



# BEYOND IMPLEMENTATION

A Prescription for Lasting EMR Adoption

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## **New Book Reveals Barriers to Electronic Medical Records Adoption**

*'Beyond Implementation' Outlines Reasons for Failed Adoption, New Approach for Success*

**DENVER — May 24, 2010** — A new book available today reveals barriers to the adoption of electronic medical records, reasons for poor and failed adoption, and a new approach to achieve successful adoption and long-term sustainment of EMR. *Beyond Implementation: A Prescription for Lasting EMR Adoption* is available now at [www.BeyondImplementation.org](http://www.BeyondImplementation.org), [www.MagnussonSkor.com](http://www.MagnussonSkor.com) and [www.Amazon.com](http://www.Amazon.com).

The authors, Dr. Heather Haugen and Dr. Jeffrey Woodside, M.D., conducted more than 18 months of research with leaders at healthcare organizations representing more than 3,200 physicians and 350 ambulatory sites. Through actual case studies and research, the authors examine why the transition to EMR is often overly costly, lengthy and frustrating.

“Despite the significant benefits of electronic medical records, healthcare organizations are not seeing the financial and clinical outcomes they had hoped for,” said Dr. Haugen, co-author of *Beyond Implementation*. “After investigating the outcomes of poor adoption and why physicians don’t get the full potential from EMR, we have identified one common thread. Too often, the primary focus is on go-live implementation when instead, this step should be the beginning of a sustained effort for the life of the application.”

### ***Book Outlines Better Approach for EMR Adoption***

As an alternative, Haugen and Woodside describe a new approach to EMR adoption that includes major changes to the leadership agenda, training through role-based simulators, pursuing performance metrics, and planning to achieve lasting value from EMR. The proven, research-based approach has already been implemented with healthcare organizations large and small, helping them achieve adoption rates of 95 percent or more in a realistic, proven and practical way.

“When healthcare professionals are using EMR to its full potential, it means less redundancy, fewer errors, reduced costs and a higher level of care for all,” said Dr. Woodside, co-author of *Beyond Implementation*. “If healthcare organizations change their approach to EMR adoption and move quickly, they can achieve positive, measurable financial and clinical outcomes that will have far-reaching effects on the quality of healthcare.”

*Beyond Implementation* is hailed as a must-read for leaders at any healthcare organization involved in EMR adoption or pursuing the related financial incentives from the American Recovery and Reinvestment Act. For more information about the book, visit [www.BeyondImplementation.org](http://www.BeyondImplementation.org).

## **About the Authors**

**Dr. Heather Haugen** earned her doctorate in health information technology from the University of Colorado Health Sciences Center, and is the corporate vice president of research for healthcare IT consulting firm The Breakaway Group. She has more than 15 years of research experience in both the academic and private sectors. Haugen holds a faculty position with the University of Colorado as the co-director of health information technology.

**Dr. Jeffrey R. Woodside** earned his medical degree from the University of Oregon Medical School, and is the former executive vice president and chief medical officer for UT Medical Group, Inc. His career spans more than 30 years and includes faculty appointments at the University of New Mexico School of Medicine, University of Texas Medical School at Houston and the University of Tennessee College of Medicine.

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