



- ### advantages
1. High visibility CDC-EHR communication channel to front line clinicians for information regarding public health emergencies
 2. Faster and easier incorporation of CDC guidance and updates
 3. Consistent implementation of CDC guidance
 4. Simple, standards-based technical solution for EHR developers

- ### challenges
1. CDC will need to formulate and publish machine readable guidelines
 2. Judicious use of “broadcast system” to avoid perception of spam
 3. Most effective to start with focused scope