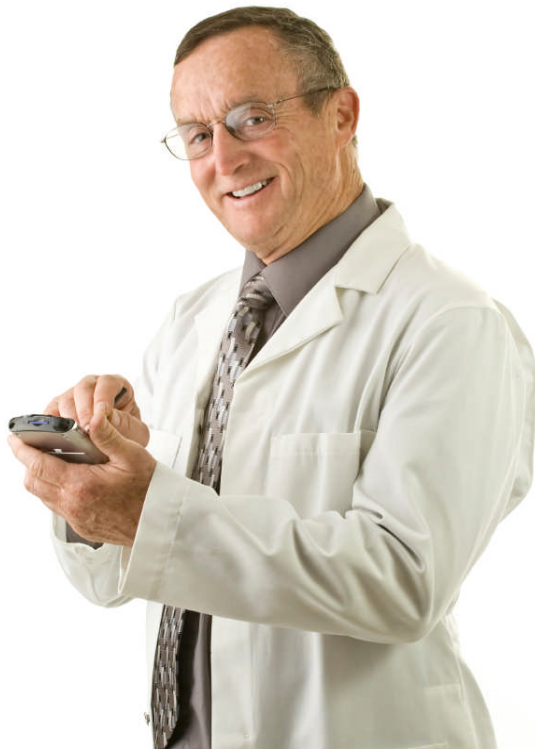


**BRAND YOUR PRACTICE IN THE EHR AGE
AS A MEDICAL HOME**



Meaningful Medicine

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BRAND YOUR PRACTICE IN THE EHR AGE AS A MEDICAL HOME

John A. Schmidt, Jr. M.D.

The age of Electronic Health Records (EHR) is upon us. This seminar will discuss how a Medical Home will differentiate a practice from its competition by enhancing patient care, doctor/patient communication, as well as doctor-to-doctor communication. The speaker will discuss how to leverage the value of a Medical Home to attract and retain patients, in addition to establishing a physician(s) and practice as a thought leader.



When the patient's provider team is linked by a secure, HIPAA-compliant, Internet-based data-sharing tool, it constitutes a Medical Home. While in industry, Dr. Schmidt used information technology to build multidisciplinary teams to achieve objectives quickly and efficiently. Now that he is in a practice setting, he has been rapidly implementing IT solutions to achieve better medical outcomes for his patients and better financial outcomes for his practice. Case studies will be presented that will demonstrate a Medical Home's:

- Value to your practice
- Value to patients
- Roles and responsibilities
- Boundaries and scope
- Avoiding disruptions
- Business upsides
- Price points, timelines, barriers to adoption and consequences for late adopters
- Technological requirements including EMR, Patient Portals, and Health Information Exchanges
- Role of hospitals
- Role of government
- Privacy vs. transparency
- Expanding the metaphor

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MEET JOHN A. SCHMIDT, JR. M.D.



Dr. John Schmidt is a Board Certified Internist returning to the practice of medicine after a career in pharmaceutical and biotech research and development. He is passionate about providing the highest level of care to his patients by taking a holistic approach to preventive medicine. Dr. Schmidt invests the time to develop a relationship of trust with his patients on both a medical and personal level.

As one of the first physicians to provide patients with a Medical Home in Monmouth County, New Jersey, Dr. Schmidt coordinates care for his patients. He works with their specialists and other healthcare providers to ensure that his patients have everything that they need to stay healthy and well. Dr. Schmidt accomplishes this by managing his patients' Personal Health Information. Specialists and other providers update Dr. Schmidt on the care they give so that he has a complete picture of what is going on in their Electronic Medical Record. Patients benefit from his proactive approach. The duplication of tests and procedures is minimized, as well as the risk of potentially dangerous drug interactions.

He is among the first to provide patients direct Internet access to their personal health information through a secure, password-protected, patient portal available on his website. Patients can view a complete record of their medical history, as well as schedule appointments, follow-up care, obtain prescription refills and communicate with Dr. Schmidt from the portal. Dr. Schmidt is a *Key Opinion Leader* (KOL) in the area of Meaningful Use Criteria as they apply to Electronic Medical Records. He provides complimentary advice to interested physicians as a member of the Allscript's Star Program. Information on the value of a Medical Home can be found on his blog at www.schmidtmd.com.

Before leaving the pharmaceutical industry, Dr. Schmidt authored or co-authored more than one hundred papers and abstracts in prestigious medical and scientific journals such as *The Journal of the American Medical Association*, *Science*, *Nature*, *The Journal of Clinical Investigation*, *The Journal of Immunology*, *The Journal of Experimental Medicine*, and *The Journal of Biological Chemistry*.

Dr. Schmidt was named *Healthcare Hero: Volunteer of the Year* by NJBIZ in 2011 for his work as an Internist for Parker Family Health Center, a volunteer-based, free health care facility in Monmouth County.

CREDENTIAL SUMMARY

- Bachelor of Science – St. Joseph's University, College of Arts and Sciences
- MD – University of Pennsylvania School of Medicine
- Internship and Residency in Internal Medicine – Hospital of the University of Pennsylvania
- Fellowship – National Institute of Allergy and Infectious Diseases, NIH
- Visiting Fellow – National Heart Lung and Blood Institute, NIH
- Diplomat – National Board of Medical Examiners
- Diplomat – American Board of Internal Medicine
- Licensed – New Jersey Board of Medical Examiners
- Member – American College of Physicians

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