



Rural Health Care

Marketing & Education Consultancy

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Health Care Information Technology: Where is your office?

Listening to what patients say they want from your facility and think about the investment and long term benefits.

A recent visit to a rural health care facility revealed to us that their office did not have email or an Internet connection in the office. (Thank goodness they at least had a few computers to help them run the office). I will admit it was a bit of a surprise as most of the rural health care facilities today we consult with routinely do have Internet, email, and many with their own website.

After this eye opening revelation we proceeded to do research and found to our surprise it seems that **the medical profession is not keeping up with other professions in using "Internet-based solutions to communicate with patients** and manage patients information-in this case, patients and their medical information." This was according to a poll by The Wall Street Journal and Harris Interactive.

Marketing feedback will save resources

In the future, rural health care **facilities that choose to invest in and use health information technology will find themselves at an advantage.** Patients today would like to see health care move toward greater use of electronic communications, and given a choice between a facility who provides such services and one who does not, more than half believe this would influence their choice of health care facilities. Large health care facilities are moving forward toward this new area and if rural facilities do not follow suit it may be devastating in the long run to rural health care.

Most adults say that they would like to have access to electronic medical records and other electronic means of communicating and transferring medical information. Here's is a sample of a recent survey of what most patients don't have but would want:

- Use email to communicate directly with their doctor (74%)
- Email reminders when they are due for a visit or some type of medical care (77%)
- Ability to schedule a doctor's visit via the Internet (75%)
- Receive the results of non- distressing diagnostic tests via email (67%)
- A home monitoring device to send medical data to the doctor's office via email (57%)

Why not?

While it's reasonable to expect some of these changes eventually, generally, the technology already exists. **There are, however, some important questions that need to be resolved as far as confidentiality etc.** Fact is the public that wants better use of communications technologies is also concerned about privacy issues, as are health care professionals. Other key concerns include questions of legal and ethical questions.

It's important to intelligently **investigate and be aware of prospective changes in both technology as well as what it takes to maintain the service** of patients. Fact is rural health care facilities that make prudent use of health information technology will have a marketing advantage. If you have questions, please contact us today

Do it right the first time. When it's done right and well, the personal and professional gains are satisfying and the value of a recognized authority will gain the respect of the community, patients and staff and is an effective marketing plan that is rewarding.

Trizzie understands that successful characteristics are developed over time and are an important part of any business. Let Trizzie assist you in evaluating and implementing the right strategies for your current and future success. www.trizzie.com