

CANADIAN EMR

2010 MEDIA KIT



CanadianEMR

CanadianEMR is an authoritative and widely recognized national resource for physicians, medical office staff, healthcare planners, government organizations, and vendors of EMR systems.

The CanadianEMR website has become the most trusted source of information on Electronic Medical Records in Canada; the EMR Ratings system is used by the leading provincial EMR Health Programs, including OntarioMD, PITO (BC), POSP (Alberta), and the Canadian Medical Association. CanadianEMR offers a valuable platform to connect with physicians, practice managers, and other healthcare professionals with significant collective purchasing power.

The platform enables Canadian physicians to:

- Compare EMR systems head-to-head using the proprietary CanadianEMR Comparison Engine and select the EMR system that best suits the needs of their practice.
- View detailed information about EMR companies and products in the Vendor Profile section.
- Rate the EMR systems based on the trusted CanadianEMR five-star rating system: five measures of quality established with the EMR Vendor community and provincial medical associations.
- Identify and access companies that provide products and services to support EMR based physician practices in the Vendor Resource Directory.

Key Program Features

- EMR Vendor Directory
- Detailed Physician EMR Ratings
- EMR Comparison Engine
- Verified Physician Community
- Healthcare Technology Resource Directory
- Educational Podcasts
- EMR & Healthcare Technology Blog
- RSS News Feeds
- eNewsletters
- Podcasts



eNewsletter

CanadianEMR enables you to reach a broad demographic of medical professionals nationally, across many different specialties.

The CanadianEMR eNewsletter is published 22 times annually and reaches 1,900 subscribers, representing over 5,000 Canadian physicians and 14,000 office staff with an intention to purchase an EMR system. The eNewsletter also reaches practice managers and senior managers in government, hospitals, and health ministries across Canada.

The objective of the CanadianEMR eNewsletter is to report on timely relevant information of importance to physicians and their practice teams, as well as any organization, company, or service provider that supports the medical practice.

Topics range from purchase and operational guidance to national policy issues — drawn from a wide network of physicians and healthcare system contacts.

Always topical. Always relevant.

Always user focused.

eNewsletter

March 31st, 2009 Follow CanadianEMR on LinkedIn and Twitter!  

CANADIAN EMR



WELCOME TO THE LATEST ISSUE OF OUR eNEWSLETTER.

This week we've got information on how faxing affects medical practices, including some feedback from a number of physicians. And as always, we have the latest CanadianEMR podcasts, blogs and site updates.

FEATURED ARTICLE

As you may know I am very interested in ways that Information Technology can be used to improve clinical outcomes as well as improve the overall efficiency of a medical practice. At times CanadianEMR has focused on "big picture" issues and advanced technology challenges. In a recent blog entry, I published some feedback from Dr. Chris Outram a family physician in BC, on the issue of incorporating incoming faxes directly into an EMR. This posting received a number of comments from users including:

"Use a fax number connected to a fax server to receive incoming faxes. Attach the image files generated by the fax server to the correct EMR." - **Mike LaChapelle**

"Fax Machine Reliability is problematic. The issue I found was that it could not receive from certain sending facsimile machines... newer networkable faxes can push received faxes." - **Dr. Ron Joe**

"The MDERA group in Calgary (see www.mdera.ca) developed what we called MDERA PaperLight tools, which are agnostic to the EMR - we have standardized a common interface that could be used by other EMRs." - **Dr. Steve Edworthy**

"He an engaging upon a broader strategy to eliminate modems and phone lines since they require lots painful support and slow down installs. You would be surprised at the number of installs that don't go live because the physician or clinic manager forgot to order the required number of phone lines."

- **Martin Ross, VP of Technology for Healthscreen**

"I have a number of thoughts about fax to EMR technologies and processes, including multi-function hardware, fax servers, scanned documents and an inbound fax folder." - **Dr. Norm Yee**

Interest and feedback from our users on this issue reveals that IT issues confronting physicians can be very much a part of day-to-day workflow such as how to incorporate documents into an EMR. These kinds of practical problems mean that physicians are starting to deal with real life issues surrounding technology in the practice and are becoming more focused on IT as a tool vs. IT as the solution. These practical challenges need to be solved in order to get onto the more important issue of treating patients. **AB**

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LATEST BLOG ARTICLES

Alberta Announces Consortium to Migrate Patient Data to Three EMRs
A consortium formed by healthcare vendors BridgeForward Software, Inc. and Beacon Partners, Inc., has been awarded a multi-year contract by Alberta Health and Wellness – the government health program in Alberta.

Google Health Adds New Feature
Google's latest announcement touts the ability to share your health information with others.

Ophthalmologist Launches Podcast Series on Glaucoma
Multi-media tools have enabled Dr. Robert Schertzer to create a Podcast series entitled "Talking about Glaucoma."

SITE UPDATES

We will soon be recording our first 2009 Quarterly Roundtable Podcast focused on Chronic Disease Management and EMRs. I would like to encourage you to submit a question that can be presented to panelists are part of the Q&A at the end of the podcast. If you have questions or comments, please email me no later than April 1, 2009 with your input.

Alan Brookstone, MD
Founder of CanadianEMR

CanadianEMR has 2,050 registered users
The CanadianEMR eNewsletter reaches an audience of over 1,400 subscribers across Canada

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LATEST PODCASTS

How to Setup and Run an EMR User Group
March 23, 2009
Featuring: Dr. Steve Edworthy and Dr. Norm Yee

The ABCs of Privacy Impact Assessments
March 12, 2009
Featuring: Jean Eaton

The Beginning Steps Towards EMR Capability
March 2, 2009
Featuring: John Wilkinson

View the entire list of Podcasts
All Podcasts on this page include a direct URL, link and embed codes.

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Advertising Mechanicals

Reference	Type	Rate	Freq	Pixel Dimensions
1	Embedded Full Banner Horizontal ad in the middle or end of the page.	\$400.00	Bi-Monthly	468 x 60 px
2	Sidebar One box ad in the right-hand column.	\$200.00	Bi-Monthly	180 x 150 px

eNewsletter

Publishing Schedule

eNewsletter Theme	Date of Publication	Banner Deadline	eNewsletter #
Document management strategies	17-May-10	12-May-10	Volume 4, Issue 9
Referral and consultation	31-May-10	26-May-10	Volume 4, Issue 10
Choosing an EMR for your practice	15-Jun-10	10-Jun-10	Volume 4, Issue 11
Patient recall and messaging	30-Jun-10	24-Jun-10	Volume 4, Issue 12
E-Prescribing	15-Jul-10	09-Jul-10	Volume 4, Issue 13
Remote monitoring for chronic disease	29-Jul-10	24-Jul-10	Volume 4, Issue 14
Working effectively with your EMR vendor	16-Aug-10	10-Aug-10	Volume 4, Issue 15
Closing down a medical practice	15-Sep-10	10-Sep-10	Volume 4, Issue 16
Locums and EMRs	14-Oct-10	24-Sep-10	Volume 4, Issue 17
Accessing your EMR from home	28-Oct-10	08-Oct-10	Volume 4, Issue 18
Power outages — management strategies	28-Nov-10	22-Oct-10	Volume 4, Issue 19
Use of tablets with an EMR	16-Nov-10	12-Nov-10	Volume 4, Issue 20
Clinical decision support	30-Nov-10	26-Nov-10	Volume 4, Issue 21
Backup strategies for EMRs	15-Dec-10	10-Dec-10	Volume 4, Issue 22

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1441 East Pender Street
Vancouver, BC V5L 1V7
Canada

Alan Brookstone
Founder & CEO
604 247 0400
abrookstone@cientis.com