



Department of Health & Human Services
Office of the National Coordinator for
Health Information Technology

Health Information Security and Privacy Collaboration (HISPC) National Conference

Consumer Education and Engagement in Washington State

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Bethesda, MD

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Health Information Security & Privacy

COLLABORATION



Objectives

- AccessMyHealth.org (Consumer Engagement Committee for Washington State Health Record Banking Project)
 - **Website** <http://www.accessmyhealth.org>
- AMH Final Report
 - **Captures our experiences**
 - **Lessons Learned**
 - **Resources**
- Consumer Collaborative “Common Project”
 - **Inventory Matrix**
 - **Gap Analysis**

Washington State Project: AccessMyHealth.org –

Committees:

Technical Design

- Privacy & Security

Policy & Governance

- Finance

AccessMyHealth.org

(Consumer & Provider Engagement)

*Health Information Infrastructure Advisory Board + HCA responsible for subsequent state action

SSB 5064:

2006 law led to series of recommendations for Health IT in Evergreen State

July 2008 through June 2009:

\$2 million in grants for two-to-four regional pilot projects

hca.wa.gov/hit

June 2008 through June 2009 and beyond:

AccessMyHealth.org

+

Pilot Demonstration Projects

Gather / Educate / Engage / Survey

Unbiased Resource

Magnet for Patients & Doctors

Prospective Voluntary Certification and Seal of Approval

The focus of all this work? Improving patients' access to their own health information through the promotion of online personalized health records for all Washingtonians.

AccessMyHealth.org – Specific Efforts

- ✓ Establish communications materials
- ✓ Create a Web presence
- ✓ Create opportunities to learn from consumers
- ✓ Evaluation of HRB pilot sites: Usefulness and Usability

AccessMyHealth.org – *Key Audiences*

- Patients and consumers
- Doctors – Especially in terms of what we are hearing and learning from patients
- Grant recipients – HRB pilot sites
- Opinion leaders / public policy experts – state and national
- Regulatory and Legislative Leadership

AccessMyHealth.org – *Outreach & Education*

OUTREACH:

1. Partnered with healthcare related consumer advocacy organizations to get the word out
Fact Sheets
 - **Newsletter articles**
 - **PowerPoint Presentations**
2. Advertisements directly to consumers
Tear-Offs
 - **Banner Ads**
 - **Posters**
 - **Radio ads**
3. Web presence, <http://www.accessmyhealth.org>

AccessMyHealth.org – *Outreach & Education*

EDUCATION THROUGH 2 ONLINE SURVEYS:

- Not meant to gather statistical data
- Intention: To facilitate conversation about online health records and its benefits/risks
- Feedback would direct us on next phase of education

Choose the best place to store
your health information

vs

Join the movement. Join the conversation.
www.accessmyhealth.org

AccessMyHealth | Approved for the Washington State Health Care Authority

AccessMyHealth.org – *Online Surveys*

Survey 1: Consumer Education

- What are online personalized health records
- How online health records benefit patients
- Consumer questions and concerns
- Who's interested in Health Record Banking? Chronic conditions? Caretaker? Healthcare worker?

AccessMyHealth.org – *Online Surveys*

Survey 2: Focus on Privacy and Security

- What do people need in place to feel secure?
- Explanation of basic technology standards
- Weighing the privacy costs and benefits
- How likely will consumers want to use online health records?

AccessMyHealth.org website

The screenshot shows a Mozilla Firefox browser window displaying the AccessMyHealth.org website. The browser's address bar shows the URL <http://www.accessmyhealth.org/>. The website header features the AccessMyHealth logo and the text "Convened by the Washington State Health Care Authority". A left-hand navigation menu includes links for "About Us", "Get Involved", "Privacy", "Information & Resources", "For Doctors", and "Policy". The main content area features a photograph of a smiling man and woman in a natural setting. To the right of the photo are two orange buttons: "Take Online Health Survey" and "Take Online Health Privacy Survey". Below the photo is a blue banner with the text: "AccessMyHealth.org is a partnership of Washingtonians—patients, doctors and others—that is exploring ways to improve patients' access to their personal health information. Join us and get involved!". Underneath this banner, a paragraph explains that the website is not a personalized online health record but helps consumers explore e-health opportunities like the Health Record Bank pilots. At the bottom of the browser window, the Windows taskbar is visible with various application icons and a system clock showing 4:14 PM.

AccessMyHealth.org – *Other Education & Outreach*

Website included:

- Resources for consumers to understand privacy and security issues
- Resources to understand why online health tools is important
- Explanation of Health Record Banking for Providers
- Ability to sign up for health record bank demonstration projects



AccessMyHealth.org – Final Report

- ❖ **Development of Communications Package**
 - Conversations about key messages wording (consumer v. patient?)
 - Targeted Audience – patients, providers
 - Strategy for distribution

- ❖ **Lessons Learned – The good, the bad, the ugly**

- ❖ **Development of Educational Surveys**

- ❖ **Development of Health Record Banking Evaluation Surveys**

AccessMyHealth.org – Final Report

❖ **Resources as Appendices**

- Fact Sheets
- News items
- Risks/benefit documents
- Security standards recommendations
- Survey Questions/Results
- Posters
- Tear Offs
- Banner Ads

Consumer Collaborative – Washington Lead Project

- **Consumer Resource Inventory Matrix**
 - Contacted all HISPC states for consumer materials
 - Combed through national HIT organization websites for materials
 - Partnered with National Partnership for Women & Families
 - Gap Analysis identifying missing resources

Consumer Collaborative – Inventory Matrix

- **What's Inside (besides the link)?**
 - Brief description of resource
 - Brief description of creative source
 - Targeted audience
 - HIE Type (EHR, PHR, General HIE, etc)
 - Key Words
 - Media Type (website, PowerPoint, etc)
 - Year last updated

- Can be found on numerous Consumer Collab HISPC states' websites, including
<http://www.qualishealth.org/qi/Health-Information-Security-and-Privacy-Collaboration.cfm>

Consumer Resource Inventory Matrix

Microsoft Excel - Final CEE Inventory_10.31.08

File Edit View Insert Format Tools Data Window Help

CB7 consumer advocates, consumers

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Brief Description of Resource	Key Word(s)	Targeted Audience	Resource Creator	Description of Resource	Subject Area	Media Type	Website Link	Last Updated	Tools found in the resource
ethical, legal, and social issues related to PHRs	PHR; privacy and security;	consumers; HIE stakeholders	Project Health Design	a \$5 million national program (funded through RWJ) designed to support health and information technology pioneers to create a new generation of PHRs. The goal is to design and test a suite of PHR tools and applications that work together to help people achieve their various and specific health goals in an	PHRs	website	http://www.projecthealthdesign.org/elsi/ELISgroupsources	2008	links to the PHR ethics, other info about PHRs and vendors who are offering PHRs (e.g., Google Health)
blog on PHRs with consumer-centric themes	PHR; blog	consumer advocates, consumers	Project Health Design		PHRs	blog; website	http://projecthealthdesign.typepad.com/	2008	blog about PHRs
website devoted to developing database system for the state of Rhode Island and informing the public on status	Health Care Transformation, IT database	General Public, Consumers, Medical Society	Rhode Island Quality Institute	The pioneers at The Rhode Island Quality Institute are helping reinvent health care. These are senior leaders from hospital administration, public health, business and insurance; physicians, consumers, and university educators	General HIE	website	http://www.riqi.org/matrixch/default.asp	2007	general information, reports, fact sheets, reviews, surveys
Tennessee Health Information Technology State Profile	HIT, HIE, RHIOs, Surveys, Legislation, Telemedicine	Providers/Technology Vendors/Legislators/Lawyers	Rural Health Resource Center	A national non-profit organization based in Duluth, Minnesota that serves the knowledge center for rural hospitals, and provides technical assistance, information, education and other resources to rural health care providers and their communities.	HIT /HIE/ RHIOs	website	http://www.ruralcenter.org/hit_profiles/n/author	2000	State Demographics, Legislation, Telemedicine, HIEs and RHIOs Grant Funded HIT Projects, HIT Survey Information, Other HIT Activities

Introduction / Authors / **Inventory** / Inclusion Criteria / Glossary /

Ready

start Training Cente... Internet Ex... QualisHealthTe... Microsoft Powe... Untitled Messa... Microsoft Excel... 5:01 PM

Thank you!

