



Opening Statement for Justin T. Barnes before U.S. Senate Committee on Health, Education, Labor and Pensions (HELP)

February 7th, 2007

Thank you very much Senator Enzi and distinguished members of the Committee and staff. My name is Justin Barnes and I am the Vice President of Marketing and Government Affairs for Greenway Medical Technologies ([Greenway](#)), a leading provider of integrated electronic health record (EHR), practice management and interoperability software solutions for physicians' practices. It is always a great honor and pleasure to work with members of Congress and their staff as I believe we all have a common goal to shape the new face of the healthcare industry by utilizing the vast contributions that information technology (IT) offers healthcare providers, payers, physicians and patients in achieving goals of reduced medical errors, lower costs, better quality and improved efficiency within our nation's healthcare system.

In addition to representing Greenway, I am a member of the [HIMSS](#) Advocacy and Public Policy Steering Committee and I am also one of the founders of the HIMSS Electronic Health Record Vendor's Association ([EHRVA](#)) and currently reside on the EHRVA Executive Board. I also serve as Chair of the EHRVA Membership Committee. The EHRVA is comprised of the nation's 41 leading EHR companies currently representing roughly 96% of all EHR's implemented today. The goals of Greenway, HIMSS and the EHRVA are the same as those of President Bush in terms of developing an industry-wide strategy for widespread adoption of health information technology (HIT) and for converting these goals into substantial quality and efficiency improvements in less than five to seven years from now.

This Statement focuses on our dedication to assisting Congress and specifically the U.S. Senate Committee on Health, Education, Labor and Pensions in achieving their health transformation goal. Greenway, HIMSS and the EHRVA support a truly transparent process and equal collaboration of public and private entities. Over the past year, Greenway and the entire private sector has made significant strides in EHR adoption, interoperability and proven return on investment (ROI) for long-term sustainability of this transformation progress and we will continue to make strides in this reform. Greenway's customer practices alone have realized an annual \$21,600 to \$81,500 post-implementation return per physician. With paperwork reduced, collections increased and coding improved, physicians provide a higher quality of care and also operate a more efficient business.

While HIT and EHR adoption currently grows at a record pace, we possess the responsibility to ensure that every policy that is enacted and every rule that is proposed must increase and incentivize HIT adoption. While we applaud the focus that the President, Congress and the U.S. Department of Health & Human Services have applied

to this industry transformation, we must ensure that all decisions are created by entities that have the essential experience, dedication and factual evidence necessary to put self-sustaining plans and policy in place.

Greenway supports the efforts of the Office of the National Coordinator for Health Information Technology (ONCHIT) but believes this Office needs more private sector experience and involvement to create a true 50/50, public/ private collaboration. We respectfully advise that Work Groups, Committees and Boards created under ONCHIT and the American Health Information Community (AHIC) ensure that all mandates or certifications are thoroughly investigated, meticulously created and are proven to increase HIT adoption before becoming imposed on the private sector. In addition, the private sector needs adequate time frames, 45-60 days in most cases, to provide comprehensive feedback to test scripts, roadmaps and handbooks. The private sector also needs adequate timeframes, 9-15 months in most cases, to implement new requirements into product and interoperability lifecycles.

Greenway is one of several examples of how the private sector is committed to this transformation and has taken charge through leading the health information technology and electronic health record industry. Greenway was founded on the premise that HIT & EHRs dramatically reduce medical errors, lower costs, improve quality and efficiency and create a substantial return on investment for physicians and practices among many other constituencies. Greenway has chosen to focus on the small to mid-size practice community as our customer base consists primarily of practices with between 1-50 physicians. The vast majority of healthcare in this country is delivered in medical offices within the above mentioned market space and this environment will be the essential component in assuring widespread adoption due to the communication these practices have with hospital systems, test laboratories, and other medical practices.

Greenway has also structured its offerings to physician practices into multi-year business plans mirroring President Bush's and former Secretary Thompson's own Framework for Strategic Action to ensure that healthcare providers will have quality software solutions that inform clinical practices, interconnect clinicians, personalize patient care and improve the overall population health. By directing our efforts in accordance with those of the president, our customers can rest assured that their investment will consist of a fully-integrated solution streamlining their administrative, clinical and financial processes into an efficient workflow that is consistent with long-term viability.

Besides having the best EHR for their practice, it is also Greenway's belief that physicians need fiscally responsible incentives to increase adoption of HIT at a greater pace. Physicians and their practices are the backbone of the American healthcare system and since they are also small businesses, they are the backbone of our economy as well. Congress and the healthcare industry needs to stay focused on economic sustainability by providing fair, increased reimbursement incentives and by increasing the capital equipment and software purchase deductions allowed under section 179 of the Internal Revenue Code.

In all that we are working towards, we must also recognize physicians as consumers and realize and respect the necessity of their services. As absurd as it sounds, can you imagine a community without a physician? Their contribution to each community makes it essential that we offer solutions such as EHRs and proper public policy to help keep them in business. It is our experience that we must keep the physicians daily workflow at the fore-front of all decision-making when discussing how we may impact their offices and practice of medicine. The practical workflow involved in a physician's revenue pipeline is more paramount in EHR selection than any non-essential bells and whistles that might influence a physician's purchasing decision. Greenway and the EHRVA both have presented Use Cases and "Clinical Test Scenarios" to various Work Groups of the Certification Commission for Health Information Technology (CCHIT) and Health Information Technology Standards Panel (HITSP). These Use Cases and Scenarios were derived from real-life experiences with EHRs implemented today at the point-of-care.

This is an exciting time to help lead the healthcare information technology industry. We have the opportunity to create the most efficient healthcare system for this country and while this is a daunting challenge, it is certainly achievable. However, as we continue to move towards 2014, we want to take the prudent and fiscally responsible steps so that our healthcare vision will transform into a national reality. Speaking on behalf of the private sector, we are ready as an industry to answer the call to work in partnership with Congress and federal agencies in making these goals and the framework our future.

Senator Enzi and distinguished members of the Committee and staff, I want to thank you for this opportunity and your genuine interest in this vast and important topic. I hope that my comments will help steer ideas and thoughts that can be transmitted into innovative policies shaping the future of healthcare in this country. Thank you very much.

Biographical Information for

Justin T. Barnes

*Vice President of Marketing, Corporate Development and Government Affairs
Greenway Medical Technologies, Inc.*

As a healthcare software executive and public policy expert, Justin Barnes manages Greenway's Strategy, Marketing, Corporate Development and Government Affairs departments. With a background in healthcare information technology (HIT), corporate operations and legislative policy, Barnes is responsible for building and executing Greenway's corporate strategy, industry and government relations. Barnes resides on several Policy, Electronic Health Record (EHR) and HIT industry governance boards and brings the essential continuum of experience from Silicon Valley Start-up's to Industry-leading Fortune 20 conglomerates.

Prior to Greenway Medical Technologies, Barnes was a member of the founding team and Vice President of Sales Operations and Account Development at Healinx Corporation. Today, Healinx is known as the RelayHealth Division of McKesson and continues as the premier provider of secure online healthcare communication services linking patients, healthcare professionals, payors, and pharmacies efficiently, affordably and securely.

Before joining Healinx, Barnes held several Sales and Operations positions with HBO & Company that subsequently merged with McKesson in 1999. He served under the Enterprise Group and was responsible for sales operations of the Pathways Smart Medical Record (SMR) application.

Barnes has formally addressed and testified before Congress and the President's Administration on seven occasions between 2005 and 2007. Barnes has also been published in 35 journals, magazines and broadcast media outlets relating to national leadership of HIT and EHR adoption efforts.

Barnes majored in Legal Studies and holds a degree from the University of Massachusetts at Amherst.

Elected and Appointed Governance & Advisory Positions

Member of National Governors Association (NGA) Health Information Protection Task Force of the State Alliance for E-Health

Board Member of the HIMSS Electronic Health Record Vendors Association (EHRVA)

Board Member of Georgia Tech's Center for Health, Healthcare and Eldercare Innovation (CHHEI)

Member of Certification Commission for Healthcare Information Technology (CCHIT) Privacy Expert Panel

Chairman of EHRVA Membership Committee

Co-Chair, Government Relations, National Health IT Week

Member of HIMSS Advocacy and Public Policy Steering Committee

Member of EHRVA Standards & Interoperability Work Group

Member of EHRVA Government Relations Work Group

Member of HIMSS HIT Advisory Council

Member of HIMSS Government Relations Roundtable