



Physicians' Institute

for EXCELLENCE IN MEDICINE

Improving medical practice for physicians and their patients

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The Physicians' Institute for Excellence in Medicine (Physicians' Institute) announces a web-based e-Technology initiative, offering physician practices videocasts by experts and an interactive e-Technology Forum to share questions and issues regarding EMRs and related e-Technology issues.

Supported by a grant from the Physicians' Foundation for Health Systems Excellence, the **e-Technology Basics** initiative is designed to increase the knowledge base of physicians regarding the use of electronic technology in their practice and to actively promote its use.

Using online video technology, former Speaker of the U. S. House of Representatives Newt Gingrich gives his insights as to why the implementation and use of electronic medical records (EMRs) is so important to the effort to improve patient outcomes and to reduce waste in healthcare. Featured in two videos, Jim Morrow, MD, a family practice physician and national award winner for EMR implementation, describes how his practice instituted a web-based system for patient-physician communication and the benefits and challenges of e-prescribing. Jacqueline Fincher, MD, a general internist, offers her insights regarding the success factors necessary for successful EMR implementation.

The **e-Technology Forum** invites physicians and their staffs to share e-technology experiences, questions, and comments regarding a variety of e-Technology topics and questions, including EMR implementation, e-Prescribing, Patient Portals and Administrative issues. "The e-Technology Forum is not just about choosing the best system, but also collaborating with other physicians to most efficiently utilize all of the features that your system offers", notes Jeffrey S. Grossman, MD, the e-Forum Physician adviser.

To view the **e-Technology Basics** videocasts and participate in the **e-Technology Forum**, go to <http://www.physiciansinstitute.org/>.

As a not-for-profit 501(c)(3) subsidiary of the Medical Association of Georgia, the Physicians' Institute focuses nationally on educational programs and tools activities for physician practices to improve patient outcomes and to improve the effectiveness of practices and processes in the physician office. The mission of the Physicians' Institute is to improve patient safety and achieve clinical improvements for physicians and their patients.

The Physicians' Institute is a national leader in developing and managing educational collaboratives providing educational grants to State accredited providers. The Physicians' Institute's unique model provides training to state accredited CME providers on how to design and conduct outcomes evaluation and performance improvement activities. Currently, 12 state educational partners have participated in collaborative projects with the Physicians' Institute.

Our educational partners include: Colorado Medical Society, Florida Medical Society, Illinois State Medical Society, Indiana State Medical Society, Kentucky Medical Association, Massachusetts Medical Society, The Maryland State Medical Society, Medical Association of Georgia, North Carolina Medical Society, Oklahoma State Medical Association, South Carolina Medical Association, University of Virginia Health System.