

Georgia eHealth Summit



GA HITREC
Georgia HIT Regional Extension Center
The NCPC at Morehouse School of Medicine

Georgia Health Information
Exchange Inc.



GEORGIA DEPARTMENT
OF COMMUNITY HEALTH

March 12, 2012

Georgia eHealth Summit

**Physician Patient
Engagement with IT**

**Jack M. Chapman, Jr., M.D.
Gainesville Eye Associates**

- Served on The Health Information Technology and Transparency (HITT) Advisory Board of DCH
- Serve on the Georgia Partnership for TeleHealth (GPT) Board of Directors
- Chairman of the Electronic Health Care Committee of the Medical Association of Georgia (MAG)

Using an Electronic Medical Record (EMR) since 1998

Four Doctors

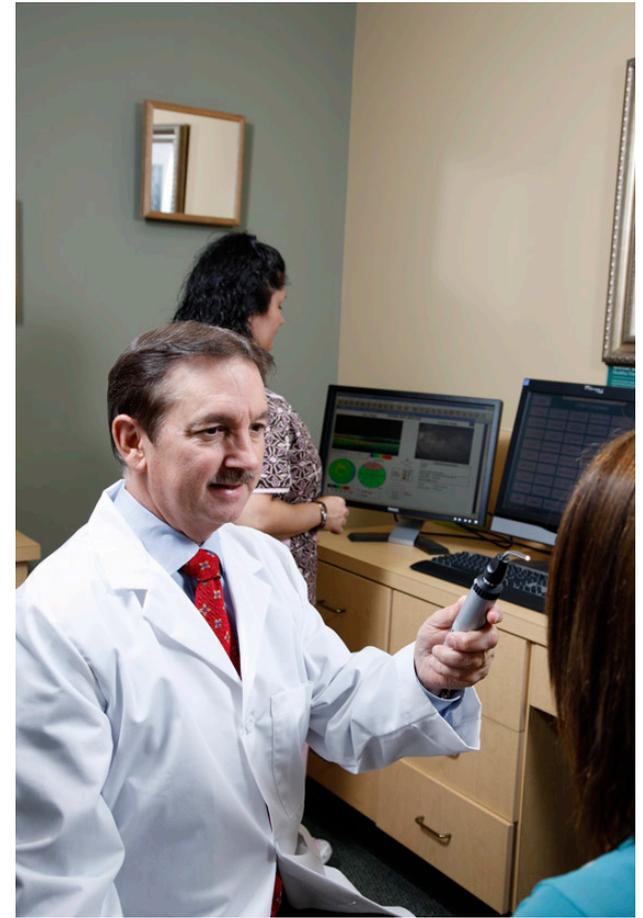
Main Office -

Eight Satellite Offices all connected

Twitter: [gainesvilleeye](#)

[Dr_Chapman](#)

Facebook: [Gainesville Eye Associates](#)



Use of Internet

96% of Consumers report using the Internet in the past year

90% - Purchase merchandise

84% - Conduct personal banking

65% - Reserve an airline ticket

Treatment Information

Only **43%** reported looking online for information about treatment options

Lower than **55%** in 2010 and **57%** in 2009

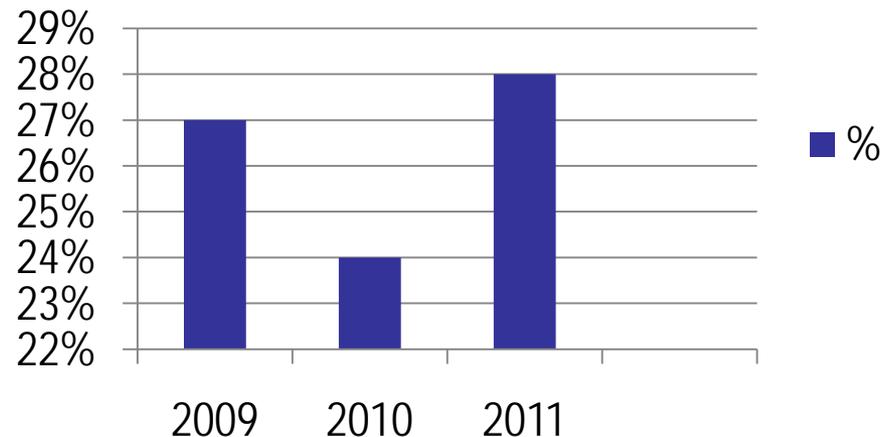


Quality of Care

28% Searched online for quality of care provided by a primary care physician or specialist %

24% in 2010

27% in 2009

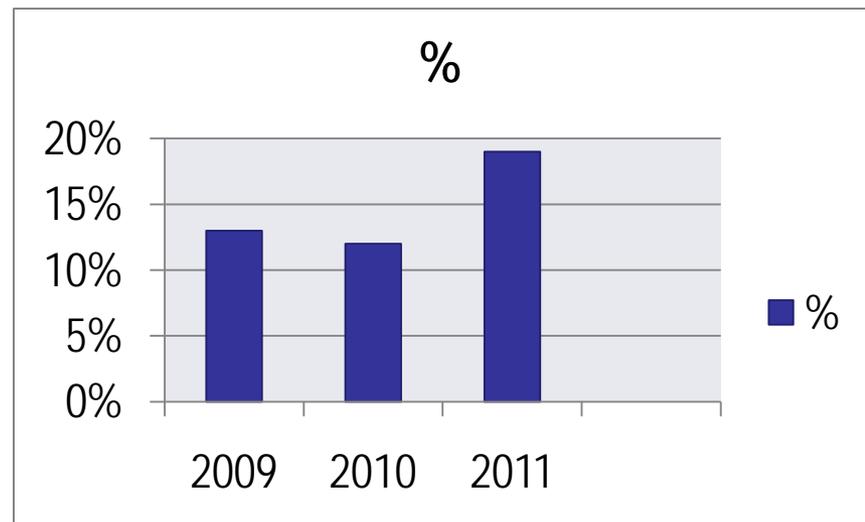


Cost Information

19% Reported searching online for information about cost of services

12% in 2010

13% in 2009



Treatment Options

Searching for Treatment Options

38% Seniors

44% Boomers

45% Generation X

39% Generation Y



Quality and Cost

Searching for provider **quality** and **cost** information

19% and **5%** Seniors

24% and **13%** Boomers

33% and **24%** Generation X

34% and **30%** Generation Y

Social Networking

Social Networking Site 11%

6% used to comment on experience with health care system

5% learn more about prescription drugs

2% to communicate with their insurance company

2% to communicate with their physician

Use of a Blog

Consumer Report Using a Blog 8%

5% learn about others' health care experiences

3% post a comment about a doctor

2% post a comment about a hospital

Trusted Source

Trusted Source of Information about Treatment Effectiveness Cost

- 47%** Academic Medical Centers
- 45%** Medical Associations
- 32%** Community Hospitals
- 27%** Independent health related websites
- 14%** Health Insurance Companies/Plans
- 12%** Employers
- 10%** Pharma, Biotech, medical device mfg

IT with Physicians

Interest in Using Electronic Health Technologies for Coordinated Care with Physicians or Self-Monitoring

61% expressed interest in using a medical device that would enable them to check their condition and send information to their doctor electronically.

Senior **61%**, Boomers **62%**, Generation X **61%**,
Generation Y **59%**

Smartphone or PDA

52% would use a **smartphone** or **PDA** to monitor their health if able to access their medical record and download information about their condition

Seniors **26%**, Boomers **42%**, Generation X **62%**, Generation Y **72%**



PHR

Personal Health Record

11% Report maintaining a PHR using a computer software program or website

Seniors **17%**, Boomers **12%**, Generation X **8%**, Generation Y **11%**

Physicians-Internet

29% Direct patients to trusted healthcare content via the web

24% Use secure messaging to communicate with patients

18% Website that enables patients to request Rx refills

20% Website that allows patients to schedule visits or download test results



Physicians-Internet

18% Ability to publish insurance coverage on their website

11% Use group visits with patients to support care coordination

6% Use social networking to communicate with patients

5% Ability to publish prices on their website

Physicians-Internet

46% No internet tools in Patient Care

49% Solo

44% 2-9 FTEs

35% 10+ FTEs



Physicians-Internet

Only half (**54%**) of all physicians use Internet tools to inform or engage patients in health care.

More physicians in large practices direct patients to health care content (10+ practitioners – **27%**, 2-9 practitioners – **39%**, Solo practitioners – **24%**)

Use secure messaging (**27%** group practices, **22%** solo practitioners)

Only **two in ten physicians** use/provide online scheduling or downloading of test results

Use of social media to communicate with patients is extremely low among all physicians (6%)

The image shows a screenshot of a Facebook profile for Jack M. Chapman, Jr., M.D., Gainesville Eye Associates. The profile includes a profile picture of Dr. Chapman, a cover photo of the clinic, and a bio. The bio states: "Providing state-of-the-art vision care to the North Georgia region for over 30 years, Jack M. Chapman, Jr., M.D. is a board-certified ophthalmologist and partner in Gainesville Eye Associates. Offering exceptional patient care with the world's leading optical technology, Dr. Chapman and Gainesville Eye Associates provide the full spectrum of surgical, medical and optical eye care." Below the bio, it lists his education and leadership roles in various medical and professional organizations. The right side of the page shows a navigation menu with options like "Which city do you live in?", "People You May Know", and "Sponsored" ads.

The **FUTURE**

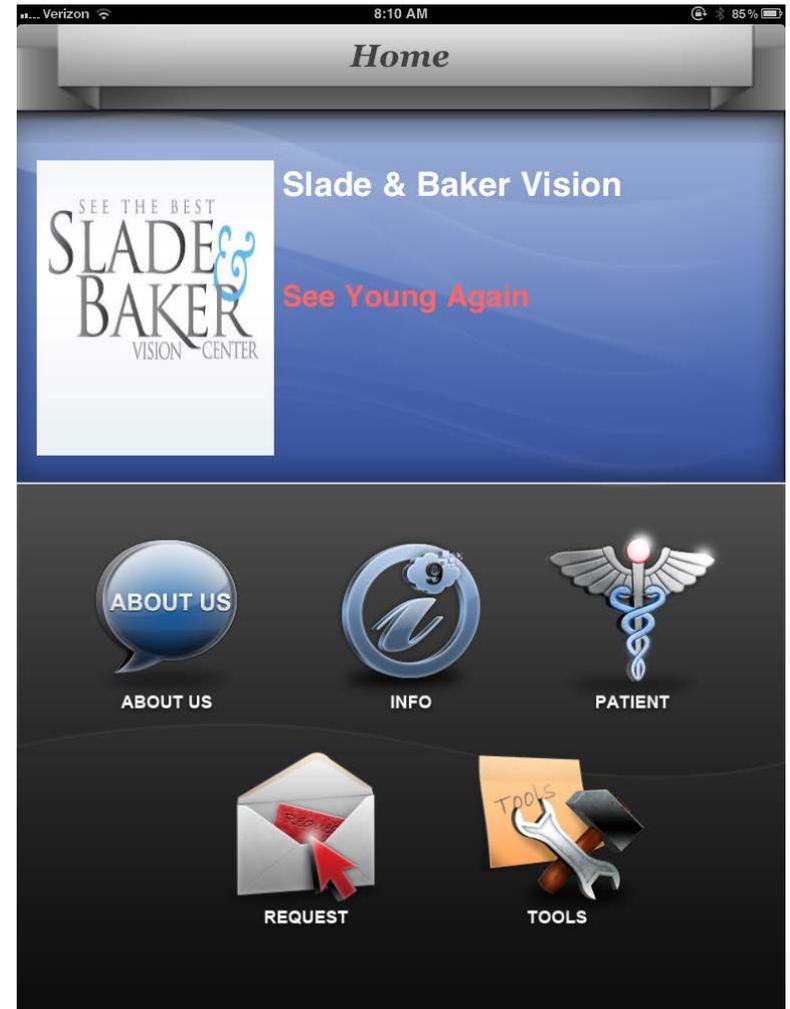
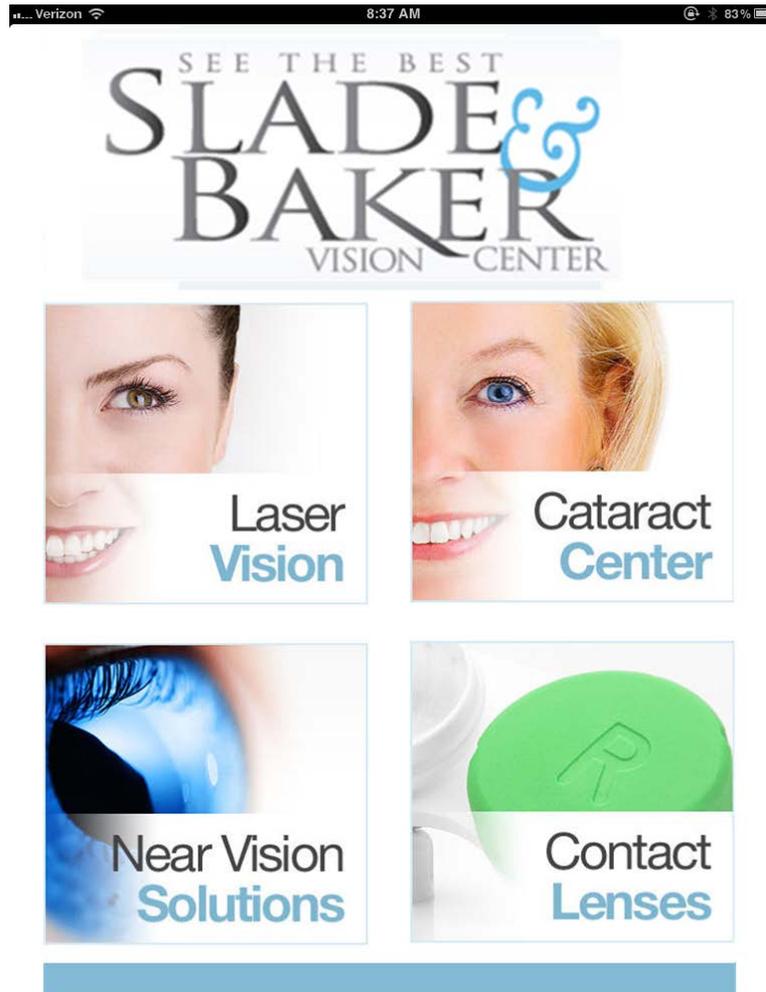
Tablets and Smartphones



Medical Apps



Medical Practice APP



Medical Practice APP



References

- 1 Keckley PH, et al. **Physician Perspectives about Health Care Reform and the Future of the Medical Profession.** Washington, DC: Deloitte Center for Health Solutions. 2011. Available at: www.deloitte.com/us/physiciansurvey.
- 2 Keckley PH, et al. **2011 Survey of Health Care Consumers in the United States: Key Findings, Strategic Implications.** Washington, DC: Deloitte Center for Health Solutions. 2011. Available at: www.deloitte.com/us/2011consumerism

Thank You



facebook

Jack M Chapman, Jr., M.D., Gainesville Eye Associates

Local Business - Gainesville, Georgia

Which city do you live in? Atlanta, Georgia Mary Tippers and 12 other friends live here. I live here Choose another city

People You May Know See All

Roid Leaford 1 mutual friends Add as friend

Sponsored Atlanta Bucket List 365 things to do in Atlanta

Cobb County Bucket List

365 Things to do in Cobb County, Ga. Best Cooper checked daily.

Kidz! Madz! 100% off ANY deal - on an UNLIMITED number of days... throughout the month of March! Simply type code "MADZ" at checkout.

Jack M Chapman, Jr., M.D., Gainesville Eye Associates

Providing state-of-the-art vision care to the north Georgia region for over 30 years, Jack M. Chapman, Jr., M.D. is a board-certified ophthalmologist and partner in Gainesville Eye Associates. Offering exceptional patient care with the world's leading optical technology, Dr. Chapman and Gainesville Eye Associates provide the full spectrum of surgical, medical and optical eye care.

Gainesville Eye Associates is the largest ophthalmology practice in the area, serving patients in North Georgia and Western North Carolina with satellite clinics in Braselton, Cumma, Gainesville, Cleveland, and Blawie, Georgia as well as Gainesville, North Carolina.

Jack M. Chapman, Jr., M.D., Jack and his wife, Leslie, live in Gainesville, Georgia. They have a son, Jack III.

Education

A graduate of the University of Georgia with a B.S. in Chemistry, Dr. Chapman received his Doctor of Ophthalmology degree from the Southern College of Optometry in Memphis, Tennessee, and his M.D. degree from the Medical College of Georgia. He did his Residency in Ophthalmology at the Medical College of Georgia Hospitals and Clinics in Augusta, Georgia.

Leadership

- Hall County Medical Society - Past President
- Medical Association of Georgia - Past President
- Crescent Hill Chapter of Commerce - Chairman of the Healthcare Committee, Leadership Hall Alumni
- Hall County Medical Society's Health Access Initiative - Board of Directors, President
- Department of Community Health - Vice-Chairman of the Health Information Technology and Transparency (HIT) Advisory Board
- Medical Association of Georgia - Chairman of the Electronic Health Care Committee
- Georgia Medical Care Foundation - Board of Directors
- Medical Association of Georgia Foundation - Board of Directors
- Georgia Chamber of Commerce - Board of Directors, Health Care Committee Member
- Georgia Partnership for Telehealth - Board of Directors

