

# AAFP Physicians Direct

AAFP Physicians Direct is an affordable and easy-to-use electronic messaging service for physicians that:

- Enables physicians to share patient health data through a secure network.
- Breaks down communication barriers between health care providers.
- Accelerates the digital transformation of the nation's health care system.

## The Benefits

- Improve communication among providers
- Enhance continuity of care
- Support achievement of Meaningful Use
- Advance the Patient-Centered Medical Home

## The Technology

AAFP Physicians Direct is built on the Surescripts Network for Clinical Interoperability, making the new service available to family physicians and other health care providers nationwide. The AAFP, Surescripts, and many other organizations have collaborated with the federal government to create the standard protocols to make this type of electronic clinical communication possible.

## The Cost

Unlimited messaging per physician: \$15 monthly

### A Health IT Building Block of the Patient-Centered Medical Home

Continuity of Care and Team-based Care

- A recent study reports only 34.8% of specialists receive information on referred patients and only 62.2% of primary care physicians report receiving reports back from the specialist.<sup>1</sup>
- A recent survey found many doctors and patients believe key information is lost in their health care conversations.<sup>2</sup>

<sup>1</sup> O'Malley AS, et al. Referral and Consultation Communication Between Primary Care and Specialist Physicians. *ARCH INTERN MED/VOL 171 (1). Jan 10, 2011*

<sup>2</sup> Markle Survey on Health in a Networked Life 2010. [http://www.markle.org/sites/default/files/20110110\\_HINLSurveyBrief\\_0.pdf](http://www.markle.org/sites/default/files/20110110_HINLSurveyBrief_0.pdf) Accessed: Feb 08, 2011.

*“Family physicians who use Amazing Charts EHR now have an innovative and new way to connect electronically with their colleagues, which removes a long-standing barrier to continuity of care. Since the majority of Amazing Charts EHR users offer primary care services, AAFP Physicians Direct will allow them to communicate more effectively with specialists and other health care providers to whom they refer patients.”*

— Jonathan Bertman, MD, FAAFP  
Founder and CEO of Amazing Charts

*“Medical record information exchange in the U.S. has not been able to expand beyond the fax machine for more than 90% of medical practices and their patients. This initiative by Surescripts and the AAFP could prove transformational by finally overcoming most of the pervasive obstacles that have prevented progress up until now. Finally, here is an initiative that promises practical transfers of patient’s information at a fraction of the cost and hassle of most current efforts. It can also deliver working solutions in an almost immediate time frame rather than having to wait for years. We simply do not have years to wait for positive change in our healthcare system.”*

— Randall Oates, MD, FAAFP  
President, SOAPware, Inc.

*“Technology plays an important role in ensuring patients get the best quality care in a timely and cost-efficient manner. AAFP Physicians Direct will make it easier for doctors in all types of practices to take that next step toward enhancing their communication with other health care providers for the good of their patients.”*

— S. Hughes Melton, MD, FAAFP  
AAFP’s 2011 Family  
Physician of the Year

*“e-MDs strongly supports the AAFP Physicians Direct initiative. It will be an affordable and easy-to-use method of sharing key clinical data between providers.”*

— Michael Stearns, MD, CPC, CFPC  
President and CEO of e-MDs, Inc.