



# HISPC Multi-State Consumer Education & Engagement Collaboration

***March 4, 2009***

***Challenges, Strategies, Achievements:  
An Overview of Content and Processes***

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# Consumer Education & Engagement: Members

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# Consumer Education & Engagement: Statement of the Problem

The use and sharing of protected health information is largely based on consumer trust.

**We sought to improve trust**

***How?*** By increasing awareness and understanding of privacy and security challenges, requirements, and patient rights

***Strategy?*** Multi-modal educational approaches, targeted audiences, and literacy and language considerations

# Consumer Education & Engagement: The Strategy

- **Starting point** = where states are;  
**End point** = improvement in each state
- **Focus** = targeted populations
- **Emphasis:**
  - Literacy
  - Language
  - Culture
- **Common projects** = useful for all/template-oriented
- **Repository** = Compilation for all states & organizations

# Consumer Education & Engagement: The Challenges

## Leveraging diversity...

- legal requirements
- strategies
- philosophies
- populations
- status in HIT evolution
- goals
- resources



# Consumer Education & Engagement: The Outcomes

- Network and links to experts
- Engagement strategies
- Dynamic Communication strategies
- Consumer-friendly Web Design
- Education content
- Sharing
- Specificity relevant to all communities

# Consumer Education & Engagement: The Common Products

- Inventory of Consumer Resources
- Guidelines to Engage Consumers
- Frequently Asked Questions (FAQs)
- Glossary
- Risks/Benefit Summary
- Literacy and language guidelines
- Patient Rights & Privacy Tips

## Consumer Education & Engagement: Emergent Themes & Lessons Learned

- Need for, and use of, targeted audiences
- Importance of literacy control
- Avoidance of re-inventing the wheel
  - Templates
  - Strategies
  - Guidelines
- Importance of collaborative/multi-state views
- Importance of iterative looping
  - Content
  - Legal and literacy expertise
  - Consumer testing and feedback
- Importance of central or easily-available repository for resources/tools

## Consumer Education & Engagement: State Projects & Deliverables

In addition to Common Efforts;

- State efforts informed/enhanced local implementation from Common Efforts
- *Together we are moving toward the ultimate goal: Higher quality care and more appropriate use of resources*



# COLORADO

- Revised Website for Consumer Focus
- Explore Privacy & Security concerns of Latino & Chronic Care Populations
- Fact Sheets in 6 languages
  - English (8<sup>th</sup> grade literacy level) (Lat.Am) - Spanish
  - Vietnamese - Hmong (White)
  - Russian - Somalian
- Short Video for consumers (3 minutes)
- Press Kit for Services Roll Out

# GEORGIA

Georgia's consumer education campaign, designed to promote awareness and trust in the security and privacy of health IT - to play a major role in advancing the statewide adoption of electronic health information.

Georgia's comprehensive Consumer Awareness/Educational Toolkit and Education and Public Awareness Campaign Plan contains a variety of media, events, and security and privacy resources including: Publications, Educational Forums, and Communication Tools.

## MASSACHUSETTS

Massachusetts developed a set of resources that focus on behavioral and sensitive health information. A multi-modal approach was used including a self-directed tutorial, frequently asked questions (FAQs), legal inventory, video, PHR inventory and consumer choice guide. These tools were literacy controlled and reviewed by MA legal experts.

## NEW YORK

Development of Consent Guidelines to share with other stakeholders and states on NY's process to develop a consumer-focused consensus based consent policy.



## KANSAS

The Kansas HISPC consumer education and engagement project has paved the way towards increased public confidence and trust of health IT by: convening stakeholders, consolidating useful materials on health IT privacy and security into an online toolkit, and developing a communication and evaluation plan.

## OREGON

A "How to Guide" has been developed that uses the Oregon HISPC Documentary on Privacy, Security and Use of Health Information to engage and educate consumers.

## WASHINGTON STATE

Advancement of State Funded Health Record Banking Demonstration Project with 3 pilot sites currently going “live”. This will be accomplished by educating and supporting consumers during registration and evaluating usefulness of banking sites.


## WEST VIRGINIA

West Virginia is building trust by implementing an education and media campaign that addresses consumer privacy and security concerns with electronic health records and health information technology.

# **Consumer Education & Engagement: The Future**

- **Care and feeding of repository for resources**
- **Need for continued contact and maintenance of “consumer network”**
- **Communication and resource building/enhancement with other collaborations/initiatives**
- **Working with state legislatures and federal standards/guidelines groups**
- **Moving ahead regardless of present position**
- **Using known resources to move ahead**
- **Leveraging established professional networks**

## Last Thoughts...

- Need to capitalize on these projects and collaborative work by:**
- **Dissemination**
  - **Spotlight**
  - **Use – diverse audiences**
  - **Refinement - formative and summative evaluation**
  - **Re-distribution**
  - **Cross-collaboration infusion**
  - **Additional funding**
- 

# Please come to our State Presentation sessions!

## ***“Communication Initiatives & Outreach”***

(Room 1, THURS, 10:15-11:15 am)

**Georgia, Kansas, & West Virginia**

## ***“Tools for Engagement”***

(Room 2, THURS, 11:30-12:30 pm)

**Oregon, New York, Washington**

## ***“Developing Consumer Awareness”***

(Room 1, FRI, 9:15-10:15 am)

**Colorado, Massachusetts**