



# ALLIANCE FOR MEDICAL INFORMATICS

University of West Florida - School of Allied Health and Life Sciences  
Alliance for Medical Informatics Networking Luncheon

<http://uwf.edu/sahls/alliance/>

September 28, 2009

2<sup>nd</sup> Meeting

## Members present:

Name	Affiliation
Aisha Adkison	ECSD
Angela Hahn	UWF
Ann Yoshihashi	UWF
Bob David	Techsoft
Brent Hutfless	UWF
Brett A. Hoff	Antler, INC
Chip Powell	Sunset Business Comm
Chuck Hodge	DestinE Research
Craig Dalton	Pensacola Chamber
Debbie Torpey	MED 3000
Donna Shumway	PJC
G. Allan Alderman	General Dynamics
Jane Halonen	UWF
Kat Irion	UWF

Name	Affiliation
Katja Rodgers	UWF
Keith Yockey	DestinE Research
Kelly Powell	Sunset Business Comm
Martin Clay Blackwelder	Techsoft
Meg Kelly	McKesson Corp.
Melanie Sutton	UWF
Nora Bailey	SMI Consultants
Patrick Houghton	Techsoft
Rick Harper	UWF/Haas
Robert Hoyt	UWF
Stephanie Reedy	UWF
Steve Celestial	UWF
Theresa Dabruzzo	UWF-SAHLS
Tony Basel	Broadstone Services, Inc

## Welcome and Introductions – Bob Hoyt, Co-Director of Medical Informatics Program

- Alliance – an agreement between two or more parties, made in order to advance common goals and to secure common interests (*Wikipedia*)
- Sphere of Influence –(attached); Engine for growth and development in Pensacola
- Special Guests:
  - **Rick Harper, Director of Haas Center for Business Research and Economic Development**
    - Haas Center: Collects, analyzes, and distributes economic data for clients seeking expert economic advice and specializes in data analysis for the purposes of economic forecasting, marketing research, business expansion, tourism, and real estate development as well as industry and academic studies  
<http://haas.uwf.edu/services.htm>
    - Haas Center contracts to provide large-scale research, database and Web development projects
    - \$2.3 trillion available for research in medical economics
    - Developing a business model for medical information technology
  - **Chuck Hodge, Chairman of ITGulfCoast**
    - The Information Technology Association of the Gulf Coast (itgulfcoast) is a non-profit organization for information technology professionals on the Gulf Coast.  
<http://www.itgulfcoast.org/>

- **Craig Dalton, Armed Services Vice President, Pensacola Bay Area Chamber of Commerce**
  - Strategic Health Intelligence Summit - November 12-14, 2009  
<http://www.strategichealthintelligence.com/summit.html>
  - Chamber goal is to build and develop industry for medical information technology
  - Need to act now on the available assets
- Recognition of new members:
  - Bob David, Technical Software Services, Inc., <http://techsoft.com>
  - Tony Basel, Broadstone Services, Inc., <http://www.broadstoneservices.com/>
- Membership in the Alliance <http://uwf.edu/sahls/alliance/membership.cfm> (\$50/year)
- Advisory Committee to the Alliance
  - Special advisory roles for members in key areas

**Workforce Development - Melanie Sutton, Co-Director of Medical Informatics**

- Update on draft proposal for MSA-Medical Informatics program
  - Developing and including competencies that emphasize importance of patient-centric focus and bridging the communication/technology barriers with physicians/clinicians and IT professionals
- Opportunities for Industry Engagement

Serving in an advisory role to the Alliance	Guest lecturing
Curricula-to-workforce competency development	Student evaluation or beta-testing of products and software
Webinars/Journal Club	Course material development
Textbook contributions	Workshop development

- Adjunct credentials for teaching at UWF
  - Terminal degree (PhD, MD, DO, JD, etc.)
  - 18 hours of graduate level completed in area of expertise if terminal degree not awarded
  - Instruction of modules within courses are available to those without terminal degrees or the 18 hours of graduate credit
- Scholarship opportunities – (attached); please advertise to prospective students
- Employees deficient in any skills? Let us know – we want to improve! We need your feedback and suggestions.

**Community Outreach - Stephanie Reedy, Workshop Coordinator/High School Outreach Director**

- Workshops
  - We offer a series of half-day and full-day workshops and training sessions to members of the health care community in a variety of areas
  - Stay tuned to <http://uwf.edu/sahls/workshops/> for upcoming workshops
- High School Outreach & Grant Update
  - Developing programs that go hand in hand with high school programs
  - Communicating with local HR's in the health care community for employment needs
  - See <http://uwf.edu/sahls/highschool/> and (attached document on Educational Pathways) for details
  - Goal is to educate and keep graduates in the Pensacola area
  - Upcoming Learn At Lunch trainings for guidance counselors, motivated teachers, and IT directors (Nov 2-6): <http://uwf.edu/sahls/highschool/learnatlunch.cfm>
    - Funded by Florida's Great Northwest

## Updates on Current Projects and Grant Opportunities - Bob Hoyt, Co-Director of Medical Informatics

- “E-Prescribing and Patient Safety” and “Electronic Health Records” – new online CME/CEUs mini-courses for physicians, nurses, allied health professional/administrators, and vendors contributing to solutions in healthcare IT
- Helping the Uninsured/Underinsured – development of a generic drug search engine (<http://www.genericmedsearch.com/>)
  - In August 2009 we partnered with Brown University to combine our generic medication search engine with their program known as RxAssist ([www.rxassist.org](http://www.rxassist.org)) so now patients have "one stop shopping" for cost effective alternatives. The combined site should be operational shortly
- Open Source EHRs – educating the medical informatics community about open source options for electronic health record systems and other technologies (article in the works)
- International Outreach – piloting a PDA-based medical library program for Afghan physicians
- Online Resources – visit the free Medical Informatics Resource Site at <http://uwf.edu/sahls/medicalinformatics/>
  - improvements, updates, new RSS feeds coming
- eBook/Paperback – visit Medical Informatics: Practical Guide for the Healthcare Professional at [http://uwf.edu/sahls/medicalinformatics/medinfo\\_book.cfm](http://uwf.edu/sahls/medicalinformatics/medinfo_book.cfm) (Third edition in the works - All proceeds go to educational fund); may have instructor version in the future but quite costly to publish
- Grant opportunities – (attached); don't go solo - think collaboratively

## Open Discussion/Comments

- Donna Shumway
  - Propose and Intro to Medical Informatics at PJC
  - Recently received \$1.5 million grant for research
- Bret Hoff, Antler Inc – TECHSOFT (Bob David, Martin Blackwelder, and Patrick Houghton)
  - HIPAA compliance checks
  - Are we in compliance with the HIPAA Security Rule?
  - Security unable to handle new technology
  - Baptist Hospital is leading the way in open source
- Meg Kelly
  - Baptist Hospital recently developed 2 new compliance/security positions on their IT staff
- Chip Powell
  - What is needed from new members to the alliance?
    - Need externship opportunities for students
    - Let the alliance know if you need assistance with any of the following:
      - Network security expertise
      - New technology or professional development
      - Deficits in your workforce