Market factors and electronic medical record adoption in medical practices.

Submitted by admin on Mon, 08/19/2013 - 12:56pm

Title
Market factors and electronic medical record adoption in medical practices.

Publication Type
Journal Article

Year of Publication
2012

Authors
Menachemi, N, Mazurenko, O, Kazley, ASwanson, Diana, ML, Ford, EW

Journal
Health Care Manage Rev

Volume
37

Issue
1

Pagination
14-22

Date Published
2012 Jan-Mar

ISSN
1550-5030

Keywords
Data Collection, Diffusion of Innovation, Electronic Health Records, Female, Humans, Logistic Models, Male, Odds Ratio, Practice Management, Medical, United States

Abstract
BACKGROUND: Previous studies identified individual or practice factors that influence practice-based physicians' electronic medical record (EMR) adoption. Less is known about the market factors that influence physicians' EMR adoption.

PURPOSE: The aim of this study was to explore the relationship between environmental market characteristics and physicians' EMR adoption.

METHODS: The Health Tracking Physician Survey 2008 and Area Resource File (2008) were combined and analyzed. Binary logistic regression was used to examine the relationship between three dimensions of the market environment (munificence, dynamism, and complexity) and EMR adoption controlling for several physician and practice characteristics.

RESULTS: In a nationally representative sample of 4,720 physicians, measures of market dynamism including increases in unemployment, odds ratio (OR) = 0.95, 95% confidence interval (CI) [0.91, 0.99], or poverty rates, OR = 0.93, 95% CI [0.89, 0.96], were negatively associated with EMR adoption. Health maintenance organization penetration, OR = 3.01, 95% CI [1.49, 6.05], another measure of dynamism, was positively associated with EMR adoption. Physicians practicing in areas with a malpractice crisis, OR = 0.82, 95% CI [0.71, 0.94], representing environmental complexity, had lower EMR adoption rates.

PRACTICE IMPLICATIONS: Understanding how
market factors relate to practice-based physicians' EMR adoption can assist policymakers to better target limited resources as they work to realize the national goal of universal EMR adoption and meaningful use.

DOI: 10.1097/HMR.0b013e3182352562
Alternate Journal: Health Care Manage Rev
PubMed ID: 22016180