

## EHR Community Partners Workgroup Meeting Agenda/Minutes

<b>Meeting Title:</b> EHR Workgroup Session		<b>Date Scheduled:</b> Wednesday, January 21, 2009	
<b>Meeting Purpose:</b> Physician Recruitment Strategies for the CMS EHR Demonstration Project		<b>Location:</b> 2 Peachtree Street, Atlanta, GA 30303 <b>5<sup>th</sup> Floor Overflow Room</b>	
<b>Facilitator:</b> James Morrow, M.D.		<b>Next Meeting(s):</b> February 18, 2009	
<b>Recorder:</b> Altamese Morris			
Scheduled Time			
<b>Start</b> 3:30 p.m.	<b>Stop</b> 4:30 p.m.	<b>Total Hours</b> 1 hour	

Attendees			
<input checked="" type="checkbox"/> Judson Bruno	<input type="checkbox"/> Doris Konneh	VIA CONFERENCE CALL	
<input checked="" type="checkbox"/> Jack Chapman	<input type="checkbox"/> Karen Schoenfeld	<input type="checkbox"/> Gwen Spivey	<input type="checkbox"/> Pam Shivers
<input checked="" type="checkbox"/> Judson Hill	<input type="checkbox"/> James Truesdale	<input type="checkbox"/> Gary Rost	<input type="checkbox"/> Yolanda Spivey
<input checked="" type="checkbox"/> Tom Kornegay	<input type="checkbox"/>	<input type="checkbox"/> Denise Watson	<input type="checkbox"/> Vergena Clark

	Objectives / Agenda Items	Person(s)	Duration	Results:
1	Review of Previous Meeting Minutes	Jim Morrow, M.D.	5 min.	The meeting minutes from the previous meeting were approved.
2	HISPC Update	Doris Konneh	5 min.	<p>Doris Konneh updated the group regarding HISPC. HISPC is currently hosting educational forums throughout the state of Georgia. The forums will be held:</p> <ul style="list-style-type: none"> <li>• January 13 - Lunch-N-Learn at DCH (11:30-12:30)</li> <li>• February 5 - Lunch-N-Learn at Life Services Enrichment Center (12-1 pm)</li> <li>• February 19 - Washington County (4:30 - TBA)</li> <li>• February 23 - Chatham County (5:30 - TBA)</li> </ul> <p>Karen Schoenfeld, the HISPC Marketing Consultant, presented the group with marketing materials which will be used for the campaign. The group had an opportunity to view the brochure, signs, and html formats. Karen was asked if members wanted to get these materials to distribute at various locations "How would they go about doing this?" Karen informed them that they should contact either herself or Doris.</p>
3	Phase 1 - Lessons Learned	James Truesdale	15 min.	James discussed the lessons learned during Phase I of the demonstration project. On January 14, 2009 CMS held a conference call which they discussed the lessons learned from Phase I Recruitment. During the conference call recruitment strategies were discussed. It was determined that the most critical "lesson learned" was the importance of having direct, personal connections with local physician practices who are eligible

## EHR Community Partners Workgroup Meeting Agenda/Minutes

				<p>for the demonstration. Getting the word out about the demonstration project by getting on Agendas of various organizations and associations for upcoming Meetings/Conferences was a plus. James then asked the following four questions to the group:</p> <ol style="list-style-type: none"> <li>1. What strategies might work best in our community based on whether practices are mostly owned by hospitals or are independent?</li> <li>2. What's the stakeholder representation in our partnership and how best to leverage it? <ul style="list-style-type: none"> <li>• Current stakeholder representation consists of: GMCF, GMA, and various hospitals</li> <li>• The best way to leverage representation would be for Dr. Morrow to get to the decisions makers.</li> </ul> </li> <li>3. Will recruitment strategies differ based on different regions in our state (e.g., rural versus urban or areas where we may need to develop local contacts); and, <ul style="list-style-type: none"> <li>• Strategies will differ based on the various areas throughout Georgia.</li> </ul> </li> <li>4. Are there steps that might have a longer lead time to get in place such as getting the EHR Demonstration on the agenda for upcoming meetings that may be occurring in the summer (after June 3) and fall (through mid-November) where CMS and/or the Community Partner could speak to the intended audience? <ul style="list-style-type: none"> <li>• Dr. Morrow stated he was glad to see that we had already started some of the approaches being used in Phase I</li> </ul> </li> </ol> <p>James provided a recap of the major milestones completed in support of effort as well as discussed upcoming events.</p> <p>James then asked the group to keep in mind we are currently not "recruiting" during this period but we are brainstorming on ways to help with recruitment when this period starts.</p>
<b>4</b>	EHR Vendor Portfolio. / Website Update	James Truesdale	5 min.	<p>James informed the group that the 15 vendors who have submitted Letters of Intent (LOI) portfolios have been added to the DCH Web site. The portfolios contain information such as presentations, case studies, pricing</p>

## EHR Community Partners Workgroup Meeting Agenda/Minutes

				information, and reference reports for each of the vendors. James also provided an update regarding the recent changes to the DCH Web site -- Georgia EHR Demonstration Section. The group was informed that there is now a clean and easy way to access information regarding the demonstration for Georgia.
<b>5</b>	MOU Update/ Recommendations	James Truesdale/ Members	20 min.	A discussion ensued about the current Memorandum of Understanding (MOU). James updated the group on the feedback he has received from some members of the workgroup in regards to the MOU. After providing the group with the feedback members decided that it may be hard to just have a generic MOU. It was recommended that a MOU should be developed specifically for each partner. However, the approach for taking this step must be determined.
<b>6</b>	Review of 2009 Meeting Calendar and Workgroup Focus	Jim Morrow, M.D.	5 min.	Dr. Morrow suggested that the group will meet more the once per month. There should be small sub-committee meetings in between the regular monthly meeting schedule. Also Dr. Morrow suggested that a clear communication plan should be finalized and there should be a clear message.
<b>7</b>	Wrap-Up/Adjournment	Jim Morrow, M.D.	5 min.	

	<b>Issues and Action Items (DELEGATED TASKS)</b>	<b>Current Status/Comments</b>	<b>Owner</b>	<b>Due Date</b>	<b>Revised Due Date</b>
<b>1</b>	Draft a letter to the 15 Vendors who have submitted LOI's for the project to remind them to keep the Demonstration in mind when talking to physicians	Not Started	James Truesdale/Jim Morrow, M.D.	03/02/09	
<b>2</b>	Draft a letter from CIO (Patty Lavelly) to other hospital CIO's to inform them about the demonstration	Not Started	James Truesdale/Patty Lavelly	03/02/09	
<b>3</b>	Identify meetings and forums where a large scale for physicians will be attending and get the information out about the demonstration communicating through the brochure	Tom and James will meet to discuss the possibility of promoting our efforts via the Medical Association of Georgia (MAG)	James Truesdale / Tom Kornegay	01/28/09	
<b>4</b>	Form a partner Task Group to Discuss MOU.	Not started	James Truesdale/Jim Morrow, M.D.	03/02/09	

