



Susan L. Turney, MD

# Wisconsin Medical Society launches DRconnection: a new resource designed to help patients and physicians

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The Wisconsin Medical Society launched its redesigned Web site last month, featuring an updated look, an improved search function, easier usability, and additional improvements and features. But perhaps the most exciting aspect of the new site is that it serves as an entry point to DRconnection, the Society's new physician information repository.

The launch of DRconnection marks a critical first step in the Society's initiative to promote practice-level quality improvement that will ultimately lead to real change in our health care system. By utilizing the data in DRconnection for quality improvement efforts like those of the Wisconsin Collaborative for Healthcare Quality, the Wisconsin Health Information Organization, and the Wisconsin Hospital Association, physicians will be able to get feedback on how their performance measures up against their peers. And that, along with tools currently being developed by the Society, will help in individual efforts to improve patient care.

In addition to its quality improvement role, DRconnection information has the potential to lead to significant administrative cost savings. Because

every physician will have the ability to maintain and transfer his or her own information to hospitals, clinics, state government, health plans, and other relevant entities on an ongoing basis, the need to update and maintain information in multiple databases across different health systems, hospitals, and regulatory offices will be eliminated.

That's the future of DRconnection. Meanwhile, right now DRconnection's on-line directory feature allows patients statewide to search for a physician by name, specialty, city, clinic, or ZIP code. And links to Checkpoint, Pricepoint, the Collaborative, various state government entities, and other resources help to make DRconnection a true "1-stop-shop" for physicians and patients alike.

DRconnection currently holds demographic data on all practicing physicians in Wisconsin including specialty, education, practice information, hospital affiliations, National Provider Identifier (NPI) number, and more. The information comes from multiple sources including our own membership database, the Department of Regulation and Licensing, the AMA, Wisconsin hospitals, and physicians themselves. Over time, we also hope to add board certifications, health plan information, and all physician-related information currently available to the public such as Medicaid provider data.

However, for DRconnection to reach its full potential and ultimately



**DRconnection**

DRconnection can be accessed by clicking on the DRconnection logo at [www.wisconsinmedicalsociety.org](http://www.wisconsinmedicalsociety.org). Please direct any questions to 866.442.3800 during regular business hours or e-mail [drconnection@wismed.org](mailto:drconnection@wismed.org).

have the greatest value for members, it is essential that data for every physician is comprehensive and current. That's where you come in. Later this month, all physicians practicing in Wisconsin will receive an oversized envelope labeled "DRconnection materials enclosed." It will contain your unique username and password, along with step-by-step instructions for verifying your information. Please watch for this envelope, and take a few moments to review your data. As a physician, you will be able to easily update your own demographic data on an ongoing basis. You may also authorize a designee to do so on your behalf, and Society staff will be working with clinic managers and others to facilitate this effort.

The Society's mission is ensuring that patients have access to high quality, cost efficient care. The development of DRconnection is a tangible step toward achieving that goal.

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