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Use of Electronic Medical Records (EMR) by Canadian Physicians Bodes Well for Future of Patient Care

Essential-EMR: A Primer on how Canadian Primary Care Physicians are using Electronic Medical Records in their Practices

Toronto July 2011 - New research provides a comprehensive view of how primary care physicians are using EMR in their practices, from using the most basic functions to using functions to enhance patient care.

In addition to recording patient notes, the majority of physicians are also using EMR functions to manage chronic diseases, optimize preventive care and collaborate with other physicians and allied healthcare professionals.

Essential-EMR studies the EMR usage habits of 4 segments of EMR users: Occasional, Non-Expert, Expert and Super Users. The Expert and Super Users have almost fully integrated EMR into their practices. "All physicians appear to use all functionality of the EMR. However, Expert and Super Users use the EMR functions more frequently and more consistently to enhance patient care and achieve clinical goals", stated the researchers. "As experience with EMR increases, physicians become more reliant on their EMR for resources such as patient education materials, clinical practice guidelines, and drug databases. The convenience of having different sources of information integrated within their EMR system cannot be overstated. For example, about one-third of physicians are using the EMR exclusively for patient information and materials. We expect this trend to rise as more and more physicians begin to use the EMR exclusively for all kinds of information. This has implications for organizations who currently distribute information to physicians through sources outside the EMR environment."

The study also identifies key areas of improvement within the EMR which would help physicians improve health outcomes, facilitate collaborative efforts and increase practice efficiencies. There are opportunities for healthcare companies wishing to provide value to physicians within the EMR practice environment.

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About Essential Research

Essential Research Inc. is a market research company with the most comprehensive knowledge base of Canadian physicians and their Internet preferences and behaviour. Essential Research helps pharmaceutical and healthcare companies identify and evaluate business opportunities across eMarketing channels. www.essentialresearch.ca

For more information, please contact:

Don Lajoie
Essential Research Inc.
519-835-0645
donl@essentialresearch.ca

Lily Holmyard
Essential Research Inc.
416-219-8798
lilyh@essentialresearch.ca