

## EXTENSION CENTER UPDATE

*As NYC Extension Center, PCIP would help local providers meet federal Meaningful Use requirements*

When President Obama signed the Recovery Act, he set an ambitious goal to modernize healthcare through electronic records within five years. To achieve this dramatic transformation on a short timeline, stimulus funds were set aside for both physicians who meet “Meaningful EHR Use” guidelines and for Regional Extension Centers to assist them in meaningful EHR adoption.

*“The key to Meaningful Use is to know how to measure for performance and to be able to give feedback to providers.”*

*– National Health IT Coordinator  
David Blumenthal*

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### Why Extension Centers?

The Department of Health and Human Services realizes that even with financial support, individual physicians need direct technical assistance to meet Meaningful Use requirements. After all, providers went into medicine to care for patients, not to oversee major IT projects.

Designed to replicate the success of projects like PCIP on a national scale, the Extension Centers will be non-profit, vendor-neutral organizations with a deep knowledge of EHRs. Their expertise will help local practices of all sizes meet the federal requirements, ensuring that those who qualify receive Meaningful Use payments.

### What’s Next for PCIP

PCIP submitted a full application to serve as the NYC Extension Center through the Fund for Public Health in NY, and we expect to hear a final funding decision by the end of 2009. The NYC Extension Center will expand PCIP’s abilities to reach even more providers across the five boroughs and offer training services to the entire NYC medical community.

In addition, PCIP will work in partnership with other Regional Extension Centers, including the New York eHealth Collaborative, which would serve the rest of New York State. This collaboration will allow practices across the country to share information and learn from each other.

Existing PCIP practices still under their two year contract will be “grandfathered in” to the new Center and can take

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## TAKE CARE NEW YORK 2012



**Dr. Thomas Farley, Commissioner, DOHMH**

Thomas Farley, the newly appointed NYC Health Commissioner, recently unveiled the next phase of the city’s comprehensive health policy agenda alongside Mayor Michael Bloomberg: Take Care New York 2012. The new agenda, an update to the previous set of policies launched in 2004, focuses on improvements to 10 key areas of health. Working together, New York City aims to:

1. [Promote Quality Health Care for All](#)
2. [Be Tobacco Free](#)
3. [Promote Physical Activity and Healthy Eating](#)
4. [Be Heart Healthy](#)
5. [Stop the Spread of HIV and Other Sexually Transmitted Infections](#)
6. [Recognize and Treat Depression](#)
7. [Reduce Risky Alcohol Use and Drug Dependence](#)
8. [Prevent and Detect Cancer](#)
9. [Raise Healthy Children](#)
10. [Make All Neighborhoods Healthy Places](#)

Take Care New York 2012 takes a three-pronged approach: 1) developing and promoting laws and regulations to improve environmental, economic and social conditions that affect health (2) promoting access to high-quality preventive health care and (3) raising

*(Continued on page 2)*

## New Funding Available for Patient Centered Medical Home

*Most PCIP practices will qualify for payments if they submit a PCMH application*

Providers now have two more reasons to apply for Patient-Centered Medical Home (PCMH) certification. Empire BlueCross BlueShield and New York State Medicaid both recently announced plans to pay providers who meet the criteria, set by the National Committee for Quality Assurance (NCQA), by March 2010.

Almost all PCIP practices already meet the standards for PCMH Level I qualification thanks to PCIP's multi-site application and only need to complete the required NCQA documentation to be certified.

The PCMH model puts patients in the center of healthcare, changing them from passive consumers to vital partners. By using health IT solutions like EHRs, physicians then coordinate care to meet their needs.

Empire will pay each certified primary care provider based on the number of Empire patients they see and the level of certification they have achieved.

"Having Empire and Medicaid support this program validates what we've been doing -- helping providers use an EHR to transform care," says Amanda Parsons, PCIP Acting Assistant Commissioner. "We believe PCMH is a great model for health reform, and we have helped ensure PCIP providers meet the first level of requirements."

While all the details of the two programs are not available yet, PCIP strongly encourages all practices to submit their paperwork to ensure they are eligible.

**To sign up or find out more, contact Laura Breiner at [lbreiner@health.nyc.gov](mailto:lbreiner@health.nyc.gov).**

## Mayor Lays Out Public Health Priorities

*(Continued from page 1)*

New Yorkers' awareness of the best ways to improve their own health and the wellness of their communities. Within each of the 10 items, the health department has set ambitious and achievable targets for 2012.

PCIP, along with all providers adopting electronic health records, plays an important role in Take Care New York 2012. The first priority to "Promote Quality Health Care for All" renews the city's commitment to promoting EHRs, especially among physicians who treat New Yorkers with lower levels of health care access.

One policy goal specifically calls for reform of the health care payment system toward prevention. The health department will advocate for payments to reward improvements in health outcomes, preventative services, and the use of prevention-oriented EHRs. PCIP is already working toward this goal through programs like Health eHearts, which pays physicians based on specific quality measures reported through the EHR. In the future, the city hopes to demonstrate to payers the value of prevention, managing chronic conditions, and patient-centered care through data coming directly from EHRs.

Prevention-oriented EHRs also supply physicians and patients with all the information they need to focus on hypertension, smoking, depression and other NYC priorities during an office visit. DOHMH promotes blood pressure self-monitoring outside of medical settings at home and through community screenings, and PCIP will work with providers to make the most of clinical decision support when a patient at risk for hypertension is in the office. Similarly, the second goal to "Be Tobacco Free" will be achieved through public education campaigns, anti-smoking laws, and smoking cessation treatment suggestions built in to the EHR. These cooperative efforts have already succeeded in reducing the number of smokers in New York City, down from 21.5% in 2002 to 16.9% in 2007.

Thanks to these aggressive public health programs, New York City residents now have a longer life expectancy than the United States as a whole. Take Care New York 2012 and its community partners -- including many health care providers -- will continue this commitment for collective and individualized programs to improve health for all New Yorkers.

*The first priority to "Promote Quality Health Care for All" renews the city's commitment to promoting EHRs*

## Working Together: Urban Health Plan wins Davies



Urban Health Plan main clinic in the South Bronx

Thanks to an award-winning EHR and a lot of hard work, patient wait time has declined by 42% in one of their busiest departments (walk-in clinic) at Urban Health Plan (UHP), a network of federally-qualified community health centers in the South Bronx and Corona, Queens. Before implementing eClinicalWorks in 2006, the leadership at UHP knew that patients spent too much time waiting, but struggled to collect the information necessary to do something about it. The hard data from the EHR suggested that patients spent a lot of time waiting for an available prep room, creating a bottleneck that led to overall long wait times. After the clinic added more prep rooms, EHR reports showed exactly how much and how quickly wait times improved.

UHP's culture of ongoing self-scrutiny, empowered by a strong health IT infrastructure, creates real results for patients. UHP continually sets a positive example for other PCIP practices and was recently rewarded for its accomplishments with a prestigious HIMSS Davies Award of Excellence. The Davies Awards recognize organizations that excel at using EHRs and other health IT solutions to deliver quality healthcare.

UHP offers a range of specialties such as emergency care, dental care, and pediatrics, and handles over 200,000 patient visits every year. The majority of

these patients are from the surrounding neighborhoods in the Bronx and Corona, and the staff has 30 years of experience treating the historically underserved community with deep linguistic and cultural competence.

Because the entire staff regularly uses the EHR, administrators are constantly discovering new ways to improve. Dan Figueras, Chief Technology Officer, describes the EHR as a tool for organizational efficiency. "Oversight is crucial for almost everything you do, and it's impossible without an EHR," Figueras said. On the other hand, he says an EHR will not improve the quality of care

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without dedicated employees and a clear organizational mission.

According to Alison Connelly-Flores, Clinical Systems Administrator, an EHR shows its true benefits when an organization regularly reviews internal reports and uses the findings to adjust organizational and clinical processes. For example, Connelly-Flores looked carefully at data on how long patients were waiting for care and discovered the prep room bottleneck. Likewise, regular reports show precisely how many labs and notes each physician must review every day. Prior to the EHR, coordinators had to guess and hope that the providers were not overwhelmed with paperwork; now they know for sure.



Alison Connelly-Flores and Dan Figueras

EHR data helps improve care and save money when administrators know how to make the most use of it. With support from DOHMH, UHP successfully tracked asthma patient adherence to treatment plans and sent automatic reminders as needed. As a result, the cost of caring for asthma patients from a large managed care plan, Affinity Health Plan, was 22% less for adult asthmatic patients when comparing UHP to Affinity's entire provider network and 39% less for pediatric asthmatic patients using the same comparison.

While the administrators use the record to get an overview of the organization, physicians and patients benefit from clear, readable records. According to Connelly-Flores, the medical staff is "hooked" on the system, especially features like e-prescribing and digital images of documents from outside clinics, which are automatically scanned into the record.

A strong, committed leadership, dedicated staff to make sense of the reports, and an EHR customized for quality improvement all contributed to real progress towards the goals of increased patient safety and satisfaction, care coordination, and staff efficiency. The Davies Award cements UHP's position as a role model in the PCIP community.

**Beyond the EHR:** PCIP promotes projects that extend Health IT beyond implementing EHRs. Watch this page to learn about new pilot programs, opportunities for physicians in the PCIP network, and innovations in health technology.

## Mobile Health Applications on *Good Morning America*



Dr. Sal Volpe, PCIP Clinical Champion, recently appeared on ABC's *Good Morning America* to discuss iPhone applications patients can use to track their personal health or access health information on the go. Dr.

Volpe, who runs a private medical practice in Staten Island, often blogs about how smartphone applications are paving the way for the future of healthcare.

His selections cross the health and wellness spectrum, including prescription interactions, personal health record access, fitness, first aid, and nutrition. These applications can be used by individuals on their own, or in conjunction with professional medical advice:

- ePocrates (free)
- Health Cloud (free)
- iFitness (\$1.99)
- Pocket First Aid and CPR (\$3.99)
- Restaurant Nutrition (free)

“The popularity of mobile applications has exploded in recent years, and with thousands of options available to consumers,



physicians have more places to direct tech-savvy patients,” Dr. Volpe said.

To learn more about consumer technology for your patients, visit the Patient Engagement/Education Forum at [OnTheRecord.Ning.com/forum](http://OnTheRecord.Ning.com/forum). You may also contact Dr. Volpe, who serves as Chairman of MSSNY HIT Task Force and President of NY Chapter Health Information and Management Systems Society, directly at [svolpe@health.nyc.gov](mailto:svolpe@health.nyc.gov).

The full video of Dr. Volpe’s appearance is available online: <http://abcnews.go.com/video/playerIndex?id=8464536>.

## Physician Opportunities

### New York State HEAL 10 Grant:

Thanks to a recent New York State grant, specialists are now welcome to join PCIP with the same benefits offered to primary care providers.

PCIP will develop an electronic tool for tracking referrals and consultations, enhancing the coordination of patient care among primary care providers, specialists and hospitals. The grant will help “close the loop” with specialist or emergency care, helping physicians avoid adverse patient drug interactions.

Physicians can earn eClinicalWorks credit by referring specialists to this program. Contact [pcip@health.nyc.gov](mailto:pcip@health.nyc.gov) to apply or refer a specialist.

### Mt. Sinai Medical School:

As part of a one-month Ambulatory Care Clerkship, students will spend four days a week in a primary care setting and additional time with PCIP staff for EHR training. Mount Sinai will also name select physicians Adjunct Clinical Professor, which would provide them access to the online library and career development resources. The program will start the second semester of the upcoming school year with a pilot in January 2010 and will be in full effect by July.

Interested physicians should contact Dr. Bordowitz at [Richard.Bordowitz@mssm.edu](mailto:Richard.Bordowitz@mssm.edu).

## PCIP & DOHMH Introduce Flu Programs

New York City is attacking flu from all angles this season - the health department as a whole is focused on prevention and treatment, while PCIP is tracking flu in novel ways using EHRs. The health department currently reports how many people with flu symptoms show up at emergency rooms. PCIP extends flu tracking to the primary care setting through new pilot programs.

The city's flu initiatives run from high-tech tracking to free clinics and medication:

### **Community Based Influenza Surveillance**

**Project:** PCIP is collaborating with the Institute for Family Health and Columbia University to test the viability of a community-based flu surveillance program. When a patient arrives with flu symptoms, providers collect specimens for laboratory testing and enter answers to risk factor questions in the EHR. De-identified laboratory specimens are then tested at Columbia University for flu, including novel H1N1, as well as other viral respiratory pathogens. These results are then linked with the anonymized risk factor information for public health surveillance and analysis.

### **CSTE/CDC Influenza Incidence Pilot:**

PCIP has applied for funding to monitor and study influenza across four practices in Brooklyn, Queens, and Manhattan utilizing EHRs. This pilot program also links lab results with de-identified clinical and demographic information to support surveillance and analysis efforts.

**Enhanced Surveillance:** In addition, PCIP is working to identify "sentinel" practices for enhanced flu surveillance. Every practice uses their EHR in a slightly different manner to match their own needs, and as a result not every practice reports data the same way. Through this program, PCIP staff will select practices whose workflow and use of the EHR works best for automated reporting of flu like illness, ensuring that the health department is tracking accurate information. If you have questions or would like to be a sentinel practice, contact Dr. Winfred Wu at [wwu2@health.nyc.gov](mailto:wwu2@health.nyc.gov).

**Antiviral Access Program:** DOHMH established a program to assure access to treatment for under or uninsured patients who

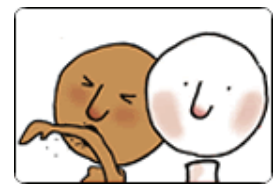
cannot afford treatment costs. Walgreens, Rite Aid, and Duane Reade will provide low cost antiviral medications to patients when the prescribing physician has determined that cost may be a barrier to receiving therapy.

If the patient cannot afford the medication, write on the prescription "Dispense from NYC stock" (no documentation is required). A nominal dispensing fee will be charged. For more details, visit the Influenza News forum at [OnTheRecord.ning.com](http://OnTheRecord.ning.com) or call 1-866-NYC-DOH1.

**Free Flu Clinics:** DOHMH provides free H1N1 vaccines at clinics and elementary schools across the city. Elementary school students may receive the vaccine for no charge if parents sign the consent form, available online.

Weekend clinics in all five boroughs offer free H1N1 flu vaccines for New Yorkers up to age 24, pregnant women, and other at-risk residents.

More information about vaccines, parental consent forms, and a clinic locator are available on the DOHMH flu site: [nyc.gov/flu](http://nyc.gov/flu).



Get the latest flu information at [nyc.gov/flu](http://nyc.gov/flu)

## Earn eCW Credit for Referring a Colleague



eClinicalWorks' incentive for practices referring other providers applies to those joining PCIP, meaning practices already in the program can earn credit if they refer a colleague. Providers are entitled to receive a credit for every provider that buys an eClinicalWorks EHR as a result of a referral.

The referral form is available online at <http://nyc.gov/html/doh/downloads/word/pcip/fullreferral.doc>

This incentive is granted for all recommended providers who join, including primary care physicians and specialists. The referral fee will be calculated based on the number of providers at each practice:

- o 1 Provider: \$500
- o 2 Providers: \$750
- o 3 Providers: \$1000

**eCW Releases Gold Build Upgrade**

*Practices must upgrade to use new features*



PCIP practices regularly receive updates to their eClinicalWorks EHR. These updates result from the work of the PCIP development team, physicians who report bugs, and the eCW software

designers. Last month, eCW released the “Gold Build,” a significant upgrade that makes complex processes like quality reporting much smoother. All providers are encouraged to accept the update if they have not already.

The new version makes several improvements to your system, such as enabling ALL 40 clinical decision support system (CDSS) alerts. New upgrades, which will allow practices to manually disable specific alerts, will be available in the future. This upgrade is critical to the validation of

customized Quality Reports for all providers.

PCIP and our participating practices are leading the way for physicians across the country to implement public health-oriented EHRs by continually updating EHR software to improve patient care.

While all 1,600 providers currently using eClinicalWorks have contributed by making suggestions and reporting problems, PCIP would especially like to thank those practices that played a vital role during the Gold Build testing phase. Although these practices had full patient loads, they generously donated their time by testing the upgrade and providing a wealth of feedback to the development team.

To show our gratitude, these practices received extra visits from a PCIP EHR Superuser to answer questions and provide personal troubleshooting services.

**Special Thanks To:**

MS Family Medicine Healthcare

Choice Family Medicine

Wakefield Pediatrics

**What’s happening ON THE RECORD**

When a trusted colleague passes along an interesting news article or a topical study, chances are it’s a worthwhile read. Unfortunately, physicians don’t always have time to catch up on the latest health news. One of the great benefits of working with PCIP is the connection to both the NYC Department of Health and Mental Hygiene and other physicians across the city.

To take advantage of this network, EHR users in New York City can log on to the “[Journal Club](#)” forum within On the Record. On The Record was created by PCIP as an online social network devoted to highlighting and sharing news related to public health, healthcare in New York City. The more physicians share, the more robust this resource becomes for everyone.

Recent Journal Club articles cover topics relevant to PCIP practices:

[American College of Endocrinology: Type II Diabetes Mellitus Treatment Algorithm](#), published in *ENDOCRINE PRACTICE Vol 15*



*No. 6 September/October 2009:* a recently published algorithm to assist primary care physicians, endocrinologists, and others in the management of adult type 2 diabetes.

[Associations Between Structural Capabilities of Primary Care Practices and Performance on Selected Quality Measures](#), published in the Oct. 6 edition of the *Annals of Internal Medicine*: A new study shows that EHR use is "associated with higher performance on 5 HEDIS measures."

If you come across an interesting journal or news article, feel free to share at [ontherecord.ning.com/](http://ontherecord.ning.com/) forum.

*You can always post events to share with other EHR users.*

*Visit [ontherecord.ning.com/events](http://ontherecord.ning.com/events) to get started.*

# Free eClinicalWorks User Training

**Bill:** PCIP Billing classes are held on the 5th floor of 161 William St. Please email Grace Lee ([glee4@health.nyc.gov](mailto:glee4@health.nyc.gov))

**Train:** eCW trainings are held on the first floor of 80 Centre St. Contact Sujata Biswas ([sujata.b@eclinicalworks.com](mailto:sujata.b@eclinicalworks.com)) with your organization name, staff names, and contact numbers.

**Web:** To attend a Webinar, email [pcip@health.nyc.gov](mailto:pcip@health.nyc.gov) with participant & practice names, phone, email, and preferred date.

## November 2009

| MON                      | TUE               | WED                                    | THU                                       | FRI               |
|--------------------------|-------------------|--|---|-------------------|
| 2<br>Train: 8:30 - 4:30  | 3<br>Web: 3 - 5   | 4<br>Train: 8:30 - 4:30<br>Web: 9 - 11 | 5<br>Train: 8:30 - 4:30                   | 6                 |
| 9                        | 10<br>Web: 9 - 11 | 11<br>Web: 3 - 5                       | 12  | 13<br>Web: 9 - 11 |
| 16                       | 17<br>Web: 3 - 5  | 18<br>Web: 9 - 11                      | 19<br>Bill: 8 - 9:30<br>Bill: 5:30 - 7:30 | 20<br>Web: 9 - 11 |
| 23                       | 24<br>Web: 9 - 11 | 25<br>Web: 3 - 5                       | 26  | 27<br>Web: 9 - 11 |
| 30<br>Train: 8:30 - 4:30 |                   |  |   |                   |

## November 2009

### 161 William St.

#### Thurs Nov 19

8:00 - 9:30 PCIP Basic Billing  
5:30 - 7:30 PCIP Advanced Billing

### 80 Centre St.

#### Mon Nov 2

8:30 - 4:30 New Staff: Billing

#### Wed Nov 4

8:30 - 4:30 New Staff: Nurse/MA

#### Thurs Nov 5

8:30 - 4:30 New Staff: Provider

#### Fri Nov 6

8:30 - 4:30 New Staff: Front Office

#### Mon Nov 30

8:30 - 4:30 New Staff: Front Office

## December 2009

| MON | TUE   | WED  | THU   | FRI               |
|-----|---|--|---|-------------------|
|     | 1<br>Train: 8:30 - 12:30<br>Train: 1 - 4:30<br>Web: 3 - 5 | 2<br>Train: 8:30 - 12:30<br>Train: 10:30 - 12:30<br>Train: 1 - 4:30<br>Web: 9 - 11 | 3<br>Train: 8:30 - 12:30<br>Train: 1 - 4:30 | 4<br>Web: 9 - 11  |
| 7   | 8<br>Web: 9 - 11  | 9<br>Web: 3 - 5  | 10  | 11<br>Web: 9 - 11 |
| 14  | 15<br>Web: 3 - 5  | 16<br>Web: 9 - 11  | 17<br>PCIP OPEN HOUSE                       | 18<br>Web: 9 - 11 |
| 21  | 22<br>Web: 9 - 11   | 23<br>Web: 3 - 5   | 24  | 25<br>Web: 9 - 11 |
| 28  | 29<br>Web: 3 - 5  | 30<br>Web: 9 - 11  | 31  |                   |

### 80 Centre St.

#### Tues Dec 1

8:30 - 12:30 Intro To Billing in eCW: Crash Course

1:00 - 4:30 Advanced Billing: Account, A/R, Collection Management & Capitation

#### Wed Dec 2

8:30 - 12:30 Billing Basics

10:30 - 12:30 Reporting & Outreach Management

1:00 - 4:30 Leadership: Setting and Security

#### Thurs Dec 3

8:30 - 12:30 EMR+ Advanced User Forum

1:00 - 4:30 Advanced Front Office: Optimizing Practice Management

## PCIP Kicks Off EHR Open House Series

On Thursday, October 15, over 80 providers, office administrators, and others interested in learning about health IT gathered at the PCIP office for the first EHR Open House. The free event was designed for providers interested in joining PCIP or wanting more details. The staff presented on four core parts of the program: Signing on with the Outreach Team, Implementing an EHR, Working on Quality Improvement, and Achieving Meaningful Use.

During a mid-day intersession, providers met one-on-one with billing experts, IT staff, the privacy and security team, NYC Small Business Services, and an eClinicalWorks representative.

The presentations from the event are now available at On The Record in the Resource Library, which you can access here: <http://ontherecord.ning.com/page/ehr-open-house-presentations>.

If you missed this Open House or would like to recommend a colleague to PCIP, don't worry, there will be more! Email Victoria Njoku at [pcip@health.nyc.gov](mailto:pcip@health.nyc.gov) to add your name to the invitation list.

### 2009/2010 Open House Dates:

December 17, 2009  
 January 14, 2010  
 February 11, 2010  
 April 22, 2010  
 June 10, 2010  
 July 15, 2010  
 August 12, 2010  
 September 30, 2010  
 November 4, 2010

*REFER A COLLEAGUE: Practices can earn credit from eClinicalWorks if they refer physicians to PCIP, and the Open House is a perfect opportunity to introduce a colleague to the program. See Page 5*

## Extension Center Grant, cont.

### PCIP expected to serve as NYC Extension Center

*(Continued from page 1)*

advantage of all new services. They will be among the first in the nation to benefit from the program as the Extension Center hires even more support staff and develops new training methods.

Providers who have not joined PCIP will be welcomed into the Extension Center, no matter what stage they are at with an EHR. For practices still using paper records, the Center will offer a full scope of services from vendor selection to implementation help to workflow redesign. Providers who already use an EHR are welcome to take advantage of the community resources like classes and on-site trainings, all designed to help them achieve Meaningful Use requirements so they can qualify for state and federal rewards. A small membership fee will be charged yearly.

### Extension Center Services

The new Regional Extension Centers will offer services similar to those of PCIP but will serve a broader community of physicians. Services include:

- Group purchasing agreements for EHRs, hardware, and other services

- Vendor selection to suit practice needs from a list of approved EHRs
- Technical assistance and project management to achieve Meaningful Use
- Implementation support
- Workflow redesign
- Quality Improvement visits
- Privacy & security consulting
- Community EHR education: newsletters, informative websites and social networks, and informational events

In addition, PCIP will still offer free software to the highest-need providers in New York City. We will also continue to help practices of all sizes find financing to support their health IT projects through grants, pay-for-quality programs, small business services, and Meaningful Use reimbursements.

If you have questions regarding the NYC Extension Center or would like to find out how to join, please contact Grace Lee at [glee4@health.nyc.gov](mailto:glee4@health.nyc.gov). You can also check the [Meaningful Use forum](#) at On The Record for the latest updates regarding our application and federal legislation.

### Primary Care Information Project

161 William St., 5th Floor  
 NY, NY 10038

[www.nyc.gov/pcip](http://www.nyc.gov/pcip)  
<http://ontherecord.ning.com>

*The Primary Care Information Project is a NYC Mayoral Initiative charged with improving the quality of care in underserved communities through health information technology.*