



IN TODAY'S PRESSURIZED HEALTHCARE ENVIRONMENT our clients find that delivering care and running a business is affected by factors beyond the practice walls. A broad scope of influence is creating dramatic industry change and driving adoption of Electronic Health Records (EHRs) –yet there are so many stakeholders that it is challenging to know who, what, where, when and how impact is being made.

Integral to our unique combination of leadership, partnership and proven practices is the Greenway® commitment to action in government affairs. By staying at the forefront in the national political spectrum —keeping ahead of the curve—we contribute to national EHR adoption and we also employ our vanguard knowledge to ensure a superior EHR design for our PrimeSuite® solutions.

Strategy for Impact on EHR Initiatives

The Greenway strategy is to consistently assess, prioritize and maintain a role in all aspects of national, local and regional EHR initiatives being created in all 50 states today. Our involvement allows us to react –and more importantly to shape –activities on behalf of our provider communities.

- **Example:** Greenway is an approved vendor for the DOQ-IT (www.doqit.org) project initiated by Centers for Medicaid and Medicare Services to increase national EHR adoption.
- **Example:** Greenway is a leader in the nation's standards and interoperability initiatives. Our commitment is evidenced by our founding membership and Executive Board position on the HIMSS Electronic Health Record Vendors Association (EHRVA) as well as our appointment to the Certification Commission for Health Information Technology's (CCHIT) Certification Process workgroup. Both organizations work in concert with the US Department of Health and Human Services (HHS) to lead efforts in creating a framework for nationwide EHR adoption.

Advocacy for a Sustainable Model of EHR Incentives

Greenway is working with Congress to create a sustainable model of programs and incentives for Health Information Technology (HIT) and EHR adoption across America. Our efforts are galvanized around increasing Medicare reimbursement rates to practices, significantly increasing depreciation allowances for HIT and EHR purchases, and creating federal tax credits for telecommunication fees to fuel usability, security and interoperability.

- **Example:** Greenway focuses on Bills that create and fund incentives for EHR adoption and on-going utilization. We submit support letters for Bills, Committees and budgetary issues –particularly encouraging increased reimbursement rates, grants and loans. We personally visit Washington, DC, and we conduct tours of our physician clients' practices for senators and members of congress. We make our voices heard –and since HIT legislation has been recently passed, with more on the horizon, we are certain that such advocacy is effective.
- **Example:** Greenway's Vice President of Marketing and Government Affairs recently participated in a panel before the Health Care Reform Subcommittee of



the House Republican Policy Committee and called for incentives to encourage physicians to convert their records from paper to digital.

Through strong relationships and advisory roles, Greenway is dedicated to staying ahead of the curve so that your investment is protected:

- US House Health Care Reform Subcommittee
- US Senate Finance Committee
- US Senate H.E.L.P Committee
- US Senate Appropriations Committee
- US Department of Health and Human Services
- Individual US Senators and US Representatives

Your business is the backbone of America and we're working to make you stronger. Join us at our http://www.greenwaymedical.com/govt_blog/blog_home.htm for ongoing updates on legislation and government affairs affecting healthcare and our industry.