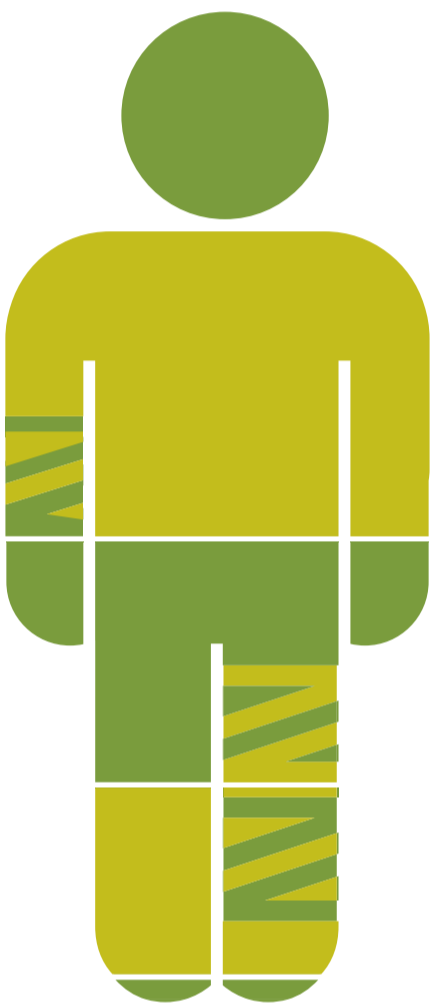# ASSET SHEET:

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**Visual System** | Color Palette

| Primary | Pantone | CMYK | RGB | HEX | Dark | Pantone | CMYK | RGB | HEX |
|---|---|---|---|---|---|---|---|---|---|
| | PMS 268 C/U | C81 M100 Y12 K2 | R89 G44 B129 | 592C81 | | PMS 2627 C/U | C83 M100 Y31 K35 | R62 G25 B82 | 3E1052 |
| | PMS 377 C/U | C58 M22 Y100 K0 | R121 G154 B61 | 799A3D | | PMS 357 C/U | C86 M40 Y93 K39 | R27 G86 B48 | 1B5630 |
| | PMS 583 C/U | C32 M13 Y100 K0 | R185 G191 B51 | B9C932 | | PMS 370 C/U | C66 M26 Y100 K9 | R99 G139 B24 | 638B18 |
| **Secondary** | | | | | | | | | |
| | PMS 2145 C/PMS 2935 U Epocrates | C100 M50 Y0 K15 | R15 G75 B145 | 0F4B91 | | PMS 294 C/U | C100 M92 Y26 K14 | R9 G44 B116 | 092C74 |
| | PMS 512 C/U | C53 M94 Y23 K6 | R134 G51 B117 | 863375 | | PMS 261 C/U | C67 M95 Y33 K22 | R96 G41 B95 | 60295F |
| | PMS 7406 C/U | C0 M18 Y100 K0 | R255 G207 B3 | FFCF03 | | PMS 7564 C/U | C11 M52 Y100 K1 | R222 G137 B10 | DE890A |
| | PMS Black 6 C/U/30% | C81 M71 Y59 K76 | R17 G23 B31 | 11171F | | | | | |

# PURPLE MINIS:

Developed for use as 300x250 units.

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**The Interoperability**

## Report Card

**61%** of physicians gave the health care industry a failing grade (D or F) for achieving interoperation. Only **14%** gave it a B or higher.

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## It's bad everywhere.

**Only 44%** can share patient information within and across the care organization where they predominantly practice.

Doctors note there is poor information flow during transitions at every point in the care continuum, even within the same organization.

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## Bring patients
into the mix?

The vast majority of patients a physician treats are also treated elsewhere — perhaps a driver of the fact that **93%** of physicians support a move to more patient-centered information exchange.*

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What's most important to improve care?

**79%** information access

**79%** security and privacy of patient data

**64%** universal patient information and consent management

**45%** price transparency

value-based care **28%**

## Access is crucial.

An EHR's ability to access relevant patient data from other EHRs ranked as high a priority as security and privacy of patient data.

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**77%** say medication lists are most often inaccurate or incomplete

**64%** say labs and imaging tests are most often inaccurate

## Inaccurate or incomplete data
during care transitions.

Doctors rated medication lists as the type of information most likely to be incomplete, inaccurate or unavailable.

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## Where are the barriers
to information flow?

The top factors cited as barriers to information flow:
**87%** blame EHRs' technical shortcomings
**62%** blame established obstacles from EHR vendors
**55%** blame obstacles from hospitals/health systems

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# Health Care Interoperability
## Gets Failing Grade

A national physician survey shows that 95% of physicians have experienced a delay or difficulty delivering medical care because patients' health records were not easily accessible or shared. Only 14% of physicians can actually access electronic health information across all care settings.

### The Interoperability Report Card.

**61%** of physicians gave the health care industry a failing grade (D or F) for achieving interoperation. Only **14%** gave it a B or higher.

**F**

**Only 44%** can share patient information within and across the care organization where they predominantly practice

### It's bad everywhere.

Doctors note there is poor information flow during transitions at every point in the care continuum, even within the same organization.

**What's most important to improve care?**

| | |
|---|---|
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### Inaccurate or incomplete data
during care transitions.

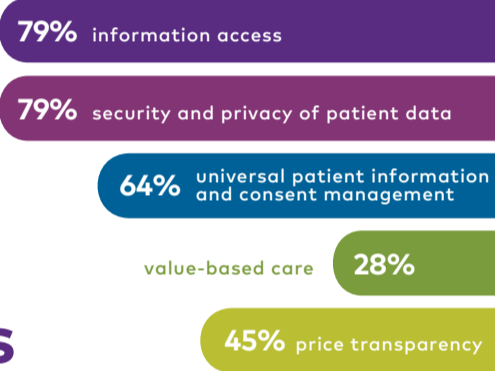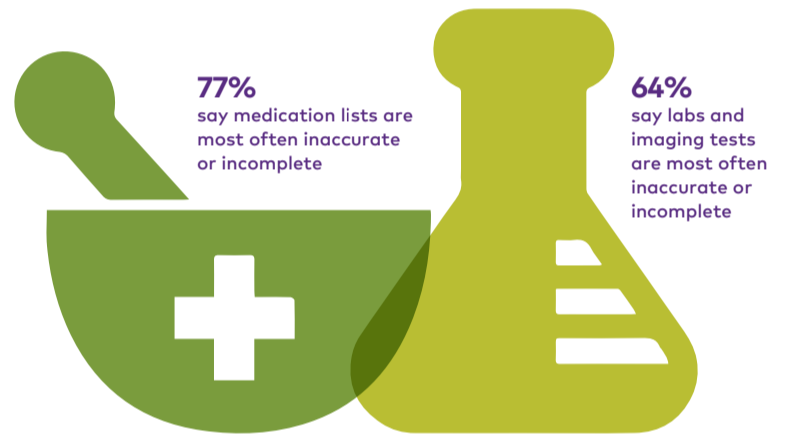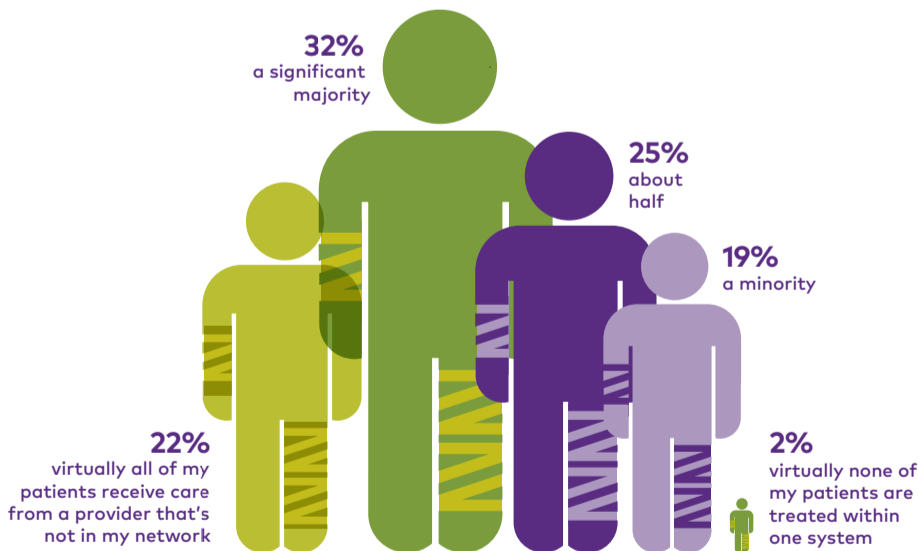Doctors rated medication lists as the type of information most likely to be incomplete, inaccurate or unavailable.

### Bring patients
into the mix?

The vast majority of patients a physician treats are also treated elsewhere — perhaps a driver of the fact that **93%** of physicians support shifting to a more patient-centered information model.*

**32%** a significant majority

**25%** about half

**19%** a minority

**22%** virtually all of my patients receive care from a provider that's not in my network

**2%** virtually none of my patients are treated within one system

### Where are the barriers
to information flow?

The top factors cited as barriers to information flow:
**87%** blame EHRs' technical shortcomings
**62%** blame established obstacles from EHR vendors
**55%** blame established obstacles from hospitals/health systems

## Taking the Pulse of Physicians Nationwide

This national survey was conducted in partnership with the leading market research firm EAS Planning from March 24th-April 2nd, 2015. It represents responses from a total of 2,922 physicians who use a variety of EHR systems and treat patients across hospital, clinic, and physician practice care settings.

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