Health IT in Georgia: Lessons Learned from Providers, Clinicians, and CIOs

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Executive Summary

In April of 2012, the Georgia Department of Community Health (DCH) partnered with researchers from Georgia Tech’s Institute for People and Technology to conduct research and gather community input on the goals, motivations, and concerns of Georgia healthcare professionals regarding health information technology (IT). The initiative informs a customer-centric approach to DCH and its partners’ programs in support of health IT, including electronic health records (EHRs), meaningful use, and health information exchange. Georgia Tech’s research consisted of three complimentary efforts: an online survey of Georgia physicians, interviews with healthcare professionals across a range of roles and organizations, and a literature review of peer-reviewed papers and industry articles.

Interviews

Over forty individuals across a range of roles were interviewed, including providers, clinicians, office administrators, CIOs, IT directors, and directors of service area HIEs. In addition to their different roles, participants represented diverse samples of healthcare organizations and patient populations.

Interviews were synthesized into Personas. The activities and attitudes of Georgia healthcare providers documented in the Personas help readers put themselves “in the shoes” of research participants, which in turn facilitates better collaboration and decision-making.

Survey

The online survey used a combination of structured and open-ended questions to collect information about participants’ backgrounds, experiences, and opinions on health IT. Of the demographic data collected, the three most significant differentiators regarding providers’ attitudes on health IT are number of years of experience (i.e., age), organization size, and level of technology adoption.

The Kano Model of Customer Satisfaction

An area in which interviews especially complemented the survey was the recognition that participants prioritize product attributes differently. The Kano model is a business theory that identifies three types of product attributes, each of which has a unique value curve. Participants consistently ranked performance attributes as their top priorities and were most vocal about those concerns.

Personas:

detailed portraits of fictional characters representing the real viewpoints expressed by participants

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