

FOUNDATION feature

An Enterprise EMR or Specialty Software? How about Both?

As today's healthcare leaders face unprecedented challenges, patient care and clinician productivity remain priorities. Healthcare executives are focused on patient outcomes and care quality measures to meet regulatory requirements. At the same time, reductions in reimbursements and cost pressures are increasing the need for provider efficiency. Clinicians in critical and complex care areas are tirelessly taking care of patients and can't afford inefficiencies.

Healthcare leaders and clinicians all want to adapt successfully to these challenges, ensuring financial strength while delivering the best possible care. Yet, in the current IT environment, CIOs and clinicians can find themselves on what can seem to be opposite sides of a fence. CIOs want to operate technologies that help enhance clinical workflows, optimize financial performance, and provide a worry-free maintenance experience. An enterprise EMR is often part of their IT strategy. Clinicians must have timely, relevant, and accurate presentation of patient information tailored to their specialty area to help them save time



and enhance care.

Often, the IT deployment strategy discussion appears to be one of mutually exclusive choices in which either the clinician or CIO is faced with sacrifices. One option is a single vendor 'enterprise EMR' but that can fall short of meeting the clinicians' needs in complex care areas. The other option is to choose department 'best of breed' specialty solutions. However, these often do not connect well with the hospital's EMR.

GE Healthcare offers an alternative approach that eliminates the tradeoff between EMR integration and clinical functionality.

GE Healthcare's EMR Integration Solutions are designed to meet the critical and complex needs of specialty workflows while complementing the hospital's EMR of choice. Solutions are available for cardiology, perioperative, and perinatal as well as imaging and revenue cycle management. For more information, contact emr.integration@ge.com

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