	13	17
Months	36	28
Years	23	18

Next month we will address another issue relating to physician's interests in this technology – possibly addressing a question concerning 'Patient Portals'.

If you would like to have EHRConsultant.com assess your office needs for EHR technology, please visit EHRConsultant.com for a no cost personalized evaluation

○ | 3 MONTHS

Over 50% of the recent visitors to EHRConsultant.com indicated that they would like to acquire their EHR within 3 months or less.

○ | URGENCY: It seems as if there is, in general, a greater number of physicians with an increasing sense of urgency in the marketplace now.