

# Washington State Medical Association

Presents: The EHR Best Practice Series™

## Learn Best Practices for Selecting, Implementing, and Optimizing an Electronic Health Record (EHR) System

How can you plan for a successful EHR Implementation? With federal "Meaningful Use" starting in 2011, what are the EHR requirements needed for reimbursement? There are more than 250 EHR vendors in the market, how do you determine which product is the best fit for your practice and budget?

Maxwell IT, the producer of the EHR Best Practice Series™ is a nationally recognized EHR consulting company that provides education, self-help resources and vendor analysis through state medical associations. The seminars are designed to be vendor-neutral in content and are free or discounted for members and staff.



### Basic Course Schedule

**February 3, 2010 | 6:00pm – 8:30pm**

Swedish Medical Center, Cherry Hill Auditorium  
500 - 17th Ave. • Seattle, WA 98122 • Dinner provided

**February 17, 2010 | 6:00pm – 8:30pm**

Spokane Valley Hospital  
12606 East Mission • Spokane Valley, WA 99216  
Dinner provided

**February 18, 2010 | 6:00pm – 8:30pm**

Northwest Physicians Network  
708 Broadway, Suite 400 • Tacoma, WA 98402  
Dinner provided

**February 24, 2010 | 6:00pm – 8:30pm**

St. Luke's Community Health Education Center, Room D  
3333 Squalicum Pkwy. • Bellingham, WA, 98225  
(located near St. Joseph's Hospital) • Dinner provided

**February 27, 2010 | 9:00am – 11:30am**

Providence St. Peter Hospital • 2nd Flr • Rooms 200 - 202  
413 Lilly Rd • Olympia, Washington 98506  
Light breakfast provided

### Advanced Course Schedule

**February 27, 2010 | 8:00am – Noon**

Swedish Medical Center, Cherry Hill Auditorium  
500 - 17th Ave. • Seattle, WA 98122  
Light breakfast provided

**March 6, 2010 | 8:00am – Noon**

Spokane Valley Hospital • Davis Room  
12606 East Mission • Spokane Valley, WA 99216  
Light breakfast provided

**March 20, 2010 | 8:00am – Noon**

Providence St. Peter Hospital • 2nd Flr • Rooms 200 - 202  
The Gallery, 2nd floor across from cafeteria  
413 Lilly Rd • Olympia, Washington 98506  
Light breakfast provided

**April 24, 2010 | 8:00am – Noon**

Northwest Physicians Network  
708 Broadway, Suite 400 • Tacoma, WA 98402  
Light breakfast provided

*"This process of researching, selecting, purchasing and instituting an EMR is daunting to many if not absolutely overwhelming to some. I do believe the EHR Best Practice Series™ education sessions broke that process into smaller, more palatable pieces for us. In addition the introduction that we had to the trainers from Maxwell IT has been worldly. I highly recommend their services to anyone interested in pursuing this avenue."*

**Mitch Nudelman, MD**  
Bellevue OBGYN

Supported & Conducted by:

Washington State Medical Association  
Physician Driven  
Patient Focused

WSMA

**NPN**  
NORTHWEST PHYSICIANS NETWORK  
An Independent Physician Association

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Maxwell IT Company – the lead host of the EHR Best Practice Series™ - would like to thank the sponsors, medical associations and regional hospitals participating to make the events possible. This is a vendor-neutral education program. All supporting medical associations, participating hospitals, and Maxwell IT Company are not affiliated with the participating sponsors, nor do they endorse any specific medical record system or related product or service in conjunction with these programs. © 2010 Maxwell IT Company. All rights reserved. EHR Best Practice Series is a trademark of Maxwell IT Company.

## Basic Course – Best Practices for EHR Selection & Implementation

### Session One: EHR101- Lessons Learned from a Practice Implementation.

**Objective:** Provide real-life perspective of what it takes to implement an EHR. Discuss short and long-term benefits (ROI), change management issues. Provide overview of EHR applied to physician and administrator's daily routine.

### Session Two: Best Practices for Selection and Implementation.

**Objective:** Present overview of recommended selection criteria and methodology to identify potential vendors. Learn how to build a 5-year budget model that calculates all direct and indirect costs associated with purchase, as well as cost savings, and how to compare vendors.

### Session Three: Physician Office Lab/Selection Handbook

**Objective:** Provide attendees with an opportunity to experience technology first-hand. Create an environment for physicians and administrators to speak to experts directly and share their own experience. Each attendee will receive an EHR Selection Handbook, a planning kit to help kick-start their own process.

**Cost:** \$20 per attendee for WSMA members and staff, \$40 per non-members and staff.

**Note: Registrant's information will be shared with sponsors.**

## Advanced Course – Best Practices for EHR Project Management & Workflow Redesign

How can you successfully configure your EHR to make electronic charting faster than paper? It is estimated that less than 20% of Electronic Health Record (EHR) systems get fully implemented. Once the practice has gone live on the system common challenges include: budget overrides, low user adoption rates, incomplete project plans, and partially configured systems. Learn best practices to successfully implement or re-optimize an EHR.

### TOPICS WILL INCLUDE:

#### An Introduction to Internal Project Management, Learn How to:

- Build an internal implementation team and review what is expected from the vendor team vs. your practice's team
- Review vendor contract agreements to outline objectives and the requirements
- Identify key risk areas for scope of implementation
- Develop a budget, an internal project plan, and a team to align with your practice objectives

#### An Introduction to Internal Process Design: Learn How to:

- Analyze and identify failure points in current processes
- Align new processes to healthcare technology standards and best practices
- Analyze staff and resource requirements necessary to execute new processes
- This hands-on workshop is limited to 35 registrations and will provide you with actual tools to begin designing your practice

*"Two thumbs up for the EHR Best Practice Series™. The value of what Maxwell IT provides in the personalized programs, not just the cost model, but their knowledge base of viable EMR vendors in the market, makes it a real bargain compared to the do-it-yourself way or hiring a traditional consultant."*

**Victoria S. Jackson**  
Practice Management Consultant  
Former CEO,  
Orange County Pediatrics

**Cost:** This hands-on workshop is limited to 35 registrations and will provide you with actual tools to begin designing your practice to successfully implement an EHR. There will be NO vendors or exhibit tables at this workshop.

**Cost:** \$229 per attendee for WSMA members and staff, \$300 per non-members and staff.

**Note: Registrant's information will be shared with sponsors.**

## Speakers and Trainers

Maxwell IT has an experienced team of speakers/trainers comprised of physicians, administrators and technology project managers. Courses are usually taught by one to two trainers. Here is a partial speaker/trainer list:



### Dr. Sherellen B. Gerhart, Internal Medicine, Senior Consultant

Sherellen B Gerhart, MD is a practicing physician Board Certified in Internal Medicine, Geriatrics, and Palliative Care and a Senior Consultant for Maxwell IT. Currently, Dr. Gerhart serving as a physician panelist for the California Medical Association in its Health Information Technology reviews. Prior to joining Maxwell, she previously co-founded and ran Gage Healthcare Consulting, Inc. where she co-developed data analytic tools for physicians on the CMS' Physician Quality Reporting Initiative (PQRI). She is currently working with her fourth EHR system in an outpatient care setting. Prior to attending medical school, Dr. Gerhart graduated summa cum laude from The University of Texas at San Antonio and received her certificate of secondary education in life sciences. She completed her medical school training at The University of Texas Health Science Center, graduating AOA and receiving the Women's Leadership Award as a third year student. Her residency was at Internal Medical at The University of California, Davis, in Sacramento, California. When she's not speaking or practicing medicine, she is often on her road bicycle thinking of ways to help empower physicians with transformative technology in data analytics.



### Debra Wiggs, FACMPE, Senior Consultant

Debra Wiggs is a practicing medical group administrator and a Senior Consultant for Maxwell IT. She works with practice groups on EHR implementation, selection and practice management strategies. Debra has an extensive background in health care administration. She currently serves as a Board Director for the National Medical Group Management Association (MGMA). Debra is a board certified Fellow through the American College of Medical Practice Executives (ACMPE). Some of her past positions include: Superintendent/CEO of San Juan County Public Hospital District, Administrator for Lynden Family Medicine, and CEO of ComPASS, a 90-physician specialty MSO. Debra received her BSA degree in Healthcare Administration from City University in Seattle. When she's not speaking or consulting with a practice, you can find her enjoying the Arizona sun near a golf course with her Chihuahua.



### Scott Heaton, VP of Business Development

Scott Heaton is the Vice President of Business Development at Maxwell IT. Scott is a healthcare IT veteran, with more than 25 years experience in electronic health record, practice management, and revenue cycle management deployment representing four software providers and Medical Service Organizations. His prior experience includes pioneering the deployment of the Oregon Medical Electronic Network, and first generation electronic health records solutions throughout the west and to remote locations in Alaska. Prior to joining Maxwell Scott was the Regional Vice President for a leading EHR vendor. Scott has successfully built and directed regional support, implementation, and sales teams to deliver EHR solutions to ambulatory providers. He's also consulted and directed the purchase of hundreds of EHR solutions to medical practices. He holds degrees in Business Administration and Applied Information Technology and is a past member of both the Washington and Oregon Medical Group Management Associations. Scott is an avid fly fisherman and will stand in a river with a rod for an indefinite period over the weekend.



### Mary Ledbury, VP Practice Services

Mary Ledbury is the Vice President of Practice Services and a Principal of Maxwell IT. In her role, Ms. Ledbury is responsible for the development and delivery of all project management implementations for practices. She is an accomplished technology and healthcare industry veteran, with a 24-year record of architecting and implementing software and services. Prior to joining Maxwell IT, some of her previous positions include: VP of Technology for Travelport, a Cendant Company, Chief Technology Officer for Phycor Corporation, a disease management/care management software firm. Ms. Ledbury has successfully built global project teams to deliver complex systems and solutions. She holds a Masters of Business Administration from the University of Washington and a Bachelor of Science degree from Bowling Green State University. Ms. Ledbury holds patent number 6,266,675 for the dynamic definition and control of application behavior and user interface. She is passionate about improving healthcare technology investments. When relaxing with her family and friends, they will remove all technology gadgets/devices within a specific radius.



### Tracy Maxwell, President

Tracy Maxwell is the President of Maxwell IT Company, and founded the company with a vision to create affordable healthcare IT services for small to medium-size physician offices. A 19-year healthcare software industry veteran, she brings her experience in building successful, fast-growth technology companies. Prior to creating Maxwell IT Company, she was the Founder and CEO of Advanced Research Systems, Inc. (ARS) for six years; a care management/disease management software company. Tracy is an HIT advisor to multiple state medical associations and helps oversee statewide EHR vetting processes.

She holds a Bachelor of Arts in Economics from the University of Washington and has previously served on the Washington State Health Informatics Advisory Board. You can frequently find her skiing and hiking with her husband and daughter in the Pacific Northwest.

*"Maxwell IT was a critical component of the implementation plan for our Practice Management and EHR systems. They assisted us in evaluating our current system flows, eliminating redundancies and providing project management planning. In the four state regions I have not come across a smoother implementation in a community health clinic. And we have 150 employees and multiple clinical services. It was a valuable investment and we would not have been successful without them."*

**Barbara Johnson**  
CFO, Seattle Indian Health Board,  
a Community Health Clinic

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## REGISTRATION

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We recommend that you pre-register early, as class size is limited. Advanced course class size is limited to 35 attendees.

### THREE WAYS TO REGISTER:

**Web:** WSMA Practice Resource Center [www.wsma.org/memresources/seminars.html](http://www.wsma.org/memresources/seminars.html) (*preferred method*)

**Phone:** (206) 441-9762 press option 5 • **Fax:** (206) 441-5863

Please mail check payments to WSMA, Attn: Jenelle Dalit, 2033 6th Ave. Suite 1100, Seattle, WA 98121

### HELP US CUSTOMIZE THE SEMINAR PROGRAM

Number of physicians in your practice

- Plan to select an EHR system in 1 to 6 months
- Plan to select an EHR system in 6 to 12 months  Just beginning to research EHR systems

NAME OF PRACTICE

NAME OF ATTENDEES

ADDRESS LINE 1

ADDRESS LINE 2

CONTACT PERSON

PHONE

FAX

EMAIL

**Credit Card Information:**  VISA  MC

# OF PEOPLE ATTENDING

AMOUNT

NAME

CARD NUMBER

EXPIRATION

**Questions:** Contact Jenelle Dalit at [jcd@wsma.org](mailto:jcd@wsma.org), (206) 441-9762 or by fax (206)441-5863.

Please keep a copy of this form as confirmation of your registration - no other confirmation will be generated or sent.