



2011 CMIO and Physician IT Survey Report

Facts, Salaries and Advice from Physician IT Leaders

Factors Demanding Clinical IT Leadership

- Federal money and mandate tied to “Meaningful Use”
- Clinical automation initiatives, implementation of Electronic Medical Record (EMR) and Computerized Physician Order Entry (CPOE) systems
- Patient safety and clinical quality
- Public reporting, transparency, consumer driven healthcare

Survey Methodology

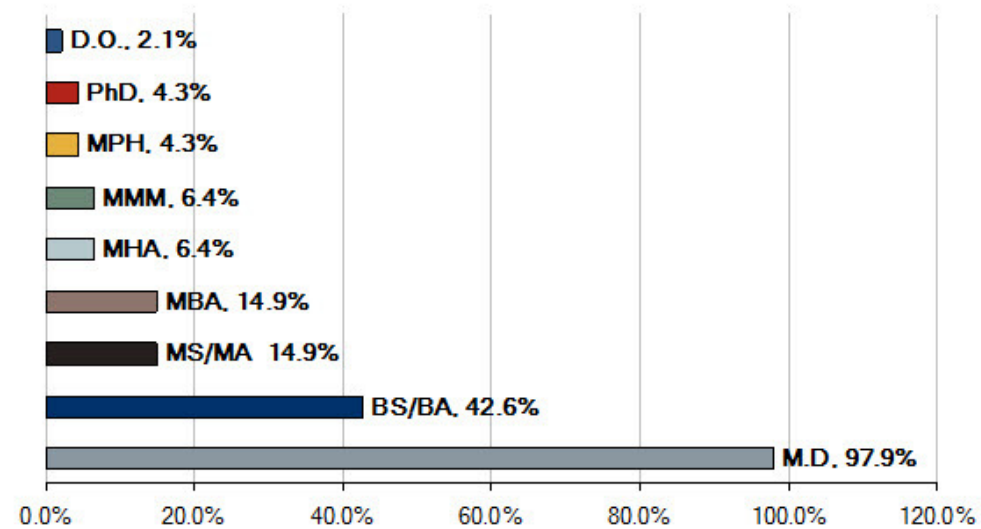
- Survey designed to gather information from physician IT leaders
- Conducted December 2010 and distributed to more than 100 CMIOs and Physician IT leaders
- Response rate was 48% with 48 physician IT leaders participating and representing 20 states

Participant Demographics

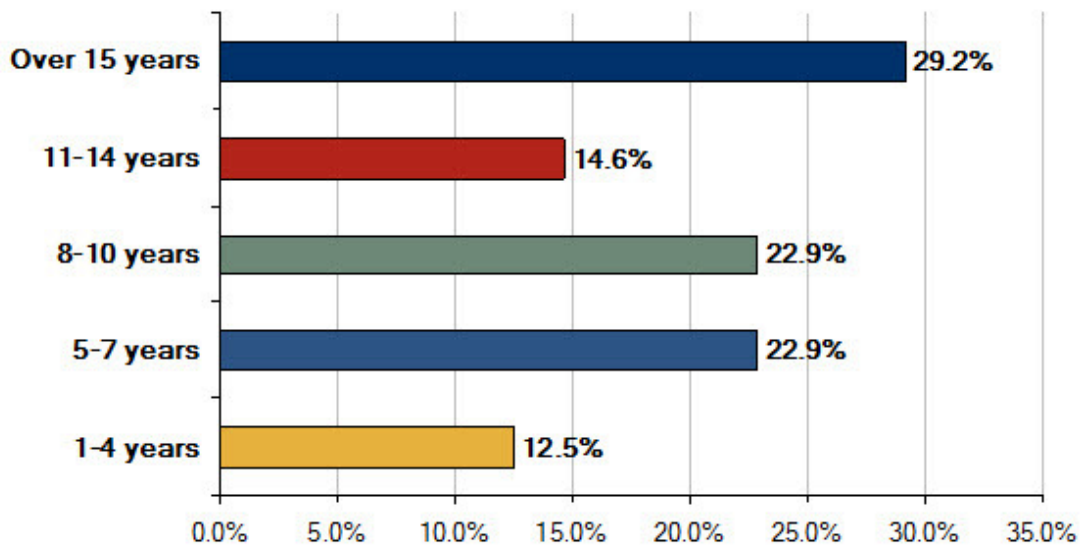
- 78% of the respondents are from hospitals, integrated delivery systems, academic medical centers or medical groups.
- 16% are from vendors, including disease management firms, and healthcare consulting firms
- 6% are from government or higher education
- 48% of the respondents have CMIO title, and 19% have Medical Director of Clinical Informatics title
- Other titles represented:
 - Chief Information Officer/VP
 - Chief Clinical Informatics Officer
 - Chief Healthcare IT Strategist
 - Chief Medical Officer
 - Chief Integration & Accountability Officer
 - Vice President, Healthcare Informatics
 - Vice President, System Design
 - Director, Biomedical Informatics Research



Degrees Represented

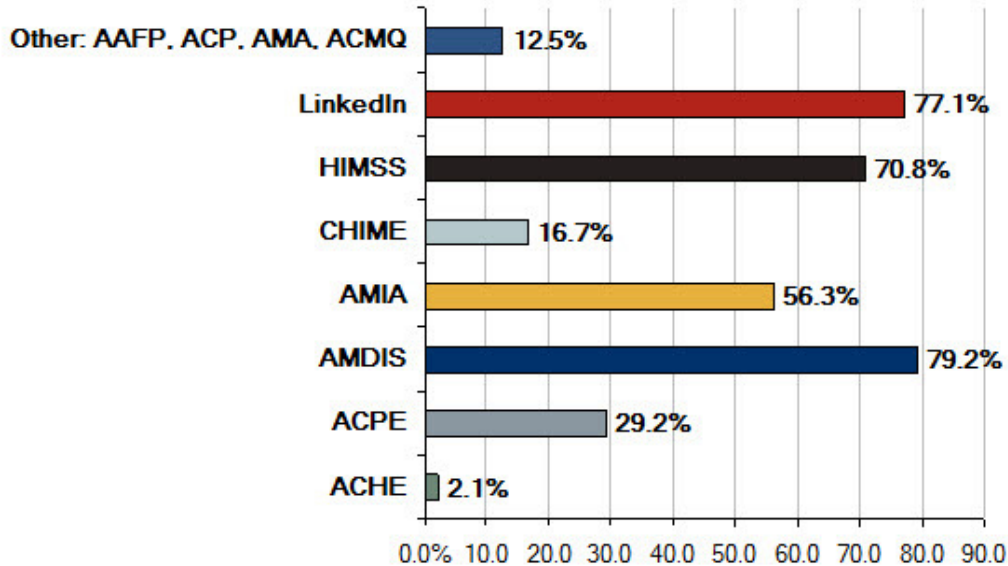


Number of Years in IT





Association Membership



Allocation of Time

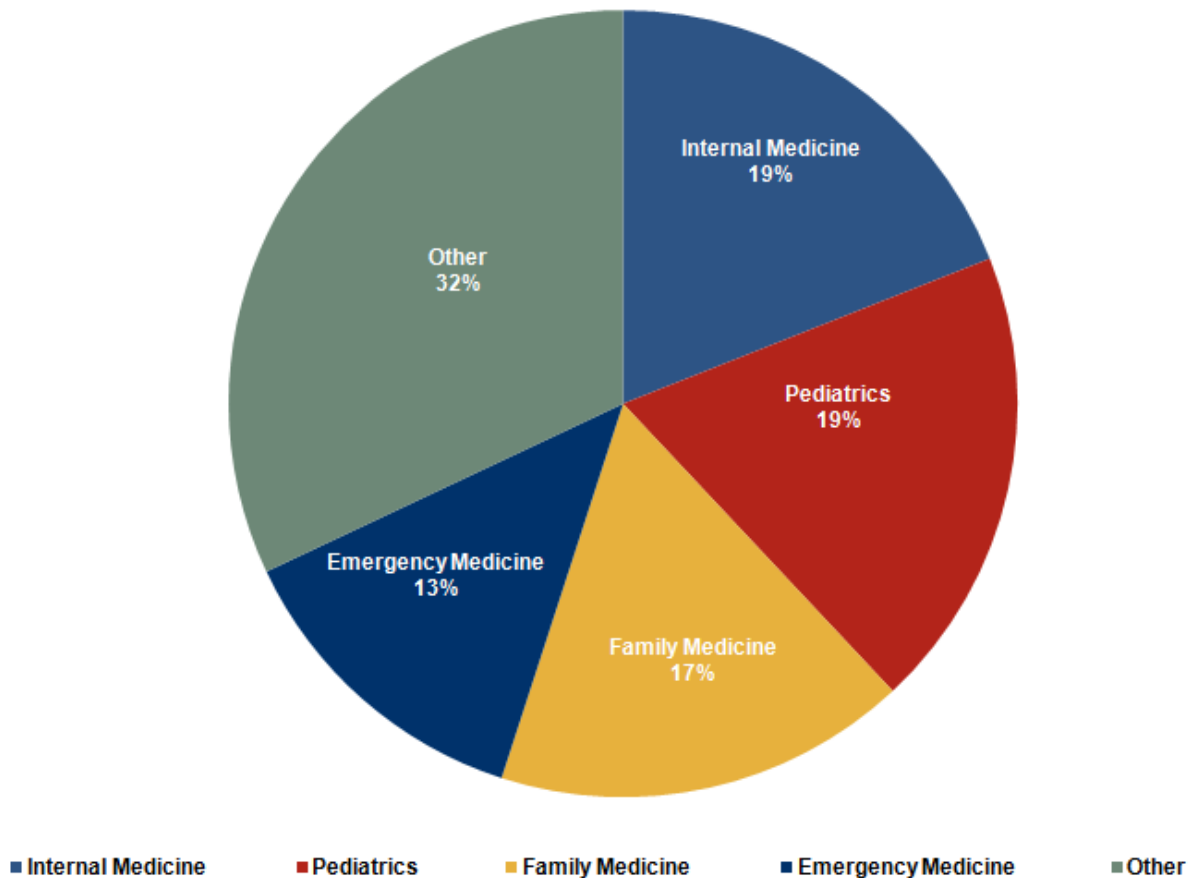
- Average time allocation is split 84% executive/IT 16% clinical
- 47% of respondents almost all their time on executive/IT responsibilities
- Other executive/IT time allocations were:
 - 7% spend 90%
 - 20% spend 80%
 - 6% spend 70%
 - 20% spend 60% or less

Staff Management

- 58% of the respondents have staff reporting to them ranging from one to 500
 - 11% have more than 250 employees
 - 18% have 14-25 employees
 - 25% have 10-15 employees
 - 32% have 5-9 employees
 - 14% have 1-4



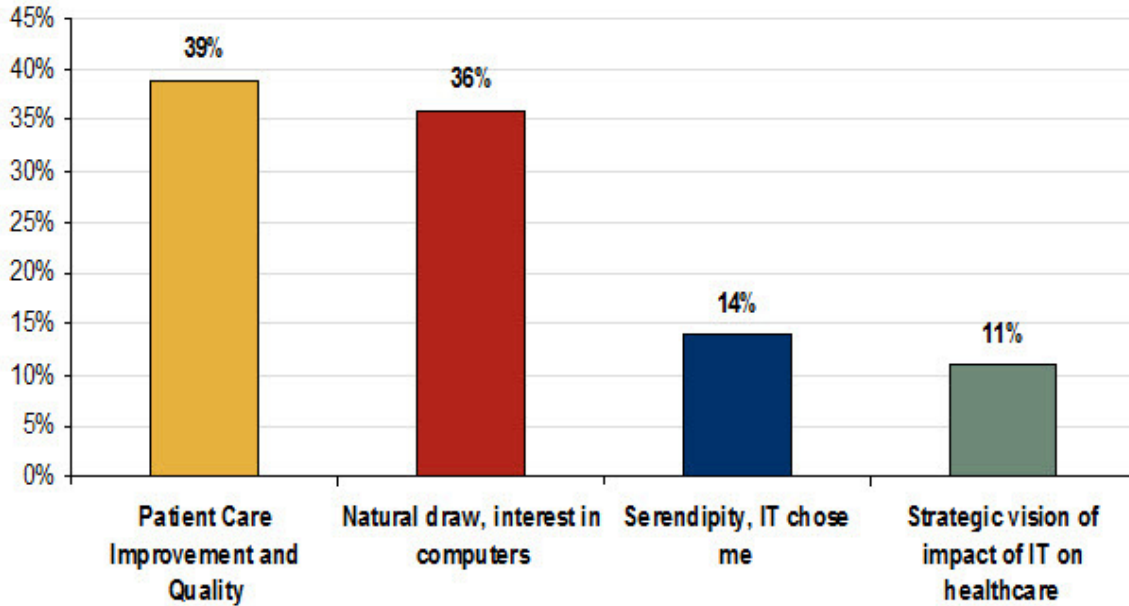
Medical Specialties Represented



- Other specialties include:
 - Gastroenterology
 - Hospitalist
 - Informatics
 - Internal Medicine/Cardiology
 - Internal Medicine/Pediatrics
 - Maternal Fetal Medicine
 - Ophthalmology
 - Pediatric Critical Care
 - Vascular Surgeon



Why IT?

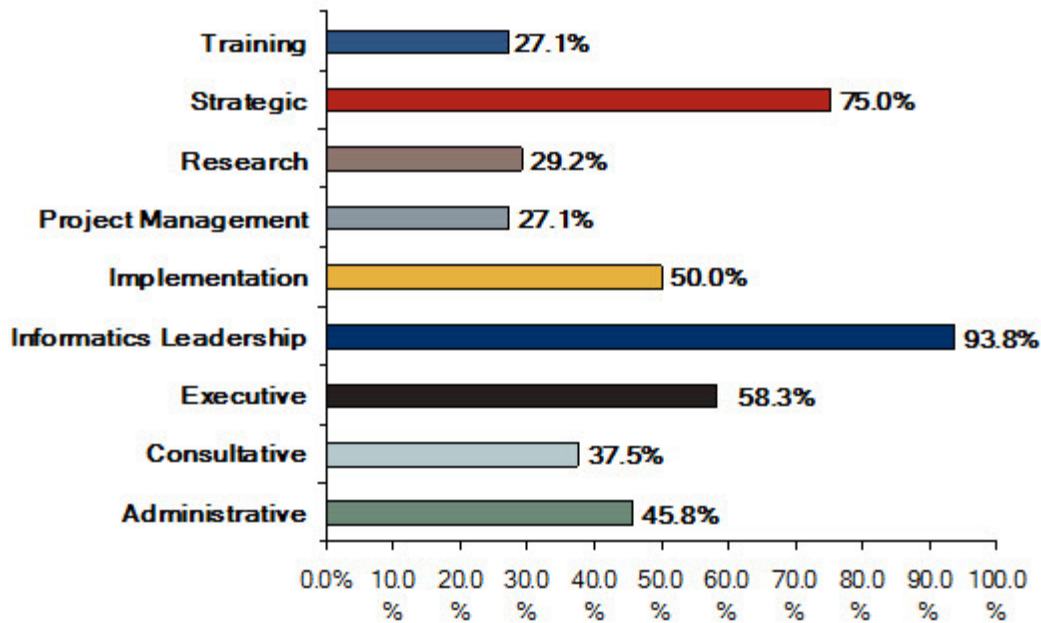


2010 Compensation

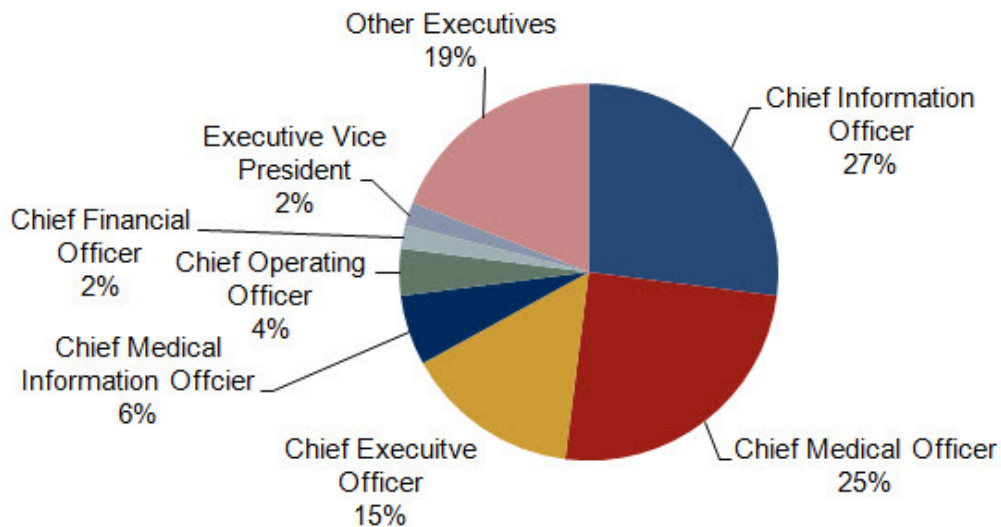
- Among all survey respondents, the average base salary was \$273,201 and the average total compensation was \$307,390
- The largest base was \$575,000 and the largest total compensation was \$635,500
- 77% received a bonus varying from 2% to 37%
- Other benefits and perks included auto allowance, travel, SERP or stock options



Physicians' Role in IT



Reporting Relationships



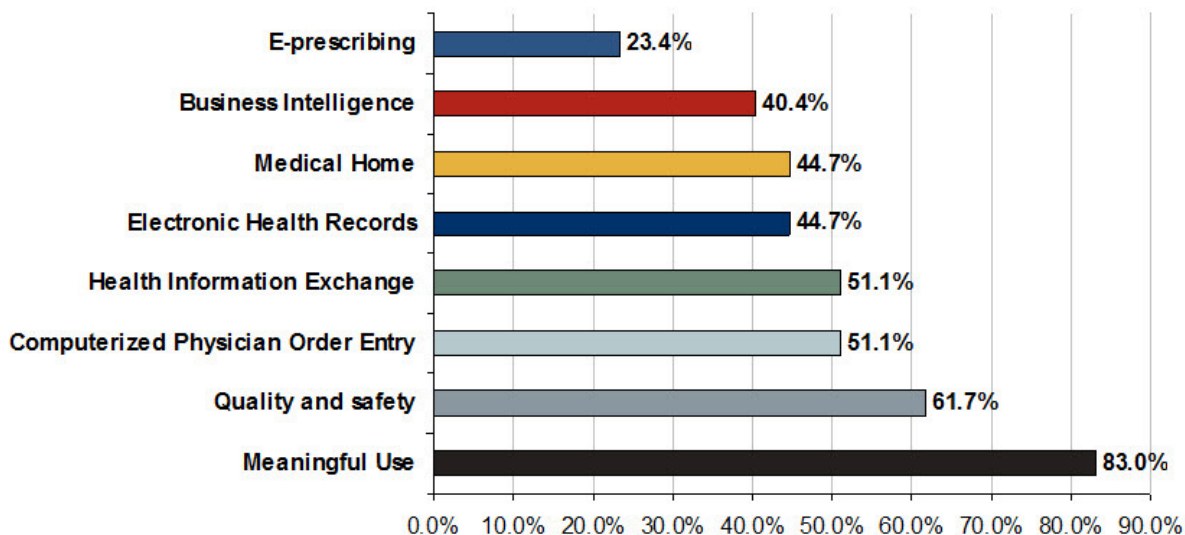


Ideal Next Position

73% of the participants mentioned their “ideal” next position

- 26% said their current role is their “ideal” job
- 11% want to be a CMIO
- 9% want to be a CIO
- 6% want either a CEO or COO position
- Others mentions include:
 - Clinical Practice Officer
 - Head of Bio-Informatics
 - Clinical IT Patient Safety Officer
 - Head of Strategy
 - Consulting

Key Trends Impacting Physicians



- Consumer driven healthcare, ICD-10, Mobile computing, privacy and security and telehealth were mentioned less than 20%
- Other trends mentioned
 - Health Reform
 - Patient participation and empowerment
 - Healthcare expenditures and cost trends
 - Accountable Care Organizations
 - RAC reviews and case management
 - Quality reporting and pay for quality
 - Increasing complexity of the healthcare system and IT environment



Barriers to Success in IT

- Poor leadership skills, lack of experience leading people, or being part of a team.
- Lack of clarity between roles of CIO, CMIO, CTO, etc.
- Being pulled between clinical and informatics roles
- Often treated as not “real IT people” by some in IT
- More openings than there are informaticists
- HIPAA, security concerns are biggest barriers in coming years
- Transformed “processes” are more important for success
- Lack of established training criteria, lack of understanding of informatics by healthcare leadership
- Lack of management, lack of deep knowledge of IT
- Being seen as a credible business person with healthcare and not just a clinician, trust issues
- Must learn the language of administration as well as IT
- Lack of funding and financial resources
- Conflict of personality and demands

Recommendations for Success

- Need clinical exposure, understand clinical workflows – certainly before moving into IT
- Get formal training – at least an MBA, or degree in Informatics
- Make sure you are properly resources, don’t take a “project “ mentality, EMRs are a long-term journey
- Go through a Physician Leadership Training program, then Informatics
- Focus on real problems and then solve them
- Collaborate, culture is king
- Need to understand the business side of healthcare
- Experience counts, be a champion of change
- Don’t worry about your technical IT skills, get manager/leadership training
- Team work and consensus building are keys to success
- Training, full engagement, passion
- Make patient safety and continuous quality improvement your highest priority

Value of Clinical Training

- Understanding of physician workflow and mindset, clinical processes
- Relationships with physicians, credibility with peers
- Use medical expertise to help generate solutions to issues
- Relate to clinicians and “translate” between clinicians and IT people
- Ability to leverage the access to clinical and operational data to improve patient outcomes



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Conclusions

- Over 29% of respondents have been in IT for over fifteen years
- 83% view Meaningful Use as the key trend impacting their role and the delivery of healthcare
- Average base salary was \$273,201 and average total compensation was \$307,390
- 93% view their role as Informatics Leader
- 27% report to the Chief Information Officer, 25% report to the Chief Medical Officer, 15% report to the Chief Executive Officer
- Over 50% of respondents have a Masters degree, 14.9% have MBAs
- Internal medicine (19%) and Pediatrics (19%) lead as medical specialties
- 39% chose IT because of patient care, improvement and quality factors
- 47% of the physicians spend close to 100% on executive and IT responsibilities
- 79% are members of Association of Medical Directors of Information Systems (AMDIS)
- 58% of the physicians have staff reporting to them

FOR MORE INFORMATION, CONTACT:

Individuals are welcome to cite this survey study and any of the findings as long as the information is attributed to SRA 2010 CMIO and Physician IT Survey. Bonnie Siegel, FHIMSS, Partner, Sanford Rose Associates- Charleston, 843-579-3077 x6, bsiegel@sanfordrose.com, www.sanfordrose.com/healthcareit