

A. John Blair III, MD, to Present at eHealth Initiative HIE Forum

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FISHKILL, N.Y., July 12, 2011 /PRNewswire-USNewswire/ -- A. John Blair III, MD, CEO of MedAllies, will be among a select group of thought leaders to present at the July 15 eHealth Initiative 2011 National Forum on Health Information Exchange in Washington, D.C.

Blair will participate in a panel session entitled "How HIEs can Work with the Direct Project," which will explore the implementation challenges associated with the Direct Project as well as the benefits that can be derived from it. The group will discuss how Direct will help providers and hospitals qualify for meaningful use and encourage health information exchange.

Direct Project, a national effort to fast track electronic health information exchange, is spearheaded by the Office of the National Coordinator for Health Information Technology. MedAllies was one of only seven sites nationwide to launch a Direct pilot.

"I look forward to sharing what we learned during our Direct journey," Blair said. "I'm also interested in hearing insights from my fellow panelists."

Direct provides a simple, secure, scalable, standards-based way for participants to send authenticated, encrypted health information directly to known, trusted recipients via the Internet—an approach that will work across various EHR vendors. Some Direct pilots are moving data for lab transactions, some for public health reporting. In MedAllies' hands, Direct is a tool to advance primary care models that emphasize care coordination and improved care transitions.

"The lack of coordinated care, one of the most pressing problems we face in health care, often stems from a lack of an appropriately secure flow of critical clinical information," Blair explained. "This has a negative impact on patient safety, care quality and costs." It is this challenge MedAllies' Direct addresses.

For more information about the eHealth Initiative 2011 National Forum on Health Information Exchange at the Omni Shoreham

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