

# Organization of Nurse Leaders

MA & RI

## □ Conflict of Interest

- It is the policy of the Organization of Nurse Leaders, MA & RI that all educational programs are balanced, scientifically rigorous and independent of commercial influence.
- Prior to each educational session attendees will be informed of any conflict of interest or lack thereof for each presenter.

# Organization of Nurse Leaders

Ma & RI

- Awarding of Contact Hours
  - Organization of Nurse Leaders, Massachusetts & Rhode Island (ONL) is an approved provider of continuing nursing education by the Massachusetts Association of Registered Nurses, Inc. (MARN) an accredited approver by the American Nurses Credentialing Center's (ANCC) Commission on Accreditation.

# **eHEALTH: ENGAGING OURSELVES AND OUR PATIENTS**

JANUARY 24, 2014

**Organization of Nurse Leaders  
Massachusetts and Rhode Island**

# Welcome and Introductions



Susan Hull, MSN, RN

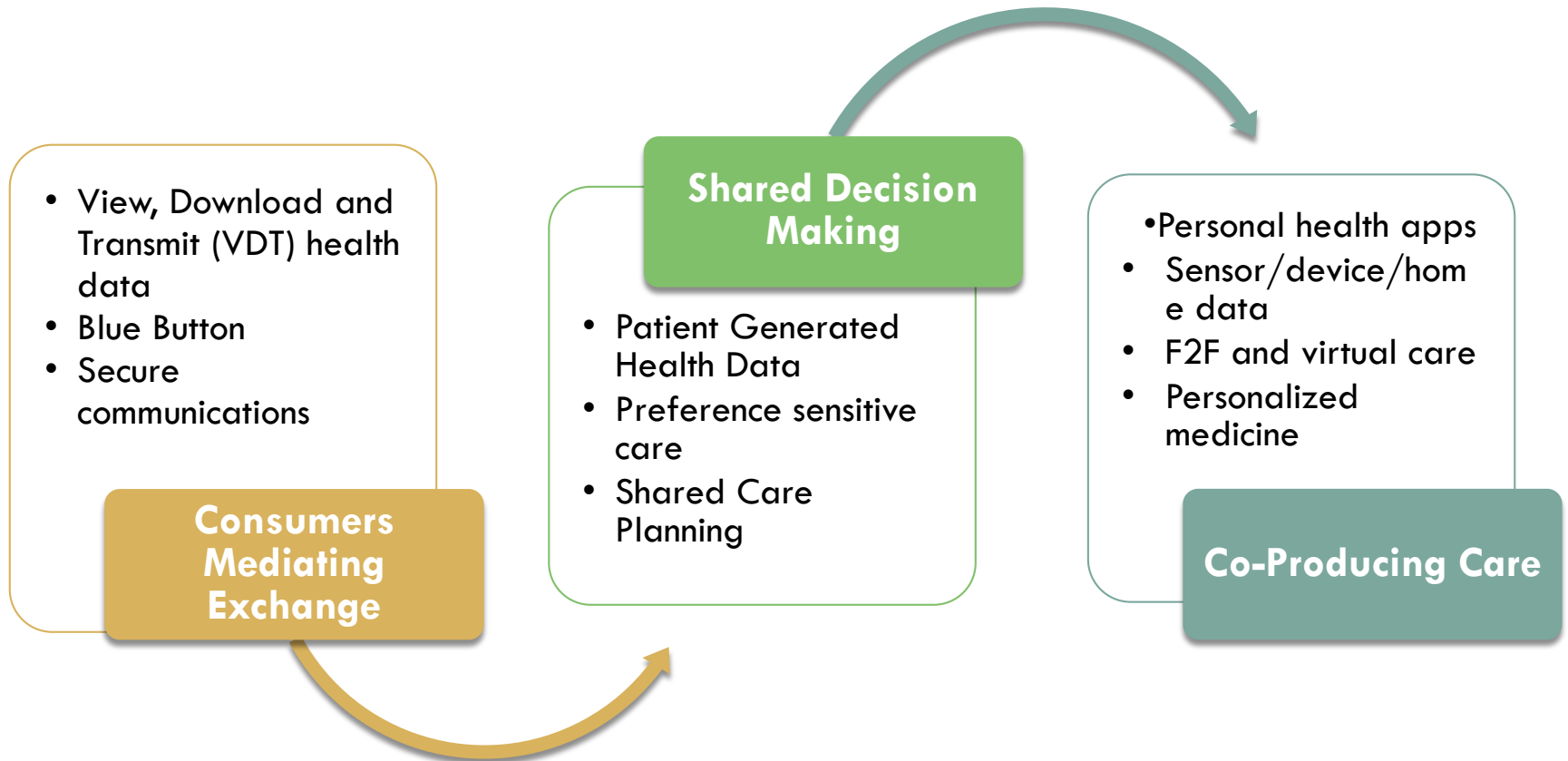
- ▣ Member, FACA HHS/ONC Consumer Technology Standards Workgroup
- ▣ Member, NeHC Consumer eHealth Advisory Council
- ▣ Co-Chair, Alliance for Nursing Informatics Consumer eHealth Engagement Task Force
- ▣ Mentor, Emerging Leader, Alliance for Nursing Informatics
- ▣ CEO, WellSpring Consulting

# Today's Objectives

1. Describe three strategies and related initiative for advancing consumer e-health: Access, Action, Attitudes
2. Identify current progress with the Blue Button movement and Meaningful Use Stage 2 requirements for View, Download and Transmit (VTE)
3. Describe 2 programs by national nursing organizations to engage nurses in consumer e-health.
4. Join discussion about Nurse Executive and Informatics roles (personal health, advocacy and leadership) in the rapidly changing landscape for Consumer eHealth

# Engaged Consumers & Pervasive Technologies

Shifting the culture, place and cost of care



The call to leadership for Nursing Executives and Informatics has never been greater!

# Voices of Patients gaining strength

“The e-Patient is here!”

“Patients share responsibility  
for their own health care.”  
AMA Code of Medical Ethics

“I believe that  
access to your  
medical record can  
save your life.”

-Regina Holliday



“I Believe EHRs Help  
Relieve Caregiver Stress”

- Cynthia Whisker

“Patients can help. We can  
be a second set of eyes on  
our medical record.”

Dave DeBronkart (ePatient Dave)



Putting the I in Health IT   
[www.HealthIT.gov](http://www.HealthIT.gov)

“I Have a Sense of Urgency  
Like Never Before”

-Laura Adams

**Breast Cancer Journey: Revealing the Importance of EHRs**



# Consumers re-designing the “Patient” Health Record

## d+collab // THE PATIENT RECORD

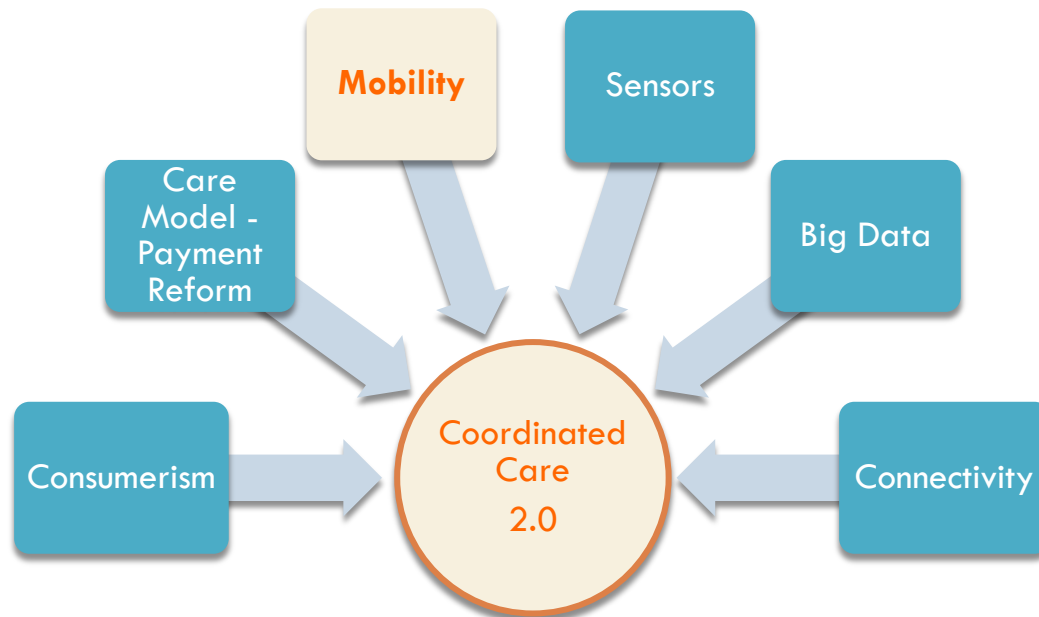
Challenging designers across the country to reimagine the patient health record.

Over 230 responded

<http://healthdesignchallenge.com/>

The screenshot displays the 'Health Design Challenge' website. At the top, it features a blue header with the title 'Health Design Challenge' and a navigation bar with links for 'FOLLOW', '1291 followers', 'Winners announced (view all dates)', and '\$50,000 in prizes'. Below the header, there are tabs for 'Rules', 'Submission Gallery', 'Updates', and 'Discussions'. The main content area has a blue background with the text: 'We invite designers and developers to redesign the patient health record.' and a red button that says 'VIEW THE WINNERS'. To the right of this text is a sample of a patient health record, showing fields like 'PATIENT', 'DRUG', 'PHYSICIAN', 'HISTORY', 'LABS', 'PHARMACY', 'MEDICATION', 'INSTRUCTIONS', 'STATUS', 'REPLIS', 'LAST FILLED', 'QUANTITY', 'DAYS SUPPLY', 'PRESCRIPTION NUMBER', and 'NAME'. Below the main content area, there is a 'Winners Gallery' section with four categories: 'BEST OVERALL DESIGN - FIRST PLACE' (Nightingale), 'BEST MEDICATION SECTION - FIRST PLACE' (Med - by Josh Hemsley), 'BEST OVERALL DESIGN - SECOND PLACE' (Studio TACK), and 'BEST MEDICATION SECTION - SECOND PLACE' (MedPop). Each category shows a thumbnail of the winning design and the name of the designer. To the right of the winners gallery is a 'Recent Followers' section showing a grid of profile pictures and a link to 'VIEW ALL FOLLOWERS'. At the bottom right, there is a 'Share' section with buttons for 'Tweet', 'Like', and 'EMAIL'.

# Super Convergence – Connected Health



## THE POST-EHR MARKET

- ◆ “More cell phones than toothbrushes”
- ◆ 13,000 health and wellness apps
- ◆ Explosion in-body and on-body health sensors, neighborhood/environmental
- ◆ Interoperability is growing concern
- ◆ Health technology is attracting consumer players like P&G and Pepsi
- ◆ The Health IT world is expanding with new players, many **new** to healthcare
- ◆ Large datasets and sophisticated analytics

New technologies leveraging **consumer and provider directed** efforts to manage chronic conditions. Healthcare organizations and communities will need many new competencies to manage collaborative, coordinated and connected care.

# Patients and Providers

## Making Sense of Sensors for F2F + Virtual Care



### A LOOK INTO THE FUTURE *of* HEALTH CARE

#### HOW PASSIVE SENSORS WILL SUPPORT PATIENT CARE OUTSIDE THE HOSPITAL



▶ **Meet Ann R.** She is 65 and has congestive heart failure and diabetes. Ann is able to live safely at home thanks to sensors that monitor changes in her health without the need for frequent visits to the doctor. The data from the sensors signal her care team (clinicians and family members) when support is needed.

▶ Let's take a look at how these sensors assist Ann without her needing to do anything.



As Ann steps out of bed, her weight is recorded by a Wi-Fi-enabled sensor under her floorboards.



As she brushes her teeth, sensors in the bathroom floor mat monitor pressure points in her feet to detect early signs of ulcers.



A patch on her arm monitors important signals such as:

- Heart rate
- Blood pressure
- Blood-oxygen level
- Glucose level



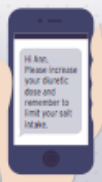
Sensors in the floor and along the wall register her gait to assess risk of falling.



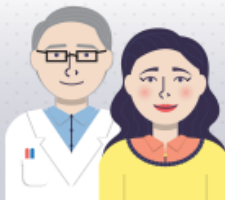
Her diuretic medication contains a tiny sensor that signals her arm patch that she has ingested the pill.



The signals detected by all sensors are automatically transmitted via a secure wireless connection and stored in Ann's personal health record. She can see the data and allow others to access it.



If any of the health measurement signals fall outside of a pre-determined normal range for Ann, the data are transmitted to her doctor and her daughter.



This scenario will be achievable in the near future. Patients will be able to receive more personalized support from their care teams and live healthier lives on their own.



### Making Sense of Sensors: How New Technologies Can Change Patient Care

# Digital Health, Genomics, Personalized Medicine



## **The Creative Destruction of Medicine:** How the Digital Revolution Will Create Better Health Care

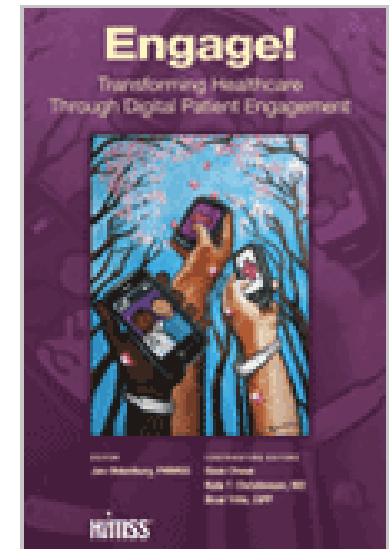
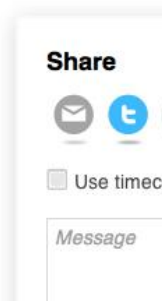
- To what extent are consumers empowered?
- Wireless sensors
- Sequencing the genome
- From imaging to printing organs
- The convergence of human data capture
- The impact of HOMO DIGITUS
- Rebooting the Life Science industry
- Rethinking where and how care is delivered
- $n=1$ ,  $n=\text{many}$

# Providers recognizing need for culture shifts



## How do we move from health data to health dialog?

TEDMED2013 Ryan Panchadsaram



## NEW ISSUE MARCH 2013 Promoting Health And Wellness



# Nearly 100% of healthcare leaders on board



National  
eHealth  
Collaborative

**Contact:**  
 Maryt McGindley  
 Communications Director  
 National eHealth Collaborative  
 (202) 467-8330  
[mmcgindley@nationalehealth.org](mailto:mmcgindley@nationalehealth.org)

**Nearly 100% Agreement: Engaging Consumers is Critical**

*National Survey Shows Strong Support for Consumer Engagement Solutions*

**WASHINGTON, DC (October 10, 2013)** – National eHealth Collaborative (NeHC) and its partner HealthCAWIS recently conducted a targeted information gathering effort to understand stakeholders' views on the importance of consumer engagement in eHealth, their preferred tools and available solutions. The survey findings confirm that the future of healthcare must include consumer engagement in eHealth.

# Role of Consumer Engagement for Healthcare Transformation


- **96% STRONGLY agree**

## Importance of Consumer Engagement to my organization

- 86% rank VERY IMPORTANT, highest ranking

## Current solutions offered


- 82% consumer education and support
- 63% data access, transmission and analysis
- 61% care management and coordination
- 50% eHealth management



**National eHealth Collaborative**

# PATIENT ENGAGEMENT FRAMEWORK

The Patient Engagement Framework is based upon a Creative Commons Attribution License (CC BY-NC-SA) 3.0 United States License.



## Inform Me

**Information and Why Finding**

- Many and diverse
- Services delivery
- Physician delivery

**+ Tools**

- Health optimization
- Behavioral guidance
- Prevention

**Forms/Potential**

- Adaptive directives
- Insurance

**Patient Specific Education**

- Can plan
- Tools

**Patient Action Records**

- View electronic health record
- Download electronic health record

**Interoperable Records**

- Integrated with health information exchange (HIE)
- Centralized information and integrated
- Amalgamation and hospital records integration
- Images and videos in EHR
- Commercial data, radiology, management

## Engage Me If

**Information and Why Finding**

- Mobile
- Relevant healthcare services
- Symptoms checker

**+ Tools**

- Prognosis tracking
- Personalized health information on social media

**Interactive Forms/Tools**

- Patient profile
- Schedule a visit
- Register or pay a bill
- Appointment
- Insurance service
- Refill a prescription

**Patient Specific Education**

- Can instructions
- Resources
- Medication
- Follow-up appointment

**Patient Action Records**

- Record medication electronically
- Copy the patient or a healthcare provider after therapy electronic record
- EHR integrated with patient PRR

**Patient Generated Data**

- Can experience savings
- Symptom assessments
- Self-management datasets
- Patient-generated data in EHR
- Questionnaires
- Real world
- Health history
- Demographics

**Interoperable Records**

- Integrated with health information exchange (HIE)
- Centralized information and integrated
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## Empower Me If

**Information, Why Finding, and Quality**

- Health and safety reports on providers and healthcare organizations
- Patient ratings of providers, hospitals and other healthcare organizations

**+ Tools**

- Can plan
- Online news
- Secure messaging
- Virtual coaching

**Integrated Forms/Tools**

- Record connected requests
- Advance directives (surrogate)

**Patient Specific Education**

- Materials in Spanish
- Spanish and English
- Downloadable
- Available on-line

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## Support My If

**Information, Why Finding, and Quality**

- Can compare for providers, treatments, and medications
- Can plan
- Online news
- Secure messaging

**+ Tools**

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## Inform and ATTRACT

## Engage Me If

## Empower Me If

## Support My If

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# ONC's National Action Plan

## 3 A's to Approach Consumer Engagement

RECENT ISSUE FEBRUARY 2013

### New Era Of Patient Engagement



Ricciardi L, Mostashari F, Murphy J, Daniel J, Siminerio E. A National Action Plan to Support Consumer Engagement via eHealth. Health Affairs. February, 2013, 32(2), 376-384.

Increase consumer  
Access to *their*  
health information



Enable consumers  
to take Action with  
*their* information

Shift Attitudes to support  
patient-provider  
partnership

# Access, Action and Attitudes

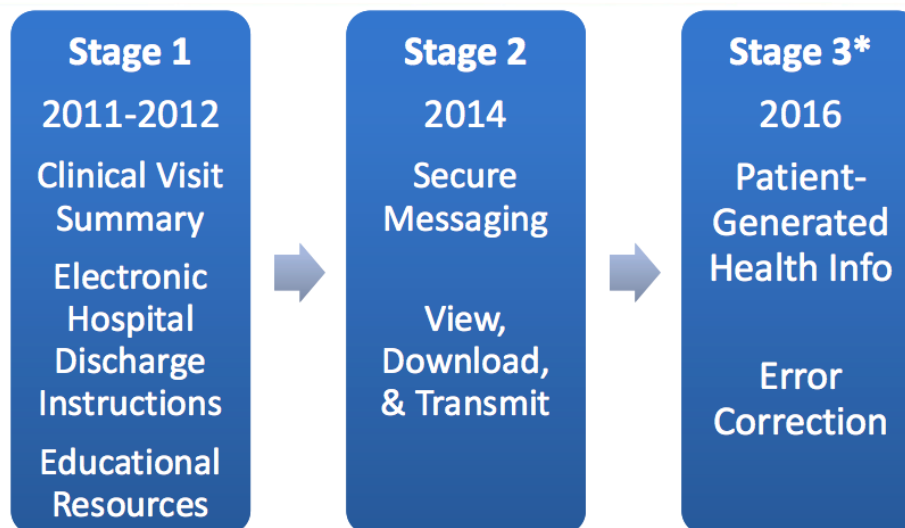
## Preparing for Shared Decision Making & Pop Health

### Federal Health IT Strategic Plan: 2011 – 2015



### Supports Patient Engagement and Access to Data

Effective Oct 2013 (for hospitals), Jan 2014 (for EP), MU requires providers to use secure email with patients and to provide patients with a way to View, Download and Transmit their health information to a third party.



*\*From Request for Comment on Stage 3*

# Access: HIPAA Clarifies Consumer Rights

- Leon Rodriguez, Director Office of Civil
- January 25, 2013 final Omnibus Rules sets 30 days (down from 60) for providers to provide patients with access to their records, but "encourages" providers to take advantage of their technologies and provide them sooner, considering that the Meaningful Use program contemplates much faster access than 30 days.
- "When a patient's information is stored electronically, patients have the right to obtain an electronic copy and to have that copy sent at their request to another person or entity, like a doctor, a caregiver, a personal health record or mobile health app."
- <https://www.federalregister.gov/articles/2013/01/25/2013-01073/modifications-to-the-hipaa-privacy-security-enforcement-and-breach-notification-rules-under-the>



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Secretary

Director  
Office for Civil Rights  
Washington, D.C. 20201

May 31, 2012

Message from Leon Rodriguez, Director, Office for Civil Rights

Many consumers want to play a more active role in their health care. The right to see and get a copy of your medical records (called the right to access) is fundamental to your ability to participate in our health care system. For this reason, I know how important it is for you to be able to get your medical records. I see the value of access to health information every day as the Office for Civil Rights (OCR) does its vital work as the primary protector of the privacy and security of that information under the Health Insurance Portability and Accountability Act (HIPAA).

For example, when military families are transferred, they need their medical records to help find the very best doctors and specialists or to enroll their children in a new school. Busy parents need to be able to keep track of all of their own and their children's doctor visits. Health information is critical to all patients so that they can track their progress through wellness programs, monitor chronic conditions, communicate with their treatment teams, and adhere to their important treatment plans. Important tools like Electronic Health Records (EHRs) and Personal Health Records (PHRs) will make it easier, safer, and faster for you to get access to your health information and stay engaged. These tools help you become a true partner in your health care and wellness.

I also know that, all too often, consumers face barriers to getting their health information – and the first barrier is that many do not know their rights. You should know you have the right to:

Ask to see and get a copy of your health records from most doctors, hospitals, and other health care providers such as pharmacies and nursing homes, as well as from your health plan; and  
Get the copy of your record in the way that you want – such as an electronic copy or a paper copy – if your plan or provider is able to do so.

To make sure you know your rights and are able to assert those rights, my office has developed videos, pamphlets, answers to questions, and other guidance to help you understand your rights under HIPAA. To find these tools, go to our website, [www.hhs.gov/ocr](http://www.hhs.gov/ocr), and:

The screenshot shows the HHS.gov website with a navigation bar at the top. The main content area is titled "News Release" and features a news item dated January 17, 2013, titled "New rule protects patient privacy, secures health information". The text of the release discusses enhanced standards for privacy and security, the final omnibus rule, and the expansion of individual rights. A sidebar on the left contains links to "Newsroom", "Speeches and Testimony", "Reports", "Freedom of Information Act (FOIA)", "Audio / Video / Photo", "E-mail Updates/RSS Feeds", "New Media", and "Contacts".

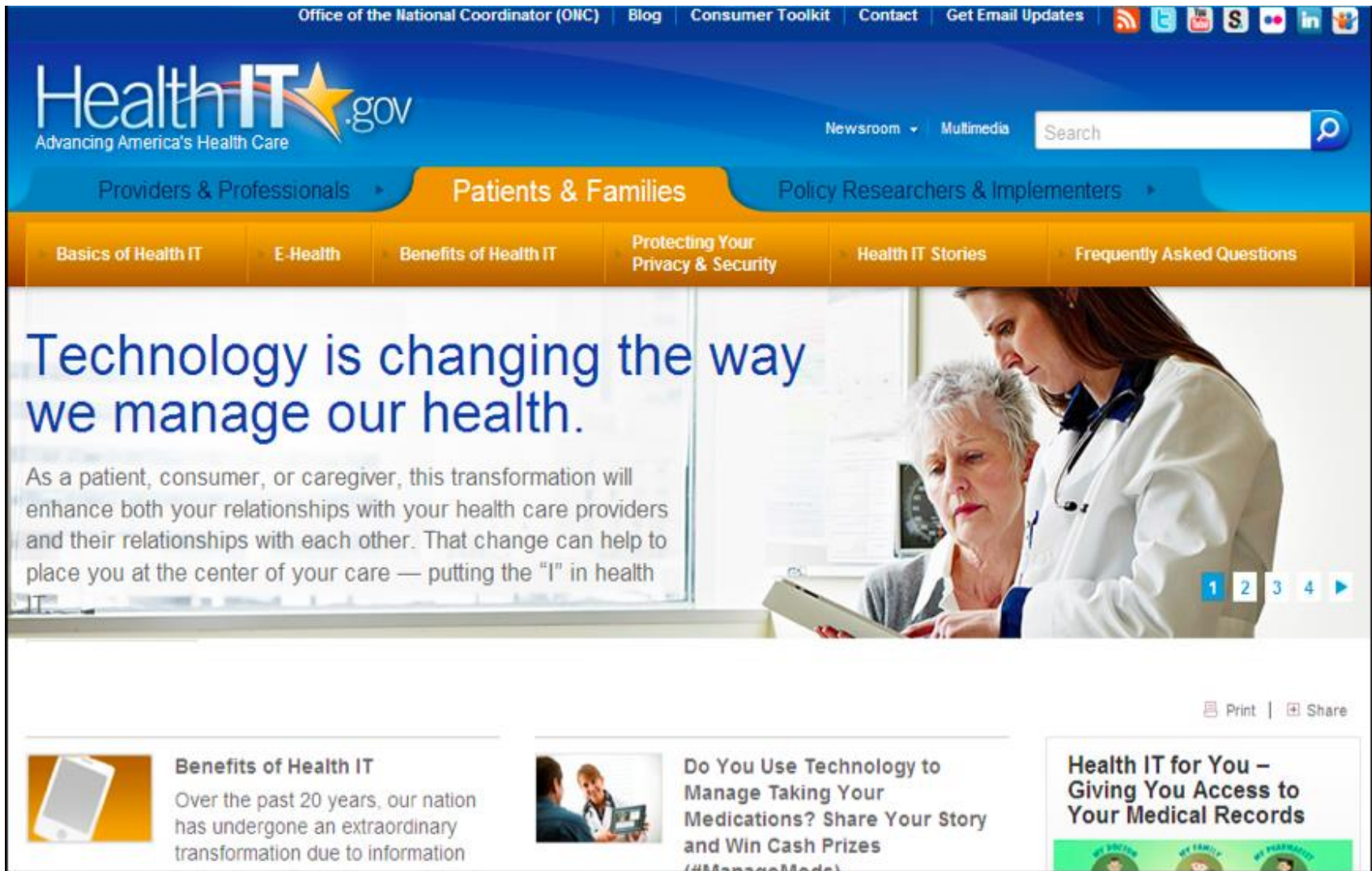
Individual rights are expanded in important ways. Patients can ask for a copy of their electronic medical record in an electronic form. When individuals pay by cash they can instruct their provider not to share information about their treatment with their health plan. The final omnibus rule sets new limits on how information is used and disclosed for marketing and fundraising purposes and prohibits the sale of an individual's health information without their permission.

"This final omnibus rule marks the most sweeping changes to the HIPAA Privacy and Security Rules since they were first implemented," said HHS Office for Civil Rights Director Leon Rodriguez. "These changes not only greatly enhance a patient's privacy rights and protections, but also strengthen the ability of my office to vigorously enforce the HIPAA privacy and security protections, regardless of whether the information is being held by a health plan, a health care provider, or one of their business associates."

# Access: CLIA clarifies direct access of lab results

- Clinical Laboratory Improvement Amendment, a CMS-CDC-OCR rule amends the 1988 CLIA regulations
- Access of completed lab tests **directly** to consumers upon request
- Using the laboratory's authentication process, results can be identified as belonging to that patient
- Provide for release of test reports to authorized persons and, if applicable, the individuals (or their personal representative) responsible for using the test reports and, in the case of reference laboratories, the laboratory that initially requested the test.
- Amends the HIPAA of 1996 Privacy Rule to provide individuals the right to receive their test reports **directly** from laboratories by removing the exceptions for CLIA-certified laboratories and CLIA-exempt laboratories from the provision that provides individuals with the right of access to their protected health information.
- <https://www.federalregister.gov/regulations/0938-AQ38/clia-programs-and-hipaa-privacy-rule-patients-access-to-test-reports-cms-2319-f->

# Access: Encourage Patient & Family Resources



The screenshot displays the HealthIT.gov website, which is dedicated to advancing America's health care through technology. The header features the site's logo and navigation links for various stakeholders, including patients and families. A prominent banner highlights the theme of technology's impact on health management, accompanied by a video player showing a doctor consulting with an elderly patient. Below the banner, three featured articles are presented: 'Benefits of Health IT', 'Do You Use Technology to Manage Taking Your Medications?', and 'Health IT for You - Giving You Access to Your Medical Records'.

Office of the National Coordinator (ONC) | Blog | Consumer Toolkit | Contact | Get Email Updates | RSS | Twitter | YouTube | Facebook | LinkedIn | Google+ | StumbleUpon

**HealthIT.gov**  
Advancing America's Health Care

Newsroom | Multimedia | Search

Providers & Professionals | **Patients & Families** | Policy Researchers & Implementers

Basics of Health IT | E-Health | Benefits of Health IT | Protecting Your Privacy & Security | Health IT Stories | Frequently Asked Questions

## Technology is changing the way we manage our health.

As a patient, consumer, or caregiver, this transformation will enhance both your relationships with your health care providers and their relationships with each other. That change can help to place you at the center of your care — putting the "I" in health IT.

1 2 3 4 ▶

Print | Share

### Benefits of Health IT

Over the past 20 years, our nation has undergone an extraordinary transformation due to information

### Do You Use Technology to Manage Taking Your Medications? Share Your Story and Win Cash Prizes (#ManageMed)

### Health IT for You – Giving You Access to Your Medical Records

MY HISTORY MY FAMILY MY PRESENTATION

# Attitude: Watch & Share Videos

<http://www.healthit.gov/patients-families/consumer-toolkit>

**ATTITUDE: Health IT Animation**

- 1 and 3 minute versions of the animation are available to use for patient teaching
- <http://www.healthit.gov/patients-families/video/preview-health-it-you-giving-you-access-your-medical-records>



## Putting the I in Health IT Video:

This video provides inspiring patient testimonials and informational interviews with representatives from the government on how health IT makes a difference in consumers' lives.

```
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  <param name="movie" value="http://www.youtube-
  nocookie.com/v/a32B5-Jah_c7" />
  <param name="allowFullScreen" value="true" />
  <param name="allowscriptaccess" value="always" />
  <embed src="http://www.youtube-nocookie.com/v/a32B5-Jah_c7
  version=3&hl=en_US&rel=0&ap=42526fmt%3D18&fs=1" type="application/x-
  shockwave-flash" width="330" height="201" allowscriptaccess="always"
  allowfullscreen="true" wmode="transparent" />
</object>
```

\* Use the embed code to share the video.

[Back to Top](#)



## Ensuring the Security of Electronic Health Records Video:

It is vital to do as much as possible to protect sensitive health information in EHRs. Find out more about how providers are keeping individual health information safe and secure through cybersecurity.

```
<object width="330" height="201">
  <param name="movie" value="http://www.youtube-
  nocookie.com/v/BxSF9faxI47" />
  <param name="allowFullScreen" value="true" />
  <param name="allowscriptaccess" value="always" />
  <embed src="http://www.youtube-nocookie.com/v/BxSF9faxI47
  version=3&hl=en_US&rel=0&ap=42526fmt%3D18&fs=1" type="application/x-
  shockwave-flash" width="330" height="201" allowscriptaccess="always"
  allowfullscreen="true" wmode="transparent" />
</object>
```

\* Use the embed code to share the video.



# Action: Meaningful Use Stage 2

Interoperability and Consumer eHealth focus

- E-Prescribing
- Transitions of Care Summary Exchange
  - ▣ Create and transmit from EHR
  - ▣ Receive and incorporate into EHR
- Lab test and results from inpatient to outpatient
- Public health reporting and transmission to:
  - ▣ Immunization registries
  - ▣ Public Health Agencies for syndromic surveillance
  - ▣ Public Health Agencies for reportable lab results
  - ▣ Cancer registries
- Secure Messaging
- Patient View, Download and Transmit to 3<sup>rd</sup> Party

# Action: Consumer eHealth Pledge Community



Over 500 organizations in pledge community.

Over 100M Americans expected to have access to Blue Button by the end of this year.

<http://www.healthit.gov/bluebutton>

Over 100M Americans expected to have Access by end of 2013, based on pledges  
*How is your organization supporting access?*

# Action: Blue Button Plus growing nationwide

1

Patients get their data from providers and other data sources

2

Patients aggregate their own data

3

Patients share data with providers



# Blue Button Movement

## Challenges to Interoperability, Scale and Spread

1. Significant cultural shifts for data liberation, engagement and shared-decision making
2. Awareness and consumer demand is low despite apparent early interest
3. Provider adoption is low and may reflect the lack of a strong business case for sharing information with patients and concerns about privacy, security and consumer-mediated exchange
4. Technical guidance and framework is in place yet standards are voluntary
5. Innovators are hampered with a lack of data flow and relevant research, yet are creating momentum with novel challenges and code-a-thons.

# HHS/ONC FACA Workgroups

## HITSC

### Consumer Technology Standards

Provide recommendations on **standards and interoperability**

## HITPC

### Consumer Empowerment

Provide recommendations on **policy**

**Strengthening the ability of consumers, patients, and lay caregivers to manage health and health care for themselves or others**

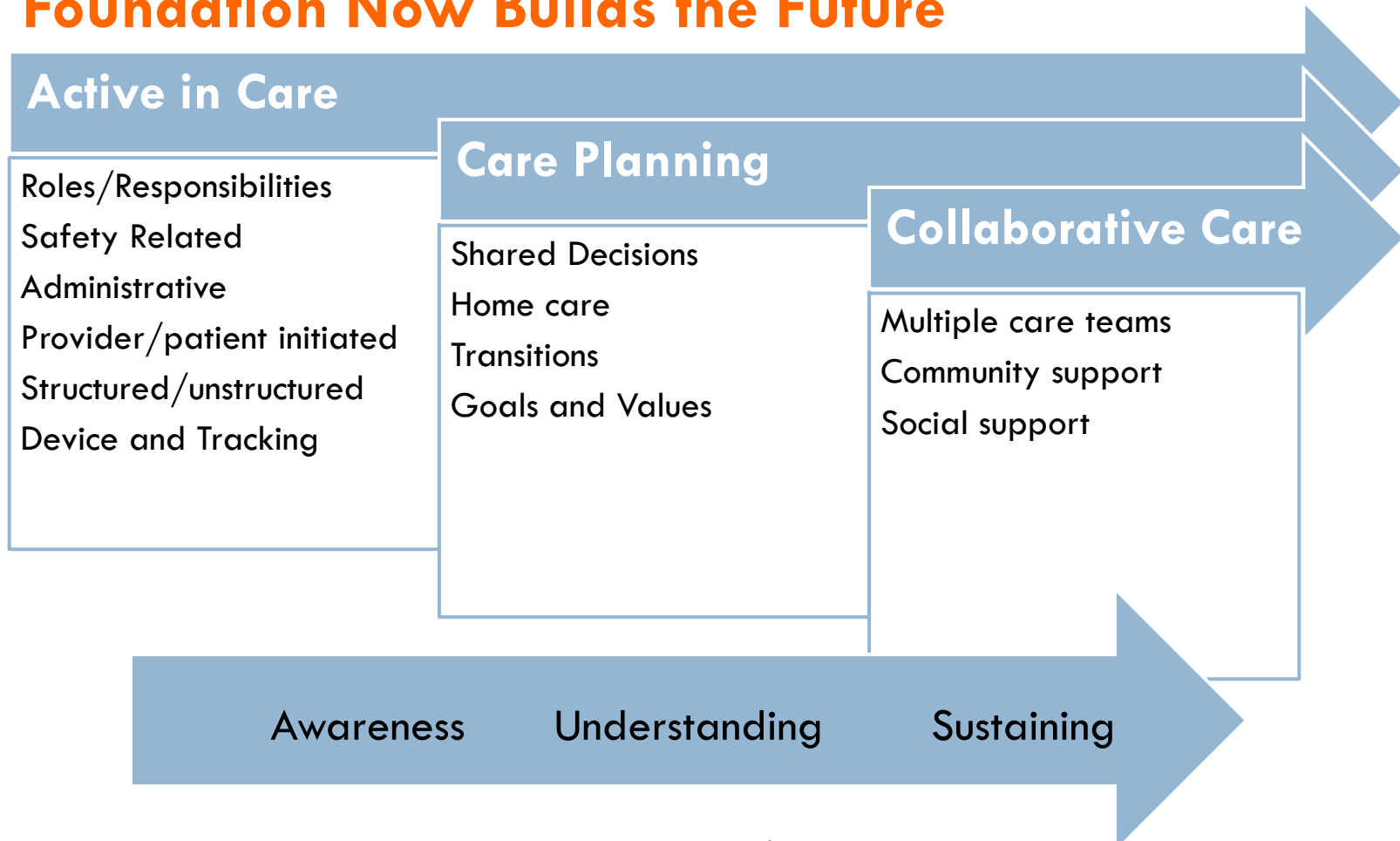
### Scope:

- Portability of patient data
- Patient access to and generation of their health data
- New types and sources of patient data
- Co-managing and sharing care plans
- Incorporating patient preferences into care plans
- Patient reconciliation of medical records from various sources

# Patient Generated Health Data (PGHD)

25

## Foundation Now Builds the Future



# Promising examples

## PGHD Header Approach to C-CDA

26

Participation	PGD info	Act Relationship	PGD Info
Patient	Adds clarity for guardian role and Provider Organization	Related Document/ Parent Document	Same as C-CDA
Author	Also can be self, related person or legally responsible party	Authorization/ Consent	Same as C-CDA
Custodian	Also can be self or an organization supply a PHR application	Component Of/ Encompassing Encounter	Same as C-CDA
Authenticator	Also can be self, related person or legally responsible party	Documentation Of/ Service Event	Same as C-CDA – additional constraints may apply for document type
Legal Authenticator	Also can be self, related person or legally responsible party	In Fulfillment Of/ Order	Same as C-CDA – additional constraints may apply for document type
Data Enterer	Also can be self, related person or legally responsible party		
Information Recipient	Also can be self, related person or legally responsible party		
Informant	Also can be the patient, related person or legally responsible party		
Participant	Same as C-CDA; adds use of new value set		

HHS/ONC FACA  
Consumer Technology Standards Workgroup

# Multiple pilots

## Harmonizing Patient Generated Data in EMR

### Behavioral characteristics

- ✓ Eating patterns
- ✓ Medication taking
- ✓ Physical activity
- ✓ Risky drinking
- ✓ Sleep quality
- ✓ Smoking/tobacco use

### Patient Characteristics

- ✓ Demographics, Preferences, and Social Determinants of Health
- ✓ Health Literacy/numeracy
- ✓ Care Plans with Adherence Monitoring

### Psychosocial characteristics

- ✓ Anxiety and depression
- ✓ Stress
- ✓ Quality of Life

Estabrooks, Paul A, et.al., "Harmonized patient-reported data elements in the electronic health record: supporting meaningful use by primary care action on health behaviors and key psychosocial factors, *J Am Med Inform Assoc* 2012;**19**:575-582 doi:10.1136/amiajnl-2011-000576

Glasgow, RE, et. al., MOHR, My Own Health Record Pilots in 18 primary care clinics

# PHR Ignite Pilots

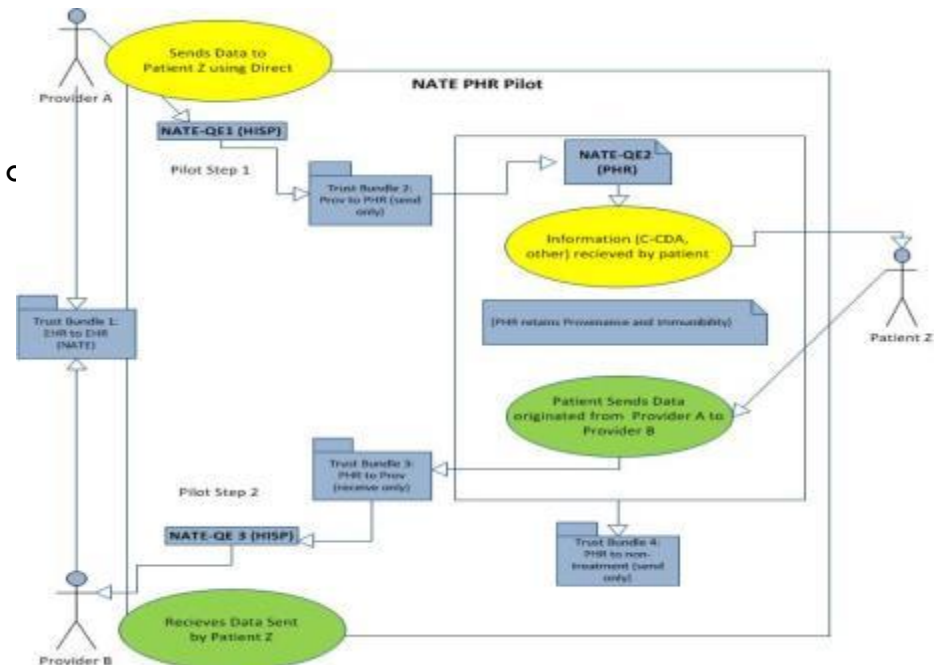
## National Association For Trusted Exchange (NATE)

28

- Consortium of states
- Seeking common solutions for optimizing national exchange of health information.
- Overcome policy, governance and technical challenges c transporting patient data bi-directionally between untethered PHRs (patients) and providers.
- PHR Pilots (with ONC's State Health Policy Consortium)
- California, Oregon and Alaska
  - Providers will send structured data to a patient-subscribed NATE qualified PHR using Direct secure messaging/BlueButton+ specifications
  - Patients will send data from their PHR to a second provider using Direct secure messaging/BlueButton+ specifications.

Other states contributing : Nevada, Utah, Hawaii, North Dakota, Michigan and Florida

[www.nate-trust.org](http://www.nate-trust.org)



# OpenNotes, RWJ Foundation Initiative



## The American Nurse: OpenNotes initiative aims to improve patient-clinician communication, care

November 11, 2013 [Reply](#)

"Opening visit notes really breaks down the barrier in which patients see doctors and other clinicians as having all the answers...I'd really like nurses to think about patients having access to their visit notes..." – Jan Walker [Read more about what nurses from the VA and BIDMC are saying about the OpenNotes movement in the \[...\]](#)



## ANI + ANA join ONC Consumer eHealth Pledge Community

“Nurses are the most-trusted health professionals and have a long history of patient advocacy.”

3.1 Million Nurses

Empowered to use eHealth

Touching 18 Million Patients/Yr

Our Pledge

## Collaborating to engage nurses

### Year One

- Join ONC Consumer eHealth Pledge Community
- Member awareness, education and policy feedback
- ANI Consumer eHealth Toolkit

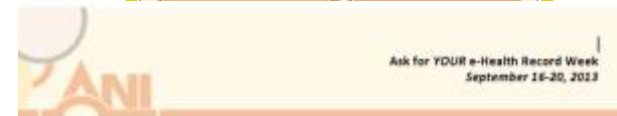
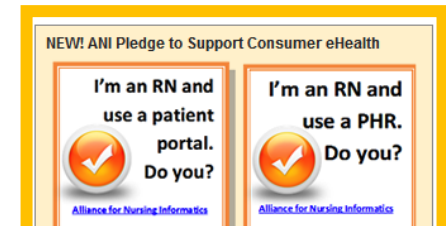
### Year Two

- Pulse Survey on PHR and Portal Adoption
- Ten Step Plan and Ask for Your Records Week during National Health IT Week, 2012

### Year Three

- Strategic planning for broader impact
- New Survey: capacity building and competency needs
- Feedback to ONCs 'The Planning Room' for Consumer e-Health Federal Health IT Strategic Plan,.

<http://planningroom.org/>



#### TEN Steps to Support the ANI ANA Consumer e-Health Pledge

1. Take the [ANI ANA Blue Button Pledge](#). Post a comment, "Like" the ANI Facebook Page, or share an experience.
  2. Encourage your members and nursing colleagues to explore the [updated ANI Consumer e-Health Toolkit](#).
  3. Invite your executive leaders to proclaim your organization's participation in ANI's "Ask for your e-Health Record Week".
  4. [Distribute the ANI Consumer e-Health Pulse Survey](#) to your organization during this week. Collective ANI survey responses will be promoted through a social media campaign.
  5. [Use social media outlets to promote the campaign](#). Post a blog, Tweet, chatter, highlighting your organization's activities on your existing Facebook account, website, and other digital media outlets.
- 

[Promote: #OpenSourceeHR](#)  
and [RequestYourRecord](#) and include the [ANI ANA Pledge](#) in your Tweets



[ANI ANA Blue Button Pledge](#)



[Connect](#)
6. [Reach out to your organization's circle of friends](#) and grow activities on their social networking sites to promote the pledge and overall awareness.
  7. [Watch the Consumer Health IT Summit](#) on Monday, September 16, 2012. Live streaming! Join others in the ONC Pledge community, including ANI and ANA members, and hear about progress in public and private sector efforts to make health information easily available to consumers.
  8. [Distribute a news release](#). The [ANI Press Release](#) can be sent as is, or customized (without changing its message), to your local healthcare and IT reporters, editors, and broadcast producers. Add your organization's logo next to the ANI and ANA logos - show that this is a broad scale effort to engage ourselves as professionals and consumers in e-health. **PRESS RELEASE WILL BE ISSUED THE FIRST WEEK OF SEPTEMBER**
  9. [Share the ONC's Video for Consumers with your membership](#). "Health IT for You" is a new, short animated video for consumers explains how widespread adoption of EHRs and HIT is giving our health care system a 21st century upgrade. [Watch the video](#).
  10. [Make the effort personal](#). Gain experience with Viewing, Downloading and Transmitting your're your own health record to a PHR or other 3<sup>rd</sup> party, and join other nurses as advocates.

Nurses are the most trusted health professionals and have a long history of patient advocacy. We expect nurses to have a significant impact on consumer participation in Health IT to increase use of Personal Health Records and Patient Portals from 10% today to over 20% in the



# Resources: ANI Consumer eHealth Toolkit

## NEW! ANI Consumer eHealth Toolkit

Nurses are the most-trusted health professionals and have a long history of patient advocacy. We expect nurses to have a significant impact on consumer participation in Health IT to increase use of Personal Health Records and Patient Portals from 10% today to over 25% in the next 2 years. *ANI Pledge to Support ONC Consumer eHealth Program*

If nurses are to effectively encourage patients to use PHRs and similar health IT tools to engage more fully in their health and health care, we need to set an example by using them ourselves!

### Step 1 Learn

- [Read the Full ANI Pledge](#) 
- [AHRQ Issues New Guide for Use of Interactive Preventive Care Record \(IPHR\)](#)
- [NEW! Accessing Your Health Information With the Blue Button](#)
- [Explore the Pledge Partners](#)
- [ONC: Understanding Health IT Resources](#)
- [ONC: View Patient/Consumer Videos](#)
- [PHR Tools & Resources from AHIMA](#)
- [PHR Tools & Resources from ANA](#) 
- [PHR Tools & Resources from HIMSS](#)
- *Stay tuned for our upcoming webinar series...*

<http://www.allianceni.org/programs.asp>

### Step 2 Engage

- Take the Pledge to use PHR now on the [ANI Facebook Page](#)
- Post our PHR banners to your organizations website
- Already use a PHR? [Tell your story](#)
- Use the [ONC Consumer Engagement ppt](#) at your next conference
- Share the [ONC Health IT Videos](#) with your patients
- Take the [ANI Consumer eHealth Survey](#)
- *TEN Steps to Support the ANI eHealth Pledge Intended for National Health IT week but many of the activities can be used all year round*

# New NeHc Patient Experience Framework

## Six health care consumer segments

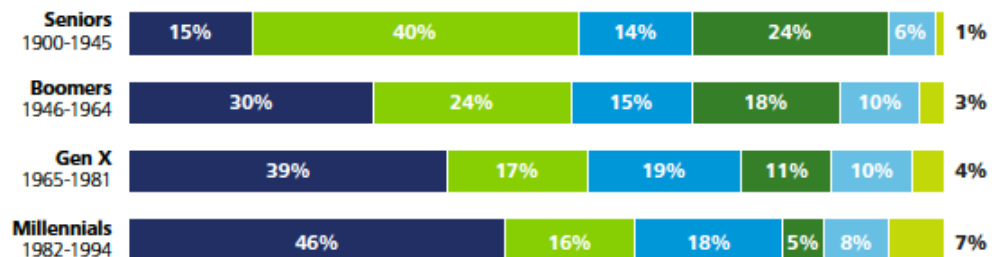


**Online & Onboard**  
Peggy Jo

1. Give depth to the patient experience – research from the patient's point-of-view
2. Personify the consumer segments
3. Create journey maps to make the patient engagement framework more approachable to patients and helpful to providers
4. Apply common reference points for policy, standards and industry

## Attitudes & behaviors

matter most – every demographic cohort includes a mix of the 6 segments



# New NeHC to HIMSS Foundation



## HIMSS Center for Patient and Family-Centered Care

HIMSS' new Center for Patient- and Family-Centered Care (HCPFC) will engage providers with patients in their healthcare through health information IT.

HIMSS and the National eHealth Collaborative (NeHC) have merged to provide thought leadership on how to improve patient health through the use of information technology. The HCPFC will closely align with [HIMSS Connected Patient Committee](#) and Connected Patient Community efforts.

The Center will include:

- A leadership group representing NeHC members
- An education work group

NeHC resources will be integrated into the HIMSS website:

- The [NeHC University](#) education programing and [NeHC Resource Library](#)

For more information, please contact: Mary Griskewicz, Senior Director, Health Information Systems Society HIMSS [mgriskewicz@himss.org](mailto:mgriskewicz@himss.org)

# The art and science are emerging

## What are our roles as nursing leaders?



- We are all e-health consumers.
- How does your personal experience in “asking for your records”, View Download and Transmit, or Blue Button inform your experience and action?
- What new and/or expanded roles do you envision for nursing executives and informaticists?

Thank you Regina Holliday  
Medical Advocacy Blog

THURSDAY, AUGUST 6, 2009

73 Cents Movement in the Post and blogosphere

A place where art, medicine, social media and pop-culture collide and create a patient voice  
in health information technology.

# Questions

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