

Country HIT



HiMSS

CENTRAL & SOUTHERN OHIO *Chapter*

Issues Facing Healthcare CIO's

A Rural Perspective

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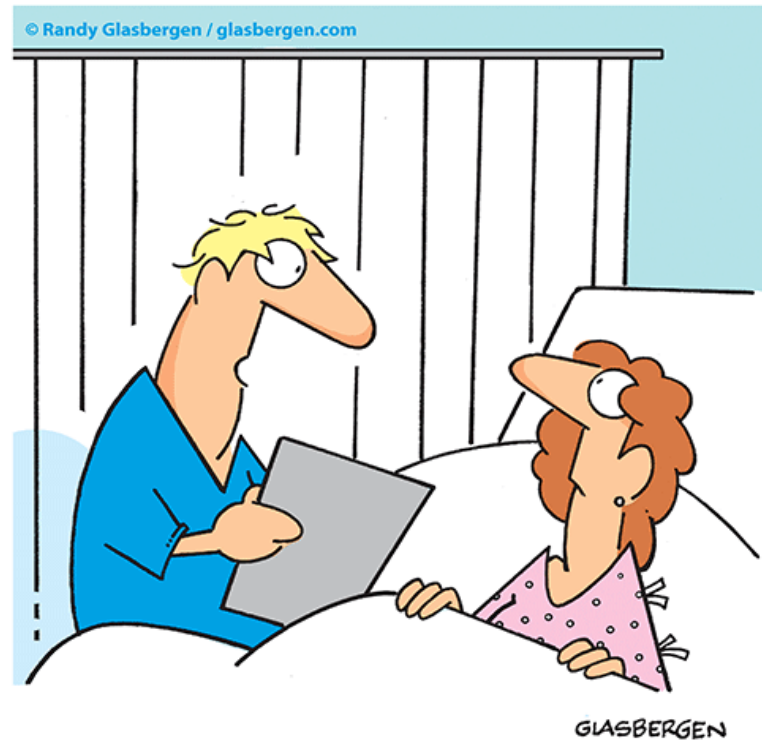
22 ½ years as a Rural Healthcare CIO

Topics of Discussion

- Urban versus Rural Healthcare
- Role of the CIO
- Regulations
- Technology
- Consumers
- Talent
- Financial
- Competition

Urban versus Rural Healthcare

- Demographics
- Payers
- Service Offerings
- Technical/Communications
- Accessibility
- Staffing



“Our hospital has the very best technology. I’ll be using GPS to locate your appendix.”

Role of the CIO

- Past Expectations
 - Technology guru
 - Back office support
- Current/Future Expectations
 - Technology management
 - Business acumen
 - Analytics driver
 - Leading governance

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**“We can’t replace your old computer.
That would be age discrimination.”**

Regulations

- HIPAA
 - Privacy, Security, Business Associates
- ARRA/HITECH
 - Meaningful Use/Promoting Interoperability
 - Health Information Exchange/Interoperability
 - EMR Systems
- ACA
- ICD10/11
- Opioid Situation
- MACRA (MIPS, APM), QPP, Quality Measurement
- Population Health/Telemedicine

Technology

- Cloud
- Infrastructure
- Buildings
- Wireless
- Mobile/BYOD
- Telemedicine
- Storage
- Vendors
- Broadband/Cell availability
- Security
- IoT

Consumers/Consumerism

- Patient Involvement
- Demographics
- Rural versus Urban
- Family/Community
- Social Media



“Frankly, I don’t enjoy prostate exams any more than you do!”

Talent

- IT
- Support Model
- Specialization
 - versus Generalist
- Clinical
- Recruiting

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**“I want a computer that does what
I want it to do, not what I tell it to do!”**

Financial

- Payer Mix
- Demographics
- Operating Margins
- Cooperative Models
- Analytics
- Healthcare Reform
 - Value based care

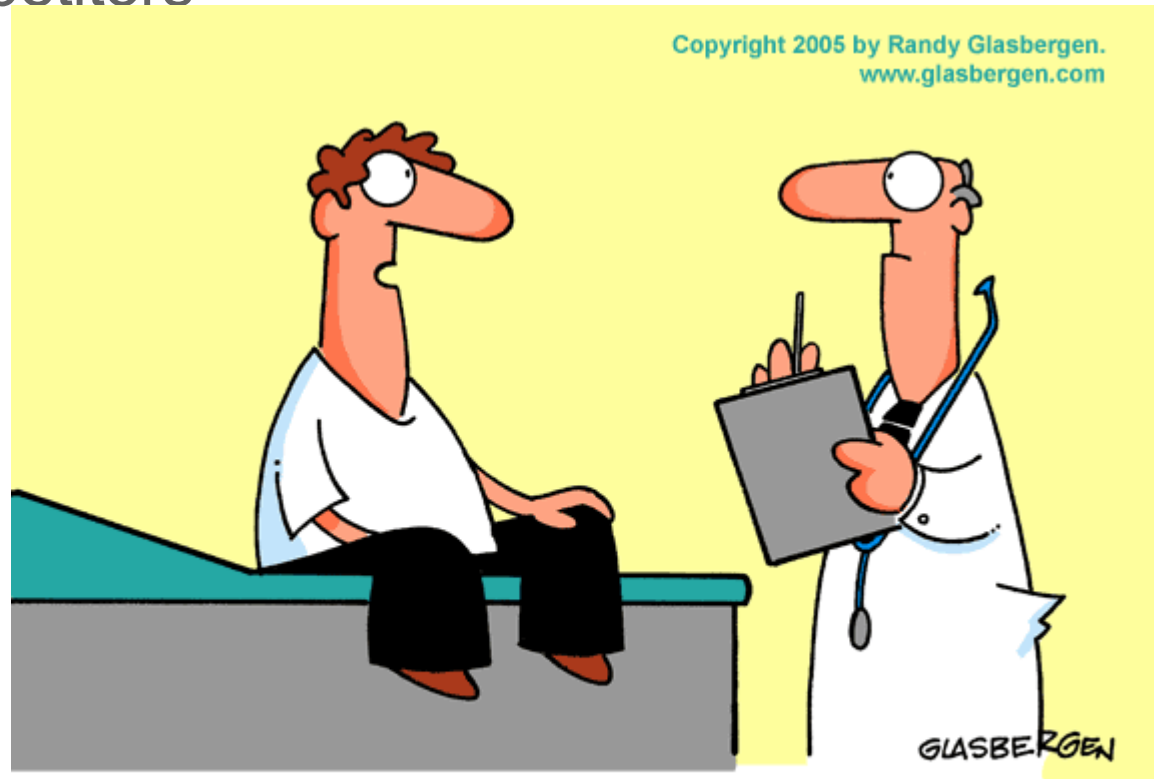
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**“Due to the weak economy, we have to cut costs.
For starters, no more hiring a gourmet
chef to cook the books.”**

Competition

- Traditional Competitors
- Payers
- Co-opetition
- Collaborative
- Non traditional



**“I already diagnosed myself on the Internet.
I’m only here for a second opinion.”**

What Does the Future Hold

- Hospital Partnerships/Collaboratives
- Consolidation
- Affiliations

Thank you

Questions and Discussion