HealthInsight andUHIN e-Prescribing Outreach Strategy

Top Prescribers – Under-utilizers and Unwired

Process

- Medco provided lists:
 - Top 300 unwired prescribers (based on total prescription volume)
 - Top 400 wired prescribers with low % of eprescriptions 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

	Totals	REC Sign-up	REC	Addtnl REC	% Sign Up of	Total REC	% REC
Health District	Prescribers	4/11	Outreach	Sign-up	Outreach	Sign-up	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%
Total	474	184	290	97	33%	281	59%