

# EHR Buyer's Questionnaire

## for Otolaryngology

Use the questions below during your EHR evaluation process to identify the vendors and solutions that will best meet the needs of your ENT practice.

### Lifetime Customer Retention Rate

Cut to the chase with this single question, separating those vendors who have a history of satisfying their customers from those whose main goal is simply to secure the sale. 48% of EHR customers actually switch from their initial EHR vendor. Don't go out on a limb with a vendor who can't retain at least 90% of their customers.

More than anything else, a vendor's Customer Retention Rate is a clear indication of the...

- Quality of product
- Quality of implementation
- Quality of staff, service and support
- Quality of investment
- **Likelihood of success!**

Be sure they specify the retention rate they've been able to maintain over the lifetime of their company. Anyone can please a customer for a few months or even a year or two. The best vendors have been serving the same customers from the day they went into business.

- **What is your lifetime customer retention rate? Is it above 90 percent?**

### Other Vendor Qualities

- Do you work directly with practicing Otolaryngologists in developing and maintaining your product?
- How long have you exhibited at my specialty's primary academy/association meetings? Does your company maintain business relationships with these associations? (AAO-HNSF, AOA)
- What industry-shaping roles have your company's leadership played in the development of EHRs for Otolaryngologists?
- What is your length of time in business?
- How much of your customer base is composed of ENT groups?
- Can you provide at least 10 ENT references? Do you offer site visits to customers that resemble my practice?

### Federal EHR Incentive Programs

- Does your company offer a product that is certified for federal EHR incentive programs?
- Is your solution certified as a "Complete EHR," or will I need to assemble multiple products to be eligible for incentives?
- Do you offer a certification guarantee?
- What is your certification track record? Were you CCHIT-certified in 2006 and/or 2008?
- Do you provide a graphical dashboard that easily updates users on their status for federal EHR incentives? If not, how do users track their status with your solution?
- How will you keep your customers updated with new functionality that's needed in later stages of the federal EHR incentive programs?

### Ability to Interface with Vital Diagnostic, Lab and Office Systems

- Grason-Stadler GS61
- Grayson-Stadler TympStar
- Madsen Orbiter 922
- Madsen Zodiac 901
- Tympany
- Envisionier endogo HD
- LabCorp
- Quest
- Other:
- Other:

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## Otolaryngology Clinical Content

- Does your EHR include the Otolaryngology clinical content I'll need – or will I need to develop it myself?
- What is the cost for the initial content and all subsequent updates?
- Who developed and continues to develop the Otolaryngology clinical content?
- Does your system provide a template creation tool that is simple enough for end-users to complete?
- Does your system include a fully-developed ENT-specific library that includes:
  - Protocols
  - Algorithms
  - Patient Information Forms (PIFs)
  - Letters
  - Macros and Templates
  - Histories
  - CPT and ICD-9 Codes Specific to Otolaryngology
  - Prescription Hotlist Specific to Otolaryngology

## E&M Coding Module

- Does your solution automatically match CPT and ICD-9 codes?
- Is the system's E&M coding specific to Otolaryngology?
- How extensive is the ENT coding library that your EHR provides?
- Is the coding library consistent with CMS standards and specifications?
- How often is the coding library updated? Who would perform this update on the system in my office?

## Maintenance and Upgrades

- How are upgrades implemented?
- What will these new updates cost?
- How often are upgrades implemented?
- Are new versions included with annual maintenance?
- Who is responsible for making updates to clinical content?

## Training and Implementation

- Is training performed on-site?
- Will the training be tailored for my practice?
- Do physicians receive individual training?
- Will the trainers be on-site for go-live?
- Who will install the software?

## Customer Service and Support

- Do you provide 24/7 customer service and support?
- Are all time-zones covered?
- What are your standard response times?
- Do you place a limit on the number of support incidents that will be covered? Do you charge for each incident? How much?
- Do you offer a regular users' meeting? Would you be willing for me to attend before purchasing your product?