



CompTIA.
Healthcare IT
COMMUNITY



Healthcare IT Opportunity

June 16, 2010

Presentation Agenda

Meet the Participants

Kevin McDonald – Alvaka Networks

Larry Rine – Intersect IT

Patrick Wilson – Vital Signs Technology

HIT Opportunity & Survey Results

Panel Q & A

Community Focus & Wrap Up

Top Initiatives in HIT

- Federal stimulus dollars.....and how to use them.
- Solution training especially as it relates to healthcare vertical.
- How a medical practice runs and the nuances that differentiate it from other IT installations/projects.
- Financing challenges.
- Healthcare IT blueprint/workflow document that details the intricacies of system design.
- Need for HIT glossary to explain the acronyms and terms.
- Updates on both state and federal public policy actions that impact HIT.
- Channel needs ongoing education and support to better understand market opportunity.
- Strive to develop “who’s who guide to Healthcare IT” that identifies the major vendors, solution providers, etc.

HIT Market Opportunity

Key Industry Drivers:

Funding –

- ARRA (American Recovery & Reinvestment Act) – Medicare and Medicaid incentives
- State Grants/Loans – Varied
- Small Business Loans – Pending legislation (**H.R.3854**)

Penalties – 1%/2%/3% Medicare penalties beginning in 2016

Cost savings – Streamline operations

Improved Services – Better diagnosis/prevention and communication

HIT: EHR Stimulus

- **Physicians that utilize electronic health records might qualify for up to \$44,000 in Medicare reimbursement bonuses over five years**
 - 2011 - \$18K
 - 2012 - \$12K
 - 2013 - \$8K
 - 2014 - \$4K
 - 2015 - \$2K
- **Hospitals that utilize electronic health records can qualify for up to \$16 million in Medicare reimbursement bonuses over four years**

HIT: EHR Stimulus

- **How do physicians receive these bonuses?**
 - **Integrated into Medicare filing; physician certifies “meaningful use” of HIT, and bonus included in Medicare reimbursement directly to physician**
- **How does bonus relate to cost of HIT system?**
 - **No dollar for dollar relationship; physician earns bonus for “meaningful use” of HIT, and there is no relationship between the amount of bonus and the cost of an HIT system.**

Top Technologies

Based on discussions with your customers, what IT technologies are they most excited about?

- 61% Electronic medical records (EMR)
- 37% Mobile devices (e.g. PDAs, smart-phones, tablet PCs) for point-of-patient service
- 30% Health information exchange (HIE)
- 23% Digitized billing process
- 22% Smart cards with insurance or health information that can be swiped
- 15% E-prescriptions
- 14% Electronic appointment/exam notes, vaccination & medical history, medication lists
- 11% Electronic patient scheduling

Stimulus Impact on Your Business

As stimulus dollars are becoming available to healthcare providers for IT projects, how do you expect the stimulus to affect your company?

43% Definitely expect new business as a result of the stimulus

44% Probably expect new business

4% Do not expect new business

9% Not sure

Healthcare IT Community Focus

- The goal of the group is to address the challenges and as well as opportunities in the creation, delivery and service of healthcare-related technologies.
- This community is striving to develop standards, best practices and educational resources for IT businesses developing and/or growing their existing healthcare solutions practice.
- EHR, HIPAA compliance, and other regulatory as well as public advocacy concerns are key areas of discussion.

How To Get Involved

- Visit <http://www.comptia.org/communities/HealthcareIT.aspx>
- Contact Bob Biddle at rbiddle@comptia.org
- Learn more about CompTIA [membership](#).
- Want to learn more about the Healthcare IT market opportunity? Mark August 9-12 on your calendars... register for [Breakaway 2010](#) today and participate in our multi-session HIT training track.