

**McDowell Research Center
for Global Information
Technology Management**

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Mission Statement

- The McDowell Research Center (MRC) is dedicated to the study of adoption, implementation, and management challenges in utilizing Information Technology (IT) in Healthcare. Topics include barriers to adoption, process concerns, critical success factors, and implementation strategies for IT in healthcare.
- The MRC will continue to examine global issues of IT management. Topics include: return on IT investment, outsourcing, and privacy & security.
- The MRC will offer programs for both for-profit and non-profit organizations at regional, national, and international levels.

**McDowell Research Center 2009
Accomplishments and Plans for Next Year**

By Dr. Prashant Palvia, Director



Now completing two years of operation, I am pleased to report that the MRC has accomplished several goals in its second year. I highlight some of these here. Building on our existing strengths and emerging opportunities, the Center has refined its mission to focus on Information Technology issues in Healthcare, while at the same time continuing to examine global issues. Specific areas in “IT in Healthcare” include adoption, process concerns, critical success factors, and implementation strategies. Consistent with this mission, the Center targeted its research grant program exclusively on “IT in Healthcare”. Fifteen quality proposals were received, of which four were funded after careful review by the center staff. The abstracts of these research studies, both from the current year and last year, are now available on our web site, <http://mrc.uncg.edu>.

The Center initiated its first major research project: Critical issues in Healthcare Information Technology Management, which surveys healthcare CEOs and CIOs about important concerns with regard to information technology. The study will provide baseline results that will help us and others conduct deeper investigation.

The Center held two public lectures as part of its lecture series: by Holt Anderson of NCHICA (North Carolina Healthcare Information & Communications Alliance) and Robert McDowell of Microsoft Corporation. Both were well received and well attended.

Other accomplishments include:

- The MRC staff met with several agencies to discuss collaboration possibilities. These include Moses Cone Health System, NCHICA, Eagle Physicians, Center for GIScience & Health at UNCG, School of Health and Human performance at UNCG, SAS, and SERVE at UNCG.
- A seed grant proposal prepared by the MRC was funded by the Dean’s Research Scholar program, titled: Cyber-Control in Authoritarian Regimes: An Institutional Perspective.
- Submitted a grant proposal to NSF titled: “Cyber-Control in Authoritarian Regimes: An Institutional Perspective.” Also submitted was a grant proposal to the University of Minnesota titled: “Integrative Leadership Challenges in Mobilizing Health Care Information: The Case of NHIN.”
- Initiated a “Research Support Program” for the Bryan School faculty which provides funding to cover research expenses.



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MRC 2009 Accomplishments

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- Sponsored the Global Information Technology Management Association (GITMA) world conference. This year's conference was held in Mexico City, Mexico, June 14-16, 2009. <http://www.gitma-la.org/>
- Sponsored the publication of the *Journal of Global Information Technology Management*. As a quarterly journal, four issues were published during the year. <http://jgitm.uncg.edu>
- Submitted a proposal/letter to President Obama and Governor Perdue. The letter outlines the Center's mission and capabilities, and offers assistance in "IT in Healthcare" initiatives.
- Co-sponsored the NCHICA AMC conference in Chapel Hill in March 2009. <http://www.nchica.org/Activities/AMC09/supporters.htm>
- Sponsored the "IT for Girls" workshop for high school students in May, 2009.

The center has several plans for next year. Besides continuing activities from the past, we will be seeking funding from external agencies and foundations. We will develop the McDowell Executive Research Panel (MERP) to obtain rapid input from hospital executives on IT in Healthcare issues. Several "white papers" will be published to report results from our research studies. Plans also call for developing a symposium for the local business and medical community.

If you have any feedback or ideas for the MRC to pursue, please contact us. We will be delighted to hear from you.

2008 MRC Research Grant Recipients Present at GITMA World Conference

Two of the five research projects funded by the McDowell Research Center in 2008 were presented at the 10th Annual Global Information Technology Management Association (GITMA) World Conference in Mexico City in June, 2009. Dr. Laura Hosman (University of California - Berkeley) presented her work on "Promoting Social Inclusion Through a Nation-Wide ICT-in-Education Endeavor: Macedonia Connects" which described the challenges that a government faces when attempting to provide free computers and Internet access for every public school in the country.

Dr. Monica Garfield (Bentley Uni-

versity) presented her work on "Business Models in Telemedicine" which described four different remote healthcare scenarios in detail and addressed the sustainability of each business model. These presentations help to serve the MRC's mission of studying the adoption, implementation, and management challenges in utilizing IT in Healthcare as well as global issues in IT management. Both research studies are strong examples of the practical impact of information technology in the real world. For more information on these and other research efforts sponsored by the MRC, please go to <http://mrc.uncg.edu>.

IT in Healthcare Research in Progress

The McDowell Research Center is currently conducting research in the area of IT in Healthcare. Because this is an emerging area, the research focuses on discovering the key issues facing hospital executives with regard to information technology. A survey was created by the Director and Fellows of the MRC and distributed to CEOs and CIOs of hospitals across the U.S. The survey asks executives to identify and then rank their critical technology issues (such as implementing electronic medical records, managing the cost of IT, IT support for insurance companies, etc.), rate which medical offshoring issues they are currently addressing, and identify the different characteristics of their hospital's organizational culture with special attention to risk and innovation.

The results will be presented in conferences and published as journal articles. A brief summary will appear in a future issue of The MRC Report. Preliminary results were presented at the 10th Annual GITMA World Conference in a panel entitled "Implementation Issues in IT Healthcare" by Dr. Prashant Palvia, Dr. Kevin Lowe, and Dr. Lakshmi Iyer.



MRC Lecture Series for 2008-09 Features Founder Robert McDowell and Advisory Board Member Holt Anderson

As part of its 2008-09 lecture series, the McDowell Research Center presented two separate and well attended lectures by members of its Advisory Board of Directors.

The first lecture, held on Wednesday, December 3, was presented by Advisory Board member Holt Anderson, Executive Director of the North Carolina Healthcare Information & Communications Alliance, Inc. (NCHICA). The title of his presentation was "The Transformation of Health & Healthcare in NC: Building a Foundation for Electronic Healthcare" and focused on the need for and efficiency in the use of electronic health records.

In addition to his work for NCHICA, Mr. Anderson is a consultant to the Quality Care and Performance Improvement Committee for the NC Medical Society. He was a Governor's appointee to the Southern Technology Council and the Southern Governor's Association Task Force on Medical Technology. Mr. Anderson also served on the Social and Ethical Issues Task Force for NC Vision 2030 and on a NC General Assembly Legislative Study commission for Digitalization of the State Archives.

The second lecture in the series was held on Wednesday, April 22 and featured Robert L. McDowell, one of the founding Advisory Board Members of the McDowell Research Center and Vice President for Information Worker Business Value at Microsoft Corporation. The title of the presentation was "*The Challenge of Realizing a Return on Your IT Investment*" in which he spoke on how IT value is achieved through strong business leadership, not technology itself.



Holt Anderson

Robert L. McDowell joined Microsoft in 1990 to establish Microsoft Consulting Services and grew that organization to more than 1,200 people in more than 40 countries. From 1996-2000, he served as Vice President for Enterprise Business Relationships and later he became Vice President of Worldwide Services for both Consulting and Product Support. In 2002, he took on his current role in the Information Worker Group to help customers maximize their use of current Microsoft Office technologies.

McDowell is the author of several articles on the impact of information technology on business as well as the author of the books, "Driving Digital" and "In Search of Business Value: Ensuring a Return on your Technology Investment." He holds a B.A. in economics from Virginia Military Institute and a M.S. in business administration from Boston University. He is a founding advisory board member of the McDowell Research Center for Global IT Management in the Bryan School of Business and Economics at UNCG.



Robert McDowell

Dr. Prashant Palvia, Director of MRC, states, "We are so fortunate to have Advisory Board members who are not only accomplished in their areas of expertise but also generous in sharing their vast knowledge on IT management." The lectures are part of an annual series presented by MRC. For more information about upcoming lectures please contact Rodney Ouzts at 336-334-4346.

Interested in being a guest lecturer or have a recommendation for a future lecturer for our series? The MRC is always looking for CEOs and CIOs who are willing to share their practical experience in an academic setting.

MRC Funds Second Group of Research Proposals

The McDowell Research Center is pleased to announce the 2009 recipients of the annual McDowell Research Grants. Four grant proposals were funded for \$5000 each. The grant proposals were chosen from a pool of 15 applicants from the U.S. and abroad.

"There were some excellent proposals this year and we are very pleased to provide funding for these four outstanding choices," states MRC Director Prashant Palvia. "Our committee was very happy with the quality of what was submitted and the fact that this year, we were able to focus on the timely and pressing issue of 'IT in Healthcare'."

Titles and recipients of the 2009 MRC Research Proposals funding are:

- "An In-Depth Case Study of Successful vs. Unsuccessful EMR Implementations: Mis-alignments vs. Organizational Change" – Dr. Mary Sumner, Southern Illinois University, Edwardsville.
- "Electronic Medical Records on the Front Lines: Post Adoption Task and Business Process Performance" – Dr. Virginia Ilie, University of Kansas.
- "Reliability and Validity of Articulation Assessment by Telepractice" – Michael Campbell, M.S., MBA, CCC-SLP, Director of Speech & Hearing Program, UNCG.
- "Health Information Technology Adoptions Strategies Impacts on Productivity" – Dr. Eric Ford, UNCG, Dr. Timothy Huertra, Texas Tech University & Dr. Nir Menachemi, University of Alabama, Birmingham.

GITMA 2009 Highlights

The 10th Annual GITMA conference was held in Mexico City on June 13-16, 2009. The Program Chair, Dr. Pamela Dembla, the Local Chair, Gustavo Parés, and the Conference Chair, Dr. Prashant Palvia, organized a successful conference despite the challenges facing Mexico in the summer of 2009. While attendance was slightly lower than usual due to the H1N1 flu virus scare, what the GITMA attendees discovered in Mexico City was a world capital that had quickly and effectively dealt with the serious health situation and the city had returned to normal by the time the conference began. The keynote speakers at the event

included Dr. Seymour E. Goodman (Georgia Institute of Technology) who spoke on “The Perils of Cyberspace (and What Might MIS People Do To Make Things Better?)” and

Luis Derechin (JackBe Corporation) who spoke on “Mashups: How the Vision of a Start-up is Revolutionizing Enterprise Software.” Members of the MRC led a panel on “IT Implementation Issues in Healthcare.” The full proceedings, including all papers, can be found at <http://www.gitma.org/PROCEEDINGS.pdf>. All the participants of this year’s GITMA conference left with an extremely positive impression of Mexico, its capital city, and its rich cultural heritage, as well as a host of new friends. We look forward to seeing everyone in Washington, D.C., in 2010.



Dr. Prashant Palvia speaking in Mexico City, 2009

Save the Date!

**11th Annual GITMA
World Conference
Washington, D.C.**

June 20-22, 2010

www.gitma.org



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