

Health IT Decision Maker Lists

[1,195,137 Office-Based Physicians and Decision Makers](#)

[255,881 Business Office Managers](#)

[8,393 M.I.S./C.I.O Decision Makers](#)

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HEALTHCARE INSIGHTS

EHR Adoption Grows 10 Percent in Physician Offices. SK&A's recently released "Physician Office Usage of Electronic Health Records Software" report shows a 10-percent increase in adoption in health- system and hospital-owned physician offices since January 2010. According to SK&A, which surveyed 213,500 U.S. physician sites, 38.7 percent of offices have EHR software. In addition to ownership determinants, adoption trends also lie within offices that have more exam rooms, more physicians on staff and higher daily patient volumes. [Download the full report.](#)

Kaiser Permanente Leads as the Largest Medical Group. SK&A's recently updated "Top 50 Medical Groups" report reveals the leading U.S. medical groups with supporting data such as headquarters location, number of offices and physicians in the group, number of physicians per office, and more. Use this report to identify the most dominant medical groups and target the top executives who make buying decisions and set policies for the groups. [Download full report.](#)

INDUSTRY NEWS

EHR: Not a One-size-fits-all Approach for Primary Care Physicians. In a study of 100 physicians across three primary care categories—internal medicine, pediatrics and family practice—among six clinics, researchers found that EHR designs should be specific to each practice for maximized efficiency. The University of California at Davis report studied practices that had recently implemented new EHR systems, with evidence showing that physicians' requirements and work-flow demands determine the best EHR options for doctors. [Read more.](#)

Study: 1 in 6 Doctors Own/Lease Imaging Equipment. In a survey funded by the Robert Wood Johnson Foundation, researchers found that one-sixth of physicians own or lease their own imaging equipment. These findings support policy-maker concerns that more imaging referrals are made than medically necessary. Additional findings showed that one-seventh of physicians (13.2 percent) reported that they own or lease three or more types of equipment. [Read more.](#)

Physicians will Reduce EHR Costs with Speedy Implementation Plans. In the race to implement EHRs in doctor offices throughout the U.S., physicians will find that lost revenue due to reduced time practicing medicine will be the greatest cost, encouraging quick implementation to cut this potential loss. Because of EHR transitions, lost revenue will drive a greater strain on physician practices than hardware and software expenditures, according to the study by CDW Healthcare. [Read more.](#)

LISTS & DATABASES

Don't Waste Any Time in Reaching Health IT Decision Makers. With more and more physician practices and hospitals adopting EHRs this year, now is the time to catch these decision makers as they make high-value health IT equipment purchases. SK&A's Office-Based Physician database highlights offices that have adopted EHR and those who have not, in addition to segmented job titles for those offices, including 700,000 physicians, 255,881 business office managers, 7,200 CEOs and 2,500 supervisors of medical records. [Learn more.](#)

Physician Office EHR-Adoption Data Features Expanded. Since the second quarter of 2010, SK&A's Research Center has been gathering even more detailed information about physician offices' EHR-adoption behavior and trends. New survey questions for those who have not adopted pertain to adoption timeframe, main buying factor, who will be the primary decision maker and awareness of EHR federal incentives. According to sample survey data, one-quarter of physicians are still not aware of federal incentives for EHR. [Learn more.](#)

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