



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

Status:

Laureate

Year:

2013

Organization Name:

Practice Fusion

Organization URL:

www.practicefusion.com

Project Name:

Practice Fusion Electronic Health Record

Please select the category in which you are submitting your entry:

Health

Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

Because traditional Electronic Health Record (EHR) systems are prohibitively expensive and hard to use, physicians all across the U.S. can't afford to lose time implementing a system that might hurt their practice. Practice Fusion is the largest EHR community in the U.S. Over 150,000 medical professionals largely in small primary care practices rely on the company's free, web-based EHR system to serve a community of 52 million patients. Practice Fusion has created nothing short of a technology revolution in the doctor's office. When Practice Fusion was founded in 2005, the idea of an affordable, hosted EHR system for doctors was not just strange, but dangerous. The health IT sector was then dominated by large public companies offering \$50,000 per physician client-server software tailored to large hospitals. In 2009, Practice Fusion truly began its stratospheric

growth. It is a free, ad-supported model, and healthcare professionals flocked to the young EHR company that finally recognized the economic and workflow needs of small practices.

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

Practice Fusion provides a free, web-based EHR system to physicians. With medical charting, scheduling, e-prescribing (eRx), lab integrations, referral letters, Meaningful Use certification, unlimited support and a Personal Health Record for patients, Practice Fusion's EMR software addresses the complex needs of today's healthcare providers and disrupts the health IT status quo. June 2008 -- Practice Management, Scheduler, Patient Management and Secure Messaging. September 2009 -- Integrated lab information. November 2009 -- Personal Health Record Launch. January 2010 -- Practice Fusion launches free e-prescribing. August 2010 -- ChartShare unveiled to seamlessly share a patient's chart as a referral to any of 150,000 providers across the United States. June 2011-- Drummond Group, an Office of the National Coordinator (ONC), awards Practice Fusion ambulatory certification as a Complete HER. November 2011-- Practice Fusion announces iPad optimized application.

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

Any Practice Fusion user can easily submit feature requests and suggestions through the EHR system directly to the company's product developers. Each request is reviewed, tagged, grouped and sorted by priority. Features of the EHR are implemented on an ongoing basis according to demand and range from simple usability upgrades to customized practice management features. Because its EHR is web-based, Practice Fusion can seamlessly deliver product updates with no downtime or technical nuisance to its users.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

User Feedback: "I am really enjoying the Practice Fusion e-RX. I decided to individually enter patient info rather than ask you to help import because a lot of my info is outdated (it is a long-standing practice). I really appreciate that I can e-Rx without a huge investment because solo practice in medicine is not profitable anymore, but I think my patients are getting good and personalized care. I work



about 28 days a month and maybe take off one week a year, so your company is helping me survive." -- Susan Zeveloff, MD. "Sat down in my living room to finish my charting. I love Practice Fusion!" -- Jessie Peters, FNP-BC. "I love everything about Practice Fusion, it is free, easy and my staff loves it. There are no headaches and we fall in love with it every time we log on." -- Purnima Sreenivason MD, MPH, Health Aim Inc. "With experience in adopting and implementing two of the big EMRs, I will tell you that Practice Fusion is far more intuitive, making it very pleasant to use. People considering commercial vendors of EHRs need to know the ongoing elaborate costs of support." -- Dave CourtManche PA-C, Carolina Complete Medical. "I'm a part-time PCP and a full-time mom. Just put my kids to bed and then sat down in my living room to finish my charting. I love Practice Fusion!" -- Jessie Peters, FNP-BC. "It's easy to use. I can write templates in my own words, not in the words of others. And it's free!" -- Jackson M. Lim, DPM. "I just started using Practice Fusion for my testing private practice this week and it has been great." -- Claudia B. Rutherford, MD, Claudia Rutherford Practice. "So complete, so simple AND so FREE." -- Carolyn Spiro.

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

Practice Fusion is an electronic medical records service in the cloud. It lets medical personnel quickly pull up medical data from patients, and coordinate data across their practices. Patients get access to the data, too. It's free to use. The availability of electronic medical records isn't just a cost-saving scheme or an advertising vehicle, although those are parts of it. The company's mission is: "Empowering doctors to save patient lives by making patient records available anytime, anywhere." Practice Fusion can, and has, kept people from dying. Money doesn't feed the soul. Important work does.