SUCCESSFUL EMRS - MORE THAN SKIN-DEEP
Subject matter expertise from NHS Expo:

- Mark Anderson (MA), Managing Director, Europe EMR Lead at Accenture
- Ulla Kuukka (UK), Senior Manager, EMR at Accenture

“What key elements make for a successful EMR project?”

UK: It’s not really an IT programme, it’s so much more.

MA: I often advise clients, start from the bottom and look at every one of the stakeholder groups as you’re defining your governance model, you need to understand what classes the patients fall in, how you’re going to segment them, and how you deliver care to each of the segments differently.

UK: And usually there are three groups, if I just generalise it. For the heavy users, care coordination is a really important thing, so that somebody has a grasp of what’s really going on in the life of this individual. Then for the people in danger of becoming expensive, that’s the group you want to invest mostly on, so that you can prevent them from becoming more expensive patients. And then for people, the random users, they just want to have quick fixes, easy access, to make it very simple and easy for them. The great benefit of having one integrated EMR is definitely the fact that everybody who is taking care of me has the same basic understanding and information about my needs.

“What comes after patient segmentation?”

UK: After that what you can have, like all the things you can imagine around analytics, you can start with a proper population, healthcare population management, and then optimising your care processes.

MA: Having that continuous view of the patient record to administer care - that has to be the ultimate goal.

UK: All of those require really a good starting point with a fully integrated EMR.