

Pediatric Health IT Testing & Certification for Office Practicum:

A Case Study in Market Differentiation and Commitment to Child Health Outcomes

Pediatrics is a highly specialized field. Child health outcomes are improved when pediatricians have access to information and functional capabilities beyond what may be provided by EHRs that focus primarily on adult care. And while many EHRs support pediatric care by following voluntary requirements set forth by several organizations—this effort may not be enough to provide pediatric clinicians with the capabilities they need to track, assess, and improve the health of their patients.

Office Practicum (OP), a leading pediatric-specialty EHR provider, aims to differentiate itself from the numerous EHR offerings in the market.

Above and Beyond High-Level Voluntary Requirements

Office Practicum recognized that the current voluntary pediatric requirements set forth by the Office of the National Coordinator for Health Information Technology (ONC) were insufficient in addressing the unique needs of pediatric patients.

OP's goal was to tackle the common issue of EHRs treating children's requirements as if they were merely "young adults" while also demonstrating their unwavering commitment to improving child health.



Lead the Way and Be the First

Office Practicum joined the Drummond advisory panel to develop a set of pediatric EHR requirements that aligns with the functionality that pediatric practices need for the most optimized clinical, operational and financial success. The goal of the panel was to advance health IT for pediatric clinicians to facilitate improved child health by:

- Developing an independent, impartial 3rd-party testing and certification program,
- Providing an advanced reference set of requirements to encourage EHRs to provide more pediatric-focused solutions, and
- Enabling Pediatric EHR customers to differentiate between vendor solutions helping them make informed decisions.

Throughout the process, Office Practicum shared they received exceptional support and service from the Drummond team, including weekly touchpoints and comprehensive documentation. This support and guidance was one of the reasons Office Practicum was able to successfully achieve baseline certification in the Ambulatory Clinical Setting.

They also demonstrated optional Advanced Achievement criteria, including Care Team/Planning Level 2, Advanced Immunization, Quality Reporting Level 4, Data Exchange & Interoperability Level 5, Medication Management Level 3, and Well Child Care Level 5.

Advanced Achievement badges are optional. Vendors can choose to support some or all requirements within an Advanced Achievement badge and receive a weighted score between 1 to 5, with 5 being the highest.

The purpose of the Advanced Achievements is to recognize vendors for advanced pediatric EHR features to help accelerate advances in health IT for children while giving pediatric clinicians a better understanding of vendor differentiation.

Success: Commitment Demonstration

Office Practicum's commitment to addressing the unique needs of pediatric patients has positioned the company as a market leader in pediatric health IT. As the first EHR with successful program completion, Office Practicum can now provide prospects and customers with impartial 3rd-party proof that their system goes above and beyond voluntary government pediatric criteria.



Their successful participation helps Office Practicum to differentiate itself from competitors, resulting in increased market confidence and proof its solution does what it claims. Office Practicum intends to maintain this competitive edge through continuous product development that meets the evolving needs of pediatric care.

Actionable Takeaways

OP was one of the leading EHR companies, along with pediatric clinicians and informaticists whom Drummond worked with to identify gaps in existing industry standards. OP was one of the initial pilot participants whom Drummond worked with collaboratively to refine the test scripts for pediatric certification.

OP established a clear vision and commitment to the unique needs of their target market and users in order to develop differentiation and competitive advantage.

OP achieved impartial third-party validation for their EHR to help differentiate it in a crowded market and instill market confidence.