The Informatics Training Pipeline from Education to Industry

Part 1: Industry Perspectives on the Career Development Needs of Informatics Professionals

Michael Cantor, MD – Director, Healthcare Informatics, Pfizer Inc
Rodney Hamilton, MD – CMIO, Informatics Corporation of America
Mary Speciale, AVP Training and Education, HCA

Facilitator: Ross Martin, MD, MHA – VP, Corporate Relations and Business Development, AMIA

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AMIA Industry Advisory Council (IAC)

- Provides a means for participation in and support for AMIA at an organizational level
- Memberships range from Basic ($5,000 per year) to Benefactor ($50,000 per year)
- 23 IAC members in 2013
IAC Members
Why Organizations Join the IAC

- Develop their people
- Get smart
- Stay current
- Find talent
- Influence policy
- Network with customers
- Connect with prospects
- Promote their brand
Perspectives from Industry

Michael Cantor, MD – Director, Healthcare Informatics, Pfizer Inc
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The 2012 Deloitte-AMIA Health Informatics Industry Maturity Survey

Insights on the State of Informatics in Health Care
Methodology

- AMIA provided access to AMIA leaders and members who reviewed initial drafts of the survey and provided recommendations on its design and approach.
- AMIA assisted with industry outreach as we sought participation from as many provider, life sciences and health plan organizations as possible.
- The survey was developed during the latter half of 2011 and launched in February 2012 and remained open for three months as a voluntary, fully anonymous, online survey.
- The survey contained over 45 questions targeting each industry sector with questions relevant to the sector; many of the questions contained multiple parts, resulting in a large pool of data.
## Sample Size by Health Care Sector

<table>
<thead>
<tr>
<th>Responses by Health Care Sector</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providers</td>
<td>73</td>
</tr>
<tr>
<td>Life Sciences</td>
<td>17</td>
</tr>
<tr>
<td>Health Plans</td>
<td>7</td>
</tr>
<tr>
<td>Others</td>
<td>16</td>
</tr>
<tr>
<td>Blanks</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>116</strong></td>
</tr>
</tbody>
</table>

**Note:**
- Only Providers, Life Sciences, and Health Plans were considered for the analysis. Others include EMR Software Providers, Government, Informatics as practiced in vacuum, Technology, and Informatics educators and research.
- Total number of responses from Life Sciences, Plans, and Provider segments: 100
- Of which, blank responses from:
  - Life Sciences: 1
  - Providers: 2

Source: Deloitte/AMIA Health Informatics Industry Maturity Survey-2012
Perceived Return on Investment (ROI)

Note:
- Survey participants were asked questions about the degree to which they agreed with statements related to the use of externally sourced electronic clinical data.
- Responses’ agreement are on a five-point Likert scale with the statement “There is a significant return on investment of using electronic sources of clinical data” with other statements around the sufficiency of their health informatics budget; access to sources of data; access to experienced informatics personnel; the cleanliness and comprehensiveness of available data; and the effectiveness of health informatics applications in helping to leverage their data.

Source: Deloitte/AMIA Health Informatics Industry Maturity Survey-2012
Organizational Support for HI

Note:
- Responses’ agreement are on a five-point Likert scale with several parameters related to organizational support of health informatics, including the adequacy of the organizations strategic vision; the alignment of informatics projects and that vision; the level of executive sponsorship; the inclusion of informatics in the organizations long-term plan; the adequacy of organizational informatics structures; the level of ongoing support for health informatics; and the adequacy of organizational oversight to support health informatics efforts.

Source: Deloitte/AMIA Health Informatics Industry Maturity Survey-2012
## Respondents’ Average Health Informatics Experience

<table>
<thead>
<tr>
<th>Industries</th>
<th>Average Health Care Experience</th>
<th>Average HI Experience</th>
<th>Responsible for Informatics/IT</th>
<th>Decision Making/Influencing Role *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providers (n=73)</td>
<td>18 years</td>
<td>13 years</td>
<td>61</td>
<td>71</td>
</tr>
<tr>
<td>Life Sciences (n=17)</td>
<td>15 years</td>
<td>13 years</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Health Plans (n=7)</td>
<td>19 years</td>
<td>11 years</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

* Remaining responses reported to have “no role” in decision making
# Reporting Structure of Health Informatics Activities

![Diagram showing reporting structure]

<table>
<thead>
<tr>
<th></th>
<th>Providers (n=73)</th>
<th>Life sciences (n=17)</th>
<th>Health plans (n=7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-suite executives</td>
<td>56</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Departments</td>
<td>2</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>(Marketing/Sales/</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information Technology)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No formalized unit</td>
<td>5</td>
<td>3</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Deloitte/AMIA Health Informatics Industry Maturity Survey-2012
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Thank You!

Ross D. Martin, MD, MHA
ross@amia.org

2012 Deloitte-AMIA Health Informatics Industry Maturity Survey is available at:
www.deloitte.com/us/hisurvey