



2015 EHR Customer Satisfaction Report

Prepared by

McKinley Advisors

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Overview

Introduction

In 2013, the American Society of Ophthalmic Administrators (ASOA), a division of the American Society of Cataract and Refractive Surgery (ASCRS), worked with McKinley Advisors, an association consulting firm that specializes in market research, to gather objective insight into electronic health record (EHR) systems and vendors through a comprehensive customer satisfaction survey. At a time when many ophthalmic practices were making the transition to an EHR system, the 2013 study provided ASOA members with user feedback and market intelligence on the systems available in the market, their vendors, and their ability to meet meaningful use reporting requirements.

Since 2013, ophthalmic practices have made significant progress towards adopting EHR systems. Many have transitioned from initial purchasing and set-up phases further into implementation, system use and meaningful use reporting. To examine how experiences with EHR systems have evolved over the past two years and understand the impact that new stages in the Medicare EHR incentive program are having on ophthalmic practices, ASOA retained McKinley Advisors to benchmark findings from 2013 through a 2015 EHR customer satisfaction study. Through this second installment of the study, members have an opportunity to learn from one another, examine how systems and vendors have performed over time, and track trends as experiences with the meaningful use program evolve.



Survey Methodology

McKinley Advisors (McKinley) initiated its project with the American Society of Ophthalmic Administrators (ASOA) in November 2014. The primary goal of the project was to conduct consumer research in a variety of areas related to EHR systems, including:

- System and vendor satisfaction
- System implementation
- System expenses and costs
- Meaningful Use Incentive Program

McKinley executed an online survey to collect information and develop a report for ASOA that explores EHR systems from several vantage points. Fielding occurred over a period of 26 days, from February 2nd to February 27th, 2015.

The survey was deployed to a list of 2,318 working email addresses developed from ASOA's member database. Respondents received up to six email notifications, including an initial project "pre-notification," a survey invitation email (with unique participant URL) and four reminder emails.

In total, 417 completed and partially completed survey questionnaires were submitted online for an overall response rate of approximately 20%.

Survey questions were developed by a team of McKinley methodologists in collaboration with ASOA and ASCRS staff. Questionnaire items were designed to gather information about the impact EHR systems have had on ophthalmic practices across the United States, as well as users' ability to participate in the meaningful use incentive program. To allow the association to track longitudinal trends in the attendee experience, the electronic survey was developed by benchmarking questions from the 2013 study, adding new questions and response options to measure experiences with new trends and issues.

All eligible ASOA contacts were invited to participate in the survey and no sampling techniques were used for respondent selection. As such, no sampling margin of error is implicit in the data and confidence intervals are not calculated and reported for these data.

To ensure EHR system users were represented in the survey, respondents were invited to forward the survey to colleagues within their practice. Responses have been weighted to account for multiple responses among one practice. A total of 36 practices accounted for more than a single response, while the remaining 325 practices were represented by one respondent.



Executive Summary

This year's report benchmarks the EHR system experience across a variety of aspects, including user satisfaction, system functionality, costs, meaningful use reporting, and more. Overall, findings remained fairly consistent with data collected through the 2013 survey; however, there were several key indicators that point to shifting trends in the user experience. The following is a summary of key findings that emerged from the research and are outlined in this report.

- **The use of EHR systems is becoming more widespread among ophthalmic practices.** Results from this year's survey point to significant growth in EHR system adoption and use, with the percent of respondents reporting that their practice has fully implemented an EHR system increasing from 53% in 2013 to 75% in 2015. Furthermore, respondents are more experienced users. Sixty-seven percent of respondents indicated that they have been using their EHR system for three or more years, compared to just 42% in 2013.
- **There has been a slight decline in overall satisfaction over the past two years.** Although the majority of survey respondents (68%) indicated that they were either "very" or "somewhat" satisfied with their EHR system, this number was down by seven percentage points from 2013, when 75% of respondents stated that they were satisfied with their EHR system vendor. Furthermore, the percent of respondents who indicated some level of dissatisfaction with their EHR system increased from 18% in 2013 to 22% in 2015.
- **Length of system use and the ability to complete Stage 2 meaningful use had notable impacts on overall satisfaction levels.** Several findings indicate that the slight decline in user satisfaction may be related to new challenges that ophthalmic practices are facing as new stages of meaningful use are rolled out and systems become more fully integrated into day-to-day operations. Satisfaction, for example, is significantly higher among respondents who worked in practices that have completed Stage 2 meaningful use, indicating that those who have not yet completed Stage 2 are more likely to be dissatisfied system users. In addition, respondents who have been using their systems for a longer period of time were less likely to be satisfied with their system. Sixty-three percent of respondents who have been using their system for more than five years were satisfied with their system, compared to 75% who have been using their system for less than one year and 72% who have been using their system for one to two years.
- **The value of EHR systems is primarily driven by the ability to meet meaningful use.** Throughout the survey, respondents reinforced the fact that the value of their EHR system is strongly tied to meaningful use reporting. Not only was the ability to accurately report meaningful use cited among the top reasons that practices purchase EHR systems in both 2013 and 2015, but the vast majority of respondents who are satisfied with their system (68%) selected successful meaningful use reporting as a key driver of their high level of satisfaction. Furthermore, 84% of respondents agreed with the statement "the system allows me to meet meaningful use" when asked to indicate their level of agreement with a variety of statements regarding their system's overall functionality.



- **EHR systems are not widely perceived to lead to increased efficiencies and productivity within practices.** Similar to findings from 2013, respondents are not likely to agree that their EHR system led to increased efficiency. In fact, the percent of respondents who agreed that their system increased productivity decreased from 50% in 2013 to 43% in 2015. Declines in productivity also continue to be the most commonly cited factor driving dissatisfaction among system users. However, the length of system use has a notable impact on respondents' perceptions related to efficiency and productivity; respondents who have been using their EHR system for longer periods of time were more likely to agree that the system leads to increased practice efficiencies.
- **Compared to two years ago, practices are significantly more likely to have received incentive payments for Stage 1 meaningful use.** There has been a significant increase in the percent of respondents reporting that their practice has received incentive payments for demonstrating Stage 1 meaningful use. Among those who have completed Stage 1, 99% indicated that their practice successfully received incentive payments for Stage 1 meaningful use, compared to just 68% in 2013.
- **Respondents are significantly less likely to feel prepared for future stages of meaningful use when compared to 2013.** The percent of respondents indicating that they felt prepared for future stages of meaningful use dropped significantly from 71% in 2013 to just 50% in 2015. Interestingly, the percent of respondents who are currently attesting to or have completed Stage 2 meaningful use are significantly more likely to feel prepared for future stages, when compared to respondents who are currently attesting to or have only completed Stage 1 meaningful use.

Research findings are based off survey responses from more than 500 ASOA members currently working in ophthalmic practices. The majority of respondents serve in administrative or managerial roles within ophthalmic practices, including administrators (58%) and office or practice managers (14%). Physicians accounted for 2% of the total participants. Most respondents are between the ages of 40 and 59 (62%), work in an urban/metro setting (71%), and represent practices that specialize in cataract surgery (81%) or comprehensive ophthalmology (78%). Further information on both participant and practice demographics, including number of employees and revenue, can be found in Appendix I on page 42.

