

A Holistic View on Facilitators and Barriers of EHR usage from Different Perspectives: A Qualitative Content Analysis Approach

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Abstract

Electronic health records (EHR) are seen as a promising endeavour, even though policies, and login procedures vary across countries. In many European countries, among others also in Austria, EHR usage has been lagging. By taking a qualitative approach, this research aimed to explore facilitators and barriers experienced by patients and physicians across the entire EHR usage process. Two studies were conducted: 1) Four homogenously composed group discussions were held with a total of N=30 participants. 2) Eight semi-structured expert interviews were conducted to gain insights into potential facilitators and barriers of Austrian physicians. We categorised our results by applying qualitative content analysis. Influencing factors were categorized on three levels of consideration: a micro, meso and macro-level. Additionally, health providers were identified as crucial gatekeepers with regard to EHR usage. Several possible implications for theory and practice are discussed.

Subject Areas: *Attitude, Consumer Behaviour, Information Systems, Marketing Strategy, Public Policy*

Track: Public Sector and Non-Profit Marketing