

# *HealthInsight* and UHIN e-Prescribing Outreach Strategy

Top Prescribers –  
Under-utilizers and Unwired

Presented by Wyatt Packer and Matt Hoffman  
At the Utah e-Prescribing Task Force Meeting  
October 13, 2011

# Process

- ▶ Medco provided lists:
  - Top 300 unwired prescribers (based on total prescription volume)
  - Top 400 wired prescribers with low % of e-prescriptions of total prescriptions
- ▶ HealthInsight added specialties and practice information
- ▶ 149 providers listed were identified as Intermountain and 22 as HCA – these were not targeted directly
- ▶ UHIN and HealthInsight combined strategy to target providers to move state e-Rx forward

# *HealthInsight*

- ▶ *HealthInsight* REC efforts are targeting Primary Care Providers (40% e-Rx required for Meaningful Use incentives)
- ▶ In April, 184 prescribers from the Medco list had already signed up to receive *HealthInsight* REC services with goal of reaching MU; an additional 97 have signed up since April (59% of PCPs on Medco List)
- ▶ The following outreach has occurred:
  - MU Boot Camps – Spring and Summer 2011
  - MU Education Sessions with practices
  - REC Support Information sent via fax, email and snail mail along with professional society newsletters, conference presentations and exhibit booths

# Targeted Outreach by REC

Health District	Totals Prescribers	REC Sign-up 4/11	REC Outreach	Addtnl REC Sign-up	% Sign Up of Outreach	Total REC Sign-up	% REC of Total
Bear River	16	8	8	5	63%	13	81%
Central	15	0	15	4	27%	4	27%
Davis	62	34	28	18	64%	52	84%
Salt Lake	177	63	114	19	17%	82	46%
South East	9	6	3	0	0%	6	67%
South West	33	8	25	12	48%	20	61%
Summit	5	1	4	2	50%	3	60%
Tooele	15	4	11	5	45%	9	60%
Uintah	5	1	4	0	0%	1	20%
Utah	96	32	64	30	47%	62	65%
Wasatch	3	2	1	1	100%	3	100%
Weber-Morgan	38	25	13	1	8%	26	68%
<b>Total</b>	<b>474</b>	<b>184</b>	<b>290</b>	<b>97</b>	<b>33%</b>	<b>281</b>	<b>59%</b>