The EMR was not designed with the end user in mind. It was designed with Government and insurers in mind. It was never designed to help improve “quality” but rather make it easy to mine data and make insurance companies look good. I have opted not to participate in obtaining such a system because there is no compelling reason to do so. (see above) If you want physician buy in, you would have to scrap the current systems and start with the physician in mind. You would need to make the physicians job easier..not harder. You would have to be honest about the motivation to pursue an EMR. It should be made optional, and let it be bought on its own merits. If it has no merit; it won’t be bought. Remember that physicians are not stupid. Any attempt to market an EMR with hidden agendas will be discovered, and the reception lukewarm at best. Good luck.