



Chiropractic Physicians: Toward a Synthesis of Electronic Medical Records and the Society, Culture, Personality Model in the New Millennium

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ABSTRACT

Objective: The purpose of this paper is to synthesize the key concepts of electronic medical records and society-culture-personality relationship upon the educational practice as well as decision making of chiropractors in the new millennium.

Discussion: It is essential for doctors of chiropractic to be cognizant of the fundamental core of the society-culture-personality model as an organizational tool to conceptualize key features of electronic medical records technology. The new form of socially meaningful interaction established through electronic medical records technology may augment communication among the healthcare team and thereby could expand the quality of care.

Conclusion: Electronic medical records technology has the capability to provide the medium for chiropractors to foster improvements in the health care institution in regard to five components: availability, accessibility, affordability, continuity, and quality. (*J Chiropr Humanit* 2008;15:2-9)

Key Indexing Terms: Chiropractic; Medical Records Systems, Computerized; Sociology of Medicine.

INTRODUCTION

The explosive growth of electronic medical records (EMR) in the new millennium may influence the health care institution in its

totality.^{1,2,3,4} Indeed, Dean Rottinghaus, DC⁵ recently reminded the chiropractic profession to, “Imagine increasing the number of patients you see each day and eliminating some of those time-consuming office processes that direct your attention away from your patients and revenue streams.” Within the health care institution, several sub-systems may be affected; for example, the future professionalization of health care practitioners^{6,7} and the doctor-patient relationship.^{8,9}

The chiropractic profession is an integral part of the health care institution. Therefore, it is essential to place the diverse body of descriptive and empirical research on electronic medical records (EMR) technology and society, culture, personality

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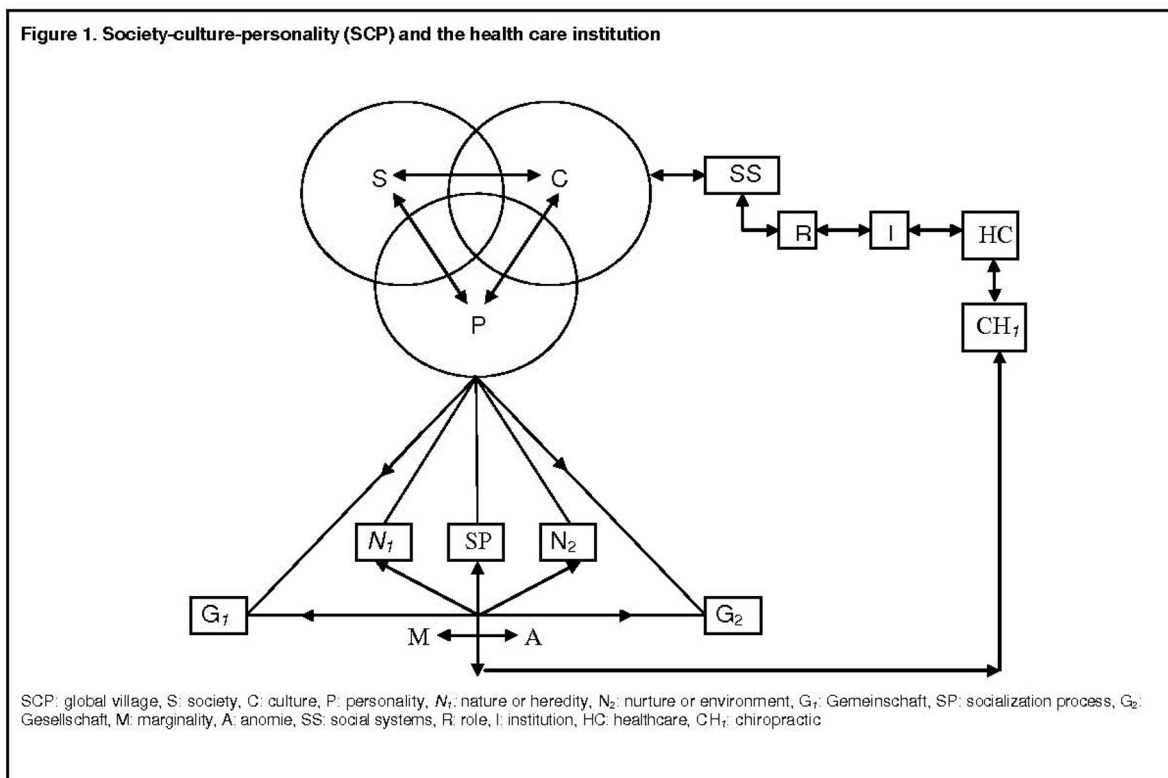
(SCP) relationships within a constructive type of theoretical framework. This perspective might assist chiropractors nationally and transculturally in the diagnosis, treatment, and prognosis of their future patients in a globalized world. Indeed, globalization and technology have certainly transformed the landscape of the health care institution in dynamic areas of society such as the quality of care, the availability of care, the accessibility of care, the affordability of care, and the continuity of care - factors that are intertwined and most essential in the practice of chiropractic medicine.^{10,11}

The Center for Disease Control and Prevention estimates that 29.2 percent of office-based physicians utilized EMR technology in 2006.¹² Despite this low number, there has been pressure from the federal government, managed care organizations, hospitals, corporations, and

patients that may soon lead to the universal adoption of EMR technology. President Bush highlighted the urgency for health care reform in his 2006 State of the Union Address, specifically the adoption of electronic medical records as integral to unify health care objectives of the 21st century.¹³ Additionally, IBM Corp became the first American Corporation to supply its 180,000 employees with a form of EMRs to encourage more physicians to adopt EMR technology.¹⁴ Recognition by the federal government and the private sector of the value of EMR technology underscores one major point. In the future, EMR technology can continue to play a large role in the delivery of health care.

Purpose of the SCP Model in Relation to EMR and Chiropractors

The SCP model (Fig 1) can be used as an organizational device for aiding



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