



AVNET HEALTHPATH™ FLASH

□ □ □ □ □ *Your Sales Resource for the Healthcare Industry*

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All our recommended links were live just prior to publication, and some useful publications require free one-time registration. Ideas and recommendations in this publication are those of the editor, with input from the GovPath team.



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Greetings from Avnet

Tony Vottima, VP Business Development - Vertical Market Solutions



Scroll down to see Compressus article

Dear HealthPath University students and friends:

Welcome to the 20th *HealthPath Flash*. This month's issue features Compressus and the MEDxConnect™ solution in the ISV / Partner Focus section. We have also included a section focusing on Scottsdale Healthcare. This new series focuses on the hospital and what it takes to build relationships with key decision makers.

Happy selling – and learning!

Your feedback is welcome, please contact us with any comments at: HealthPathInfo@avnet.com

Editor's Corner

Dr. Ron Goodenow



You will find that this issue of the HealthPath Flash includes new content in collaboration with solutions partners and outstanding feedback from the HPU Internship. We welcome your feedback about how improve our newsletter and the HealthPath Library. We encourage you to become "trusted advisors".

ISV/ Partner Focus - Compressus

respective owners.

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Text

This month we are featuring the Compressus MEDxConnect™ solution. John Paumen, Manager of Business Partnerships at Compressus, provides an overview of the Compressus MEDxConnect™ solution:



With increasing demand, critical staffing shortages, and fluctuating reimbursement, efficiency has never been more important to healthcare networks. Physicians and hospitals are generating more patient studies and diagnostic medical images than ever which require efficient interpretation. The greatest source of interoperability problems within most Healthcare Enterprises is associated with the fact that different systems use proprietary data structures to store and transmit information. As a result, many centers wind up with a collection of systems that cannot seamlessly connect and communicate.

MEDxConnect technology provides seamless connectivity and interoperability between diagnostic acquisition devices, PACS, HIS/RIS, and related information systems. It acts as a communications hub, enabling various PACS, HIS/RIS, and other information systems to connect and communicate across the Enterprise. This includes remote locations, improving workflow & providing infrastructure to assure sustained growth, reduced costs, and improving patient care.

The following summarizes the benefits of MEDxConnect:

Reduced Diagnostic Turnaround: MEDxConnect reduced the turnaround time from when patient scans were acquired to when completed reports were delivered to referring physicians from 18 hours to three (600% improvement). Features include using a patient worklist from multiple PACS systems and the ability to route images across the entire network.

Improved Access to Patient Information: 70% of all studies now have priors automatically obtained without staff involvement. The MEDxConnect solution enables users to automatically pull all types of patient information. This includes prior reports & images, physicians' notes from disparate information & imaging systems, irrespective of vendor, and distribution to the appropriate physicians in real-time.

Improved Patient Safety: 20% of studies have additional priors and more complete patient data as a result of automated pre-fetching. Many of these studies may have been overlooked because the information systems did not or could not associate the data with the patient. Improved access to this information may significantly decrease duplicative or unnecessary exams.

MEDxConnect Success Story

A physician radiology group in Illinois recently completed a MEDxConnect implementation. The results included improved physician efficiency, patient safety, reduced unnecessary & duplicative tests, and decreased diagnostic turnaround time by 600% through interoperability. [Click here](#) to download a report on this successful program.

The following highlights the Compressus MEDxConnect advantages:

- Seamless connectivity and interoperability
- Enhanced workflow across the network
- Highly integrated information for easy access of patient records
- Hub for HIS/E-H-R functionality
- Empirically verifiable cost savings, efficiency and improved patient care

Additional Reading:

- [Compressus Announces Seattle Radiologists Interoperability Implementation](#)
- [Compressus Completes Interoperability Implementation for E-Rad Solutions Teleradiology Customers](#)

Go to the Compressus website, www.compressus.com for more information on this exciting ISV partner. Please contact John Paumen at 202-742-4307 (office), 952-221-6465 (cell) or via e-mail at jpaumen@compressus.com.



Mike Clark, Avnet's Healthcare Solutions ISV/Alliance Manager sums up the importance of the relationship and the significant added-value of working with Avnet:

"Compressus exemplifies a perfect "co-sell" partner within the Avnet ISV Ecosystem. The Compressus sales team positions the MEDxConnect software solution usually to a Radiologist. This is a complex sale when you are addressing the indexing, integration, routing, and implementation of digital imaging and patient medical information to the HIS, RIS, and PACS systems. It requires a good knowledge of hospital decision making processes – and the buttons to push."

"While Compressus stays focused on their portion of the solution, Avnet identifies the IT environment and positions a HealthPath partner to address the infrastructure portion of the solution. Therefore, the Radiologist speaks to two specialists: Compressus and a HealthPath partner to complete the total software/hardware/services solution.

There is no competition between Compressus and a HealthPath partner, thus everyone is happy with the closing a deal! This is a win-win!"

Please contact Mike with any questions at 404-964-3739 or mike.clark@avnet.com.

Introduction to a New Series: From the Inside - A Close Up Look At Hospitals

The next few HealthPath Flash issues will be providing helpful information about the culture and organization of hospitals in a brand new series. With the help of key hospital decision makers (several involved with the HealthPath 303 internship); we will introduce you to mission critical departmental and decision-making information.

Hospitals are focused on patient care & reimbursement, but it is important to understand that their governance and cultures are partially based on where they are & who they serve. For the latest breakdown of the over 5,700 hospitals in the US, we highly recommend the American Hospital Association's [Fast Facts on US Hospitals](#). Keep in mind that there are 947,412 staffed beds in US registered hospitals, approximately 38,000,000 total admissions, and expenses are more than \$600,000,000,000 per year. The total number of hospitals in Canada is 1,351 (Source: [FIRSTMARK Canadian Healthcare](#)).

All hospitals include layers of departmentalization and authority. Typically physicians rule in a cautious and conservative environment. There are specific departmental interests to be represented beyond the CIO, even though CIOs play increasingly important roles in governance.

The CFO, Medical Director, and nursing department director must try to bridge gaps between patient care and the business side of the hospital. Issues include the revenue cycle, ROI, accreditation, reimbursement, enterprise-wide collaboration, and competition. The bottom line is that costs are under severe upward pressure and policy is demanding increased access and accountability.

Jim Cramer, Scottsdale Healthcare CIO, says that "the CIO is key to your 'trusted advisor's' success, and relationships within the hospital, 'political' as they may be, are so complicated you must share your total plan with him or her and not side-step the IT team." It is critical understand their needs and experiences as you build your plan. That's why Avnet, your marketing partner, will give you a close up and first hand view from key hospital players.

The following includes recommended readings to help you get you ready for our new series:

HealthPath Resource Library Materials

- [Culture, Organization and People](#)
- [HealthPath University 101 Presentations](#)

Additional Resources

- [Top 25 Innovators in Healthcare](#), is a Healthimaging.com report highlights many different players in the hospital setting.
- [Promoting Quality: The Health-Care Organization From a Management Perspective](#)
- [Click here](#) for a very broad Encyclopedia Britannica article which traces the history and various organizational characteristics of hospitals – really useful background.
- [US Department of Labor Hospital eTool Glossary](#)

The focus next month will include Kelly Malouf, R.Ph., System Director of Pharmacy Services, Scottsdale Healthcare.

HealthPath University Internship Program News



A highly successful first HealthPath University 303 Internship was held at Scottsdale Healthcare June 2-6. The following includes excellent feedback from the internship participants:

- 100% of respondents said the program met their expectations
- 100% said they were very satisfied with program content
- 100% would recommend the internship to others

The following includes testimonials from students:

"This was the best training I have had, it allowed me to be at least a year ahead of discovery of the real deal of a hospital if I had to absorb on my own in the field."



"This was a great program for anyone wanting to better understand the healthcare vertical. The Scottsdale Healthcare personnel were great! It was wonderful to see such enthusiasm from those in this profession."

"What we see now after coming from this internship program is the ability to really go in and understand from a nursing perspective, or from an ED perspective, what really matters from a technology point of view."

"It's hard to read a glossary and understand the language, but the experience of spending a week at the hospital and talking to the people here you really get an understanding, not just of what those terms are, but an understanding of what those terms truly mean and what they mean to them."

The HealthPath Flash editor has been selected to write an article about telehealth in the American South for The New Encyclopedia of Southern Culture, Vol. 21, Science and Medicine "Information Technology", published by the University of Mississippi.

If you have any input on this topic, your comments and recommendations are welcome. Please contact Ron.Goodenow@gmail.com.

Partner News



We have exciting news from [Maryville Technologies](#), which has sent many students to several HealthPath University classes. The company has taken a major step in showing its commitment to the healthcare market by creating a new healthcare web page. [Click here](#) to access the site. Congratulations Maryville!

In The Market - Data To Help You Sell From Your Avnet Marketing Partner

As a follow up to last month's focus on the CIO, and our new series on the hospital, the following includes new data about effectively marketing to the CIO. "Advance for the Health Information Executives" includes a study that shows the value of knowing how to deal with multiple contacts within a hospital. This article reinforces the following point made by Jim Cramer about the importance of his peers in qualifying new vendors.

"Seventy percent of healthcare IT executives consult with four or more sources when researching a new technology investment, while approximately one-half of marketing executives report that less than 50 percent of their tactics are part of multi-channel programs. This means that they are not getting the return on investment desired from these stand-alone tactics. IT executives were asked their advice on how to communicate and work with them. When we looked at the comments, it's obvious they want a partner; they don't want a buyer-seller relationship. They want a vendor who takes a consultative approach and makes sure the technology being considered works within their operating environment." (Source: Robert N. Mitchell, "[A Reality Check on Health Care IT Marketing](#)," *Advance for Health Information Executives*, June 2008).

A recent survey of 171 healthcare IT decision makers highlighted the following trends that are impacting the market significantly:

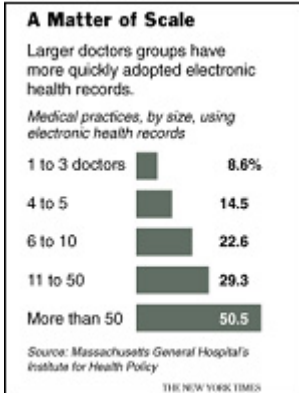
- 85 percent of respondents said they are looking to use tablets or mobile devices;
- 41 percent of respondents use roaming desktops; nearly 75 percent of respondents said they offer VPN access, while 35 percent offer portal access for remote users.
- Nearly 60 percent of healthcare organizations now employ a Chief Compliance Officer;
- Close to 40 percent of IT decision-maker respondents said they spend 11 percent to 40 percent of their time on compliance;
- 91 percent acknowledge HIPAA regulations influence or strongly influence IT purchasing decisions

"The survey found that healthcare organizations are increasingly reliant on employees' access to and use of applications to do their daily jobs. Of those surveyed, 26 percent said they log into applications 20-50 times per day, while another 5 percent log in more than 50 times per day. Additionally, 73 percent of respondents claim their organizations are rolling out new applications within the next six months." (Source: Molly Merrill, "[Survey Reveals Trends That Play a Major Role in Healthcare IT](#)," *Healthcare IT News*, May 27, 2008)

A new Insight Report Research report shows huge and growing telecommunications business in healthcare:

"The hospitals, physicians, pharmaceutical companies, and insurance providers that make up the \$2.3 trillion US healthcare system will be spending \$55 billion on telecommunications services over the next five years, says a new market research study released by the Insight Research Corporation. According to the market analysis study, spending by the US healthcare industry on telecommunications services will grow at a compounded rate of 8.4 percent over the forecast period, increasing from \$7.5 billion in 2008 to \$11.3 billion in 2013." (Source: "[Healthcare Industry Spending on Telecommunications Services Hits \\$55 Billion Over Next Five Years, says Insight Research](#)," *Send2Press*, May 29, 2008).

A new EHR report shows physicians are slow to adopt, but significant new federal funding is now available as incentive.



"Although the arguments for the EHR in terms of cost effectiveness and quality of care are clear, it is the 'have' health systems that have made the most progress in implementing them. Smaller medical practices are deterred by learning curve issues, disruptions, dissatisfaction with existing products and fear factors. For these and other reasons Medicare is making \$150 million in incentives available to encourage implementation."

(Source: Steve Lohr, "[Most Doctors Aren't Using Electronic Health Records](#)," (Source: NY Times, June 19, 2008)

Upcoming Health Industry Events

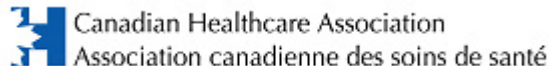
We recommend you try to attend one of four [HIMSS](#)-sponsored Connecting Community Forums, designed to provide key insights and practical advice to these state, regional and community-based initiatives. Check here for dates and further details: [Connecting Communities Regional Forums: Creating the Vision...Living the Reality.](#)

The following includes additional events:

- [AHA 16th Annual Leadership Summit](#) San Diego, California, July 24-26
- [17th Annual PHYSICIAN-COMPUTER CONNECTION Symposium](#), Ojai, California, July 16-18
- [Microsoft HUG Tech Forum 2008](#) Redmond, Washington August 26 - 27

Health Data Management's [Healthcare IT Industry Event Calendar](#) also provides a comprehensive listing of industry events.

The following includes three additional resources to check out for event information:



Healthcare Finance Management Association [HFMA](#), [COACH](#) and the [Canadian Healthcare Association](#).

Plan ahead. HIMSS 2009 will be in Chicago, April 4-8, 2009.


Channel Connection HealthPath Resource Library

Channel Connection HealthPath Resource Library



To get to the library, go to the main [HealthPath Page](#) and then log in, using the partner login item in the left-hand menu.

- [HealthPath University 101 Presentations](#)
- [HealthPath University in Pictures](#)
- [HealthPath Flash Newsletters](#)
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- [Industry Publications](#)
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 - [Press/News](#)
 - [Industry Trends and Research](#) (Organizational, Policy, HIPAA, Disaster Readiness, etc.)
 - [Sales Tools and Resources](#)
 - [Revenue Cycle Issues in the Healthcare Organization](#)
 - [Library Archive: Newsletters, Presentations, More...](#)

- **Coming Next Month: Focus on BridgeHead Software**
- **Looking ahead, our September issue will highlight HIPAA Solutions.**

If you do not wish to receive HealthPath Flash please drop us a note at HealthPathinfo@avnet.com.
Thank you!