



**eHEALTH INITIATIVE**  
Real Solutions. Better Health.

# **Connecting Communities Workgroup**

**HIE Consumer Engagement  
Strategies**

**August 27, 2013**

**2:00 – 3:00 pm ET**

# Reminder

*Please mute your line  
when not speaking  
(\* 6 to mute, \*7 to unmute)*



# Reminder

*This call is being recorded*



# Agenda

- Welcome and introduction
- Nebraska Health Information Initiative (NeHII)
  - Deb Bass, CEO
  - Lianne Stevens, Project Manager
- Missouri Health Connection (MHC)
  - Mary Kasal, President & CEO
- Georgia Tech Enterprise Innovation Institute/MyJourney Compass
  - Phil Lamson, Healthcare Consultant
- Q&A
- Upcoming Events





# **Community Betterment Through HIE**

***"Engaging Community Stakeholders  
to Create a Sustainable, Large-Scale HIE"***

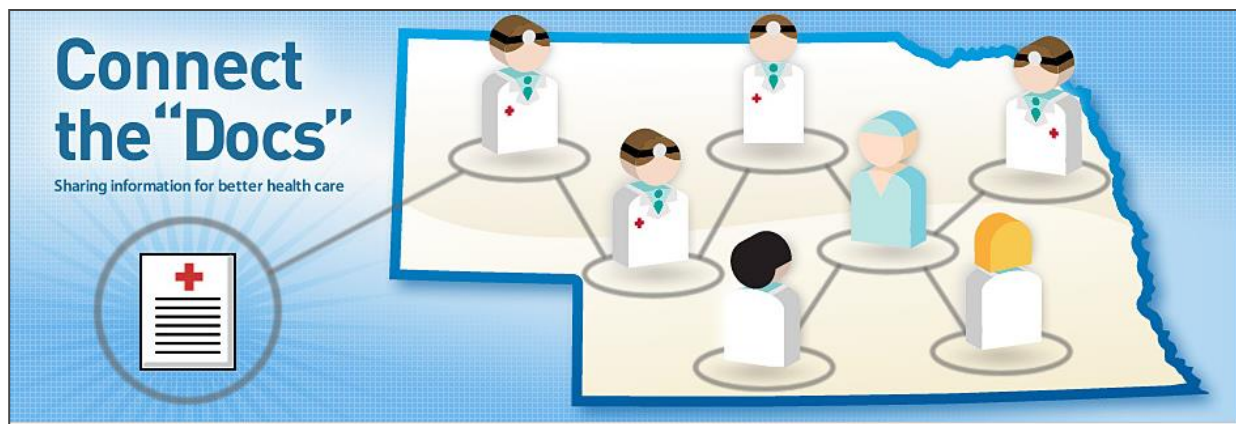
**eHI Connecting Communities Workgroup  
August 27, 2013**

# NeHII's Consumer Awareness Campaign

- ▶ Statewide Effort to Educate and Engage the Consumer & Provider
- ▶ Realized Need to Standardize Messaging
- ▶ Connect the “Docs”
- ▶ “Ax the Fax”
- ▶ Variety of Media Channels, But Limited Funding
- ▶ Developed Through the Consumer Advisory Council and Infuze Creative

# Consumer Awareness Campaign

- ▶ Connect the “Docs”
- ▶ Sharing Information For Better Health Care
- ▶ Review Current Consumer Education Brochure to Address Public Health Reporting Requirements and Secondary Use of Data



# Consumer Awareness Campaign

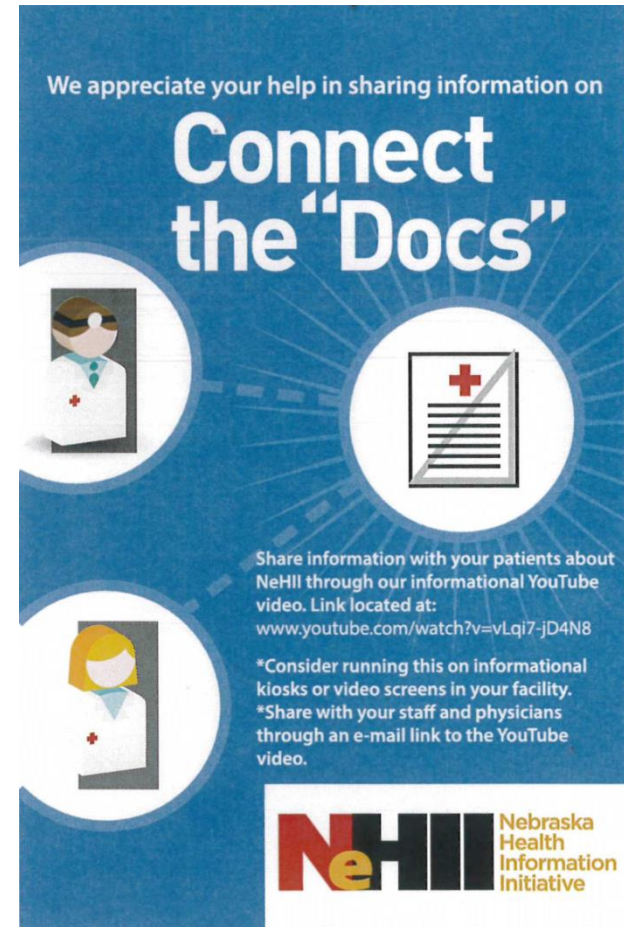
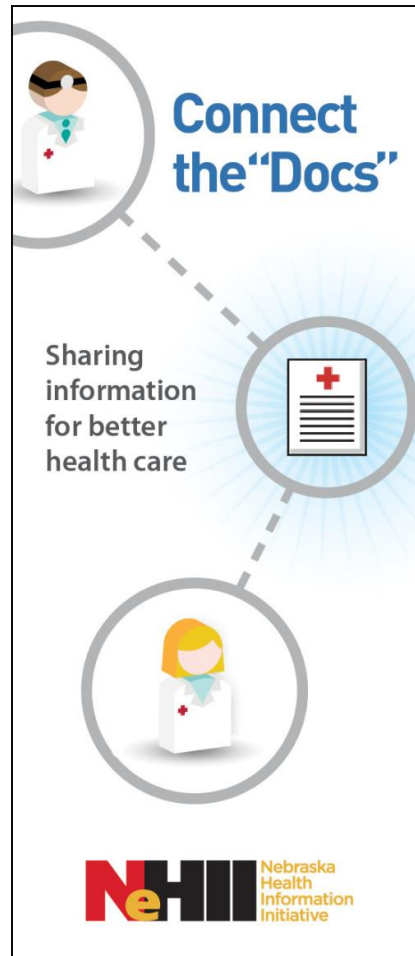
- ▶ Graphic Standards Guide
- ▶ Print Ad
- ▶ Public Service Announcement Media Kit
- ▶ Patient Information Brochure
- ▶ YouTube Video, TV/Radio PSA
- ▶ Consumer Microsite
- ▶ Window Clings for PDMP Support



# Consumer Awareness Campaign

- ▶ YouTube Video
- ▶ PSA

# Connect the “Docs” Samples




# Consumer Microsite – [www.connectnebraska.net](http://www.connectnebraska.net)



# NeHII Website – [www.nehii.org](http://www.nehii.org)

[Home](#) [For Consumers](#) [For Providers](#) [Downloads](#) [HIE/HIT News](#) [Successes](#) [Contact](#) [About](#)



Nebraska  
Health  
Information  
Initiative

Health Care Transformation Through a Community Betterment Collaboration

### Latest News

**Breaking News**

**HOT! HOT! HOT!** NeHII - Nebraska Health Information Exchange - Annual Meeting to be held July 24, 2012




**Gering, Neb.,** - Regional West Health Medical Center will be hosting this year's event at the Gering Civic Center. The meeting will include NeHII's projected plans for continued expansion of Health Information Exchange (HIE) in the state of Nebraska.

[Read More ...](#)

**HOT! HOT! HOT!** Regional West Physicians Clinic Laboratory Joins NeHII - Nebraska Health Information Exchange

**Scottsbluff, Neb.,** -

### Welcome to NeHII




NeHII is leading the effort to create a secure, online, web-based Health Information Exchange (HIE) designed to serve the state of Nebraska. Improved delivery of health care information and reduced health care costs are good for all citizens of Nebraska. The state has a proud tradition and reputation of providing the finest health care possible to its citizens. The HIE will help health care providers take health care to the next level.

Over the next few years the HIE will be rolled out across the state and ultimately will become part of a planned Nationwide Health Information Network ([NHIN](#)). This partnership will again improve the level of health care for Nebraska as well as for the Nation as a whole.

Best of all, these information exchanges will help improve the quality of health care and control the rapidly increasing cost of health care.

The mission, vision, and goals of NeHII provide the ideals and constructs for development of the HIE.

### NeHII Proposes PDMP CEU Program

Alegent Health and [NeHII](#) will be sponsoring a PDMP CEU

### Main Menu

- [Home](#)
- [For Providers](#)
- [NeHII Log In](#)
- [Product Services](#)
- [Direct Services](#)
- [Weekly Fact Sheet](#)
- [Downloads](#)

### News and Events

- February, 2011
- October, 2010
- August, 2010
- July, 2010
- June, 2010
- April, 2010
- March, 2010
- February, 2010
- January, 2010
- December, 2009
- November, 2009
- October, 2009

# NeHII Consumer Awareness Campaign

- ▶ NeHII Supporter Campaign For Physician Offices
  - Window Clings
  - Counter Cards
  - Provider Stress Dolls

# Next Steps

- ▶ Identify Partnership Avenue For a PHR Offering
- ▶ Identify Additional Provider/Consumer Engagement Strategies



# NeHII Contact Information

- ▶ Dr. Harris Frankel (President, NeHII Board of Directors)
- ▶ Deb Bass (Chief Executive Officer, NeHII)

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[www.nehii.org](http://www.nehii.org)



# Connecting Communities Workgroup

Rome Challenge Grant:  
Technology Enabled Healthcare Partnership

August 27, 2013



**Georgia** Institute  
of **Tech**nology®



# Rome Partnership

Northwest Georgia Regional Cancer Coalition

Cancer Navigators of Rome

Floyd Medical Center

Harbin Clinic

Redmond Regional Medical Center



# The Problem

“ The degree to which breast cancer patients are left to make their own decisions is staggering.”

- Jennie Nash, *The Victoria's Secret Catalog Never Stops Coming: And Other Lessons I Learned from Breast Cancer*

# Project Goals

Securely provide patient access to her/his health information

Provide secure, authenticated bi-directional communication between patient and provider

Allow for individual health data to be sent to patient's Personal Health Record (PHR)

# Project Plan

Analyze and research

Design and develop

Execute

Evaluate

# Guiding Principles

Keep it simple; think big, start small and smart

Don't let “perfect” be the enemy of “good”

Keep costs as low as possible

Design for the non-geek

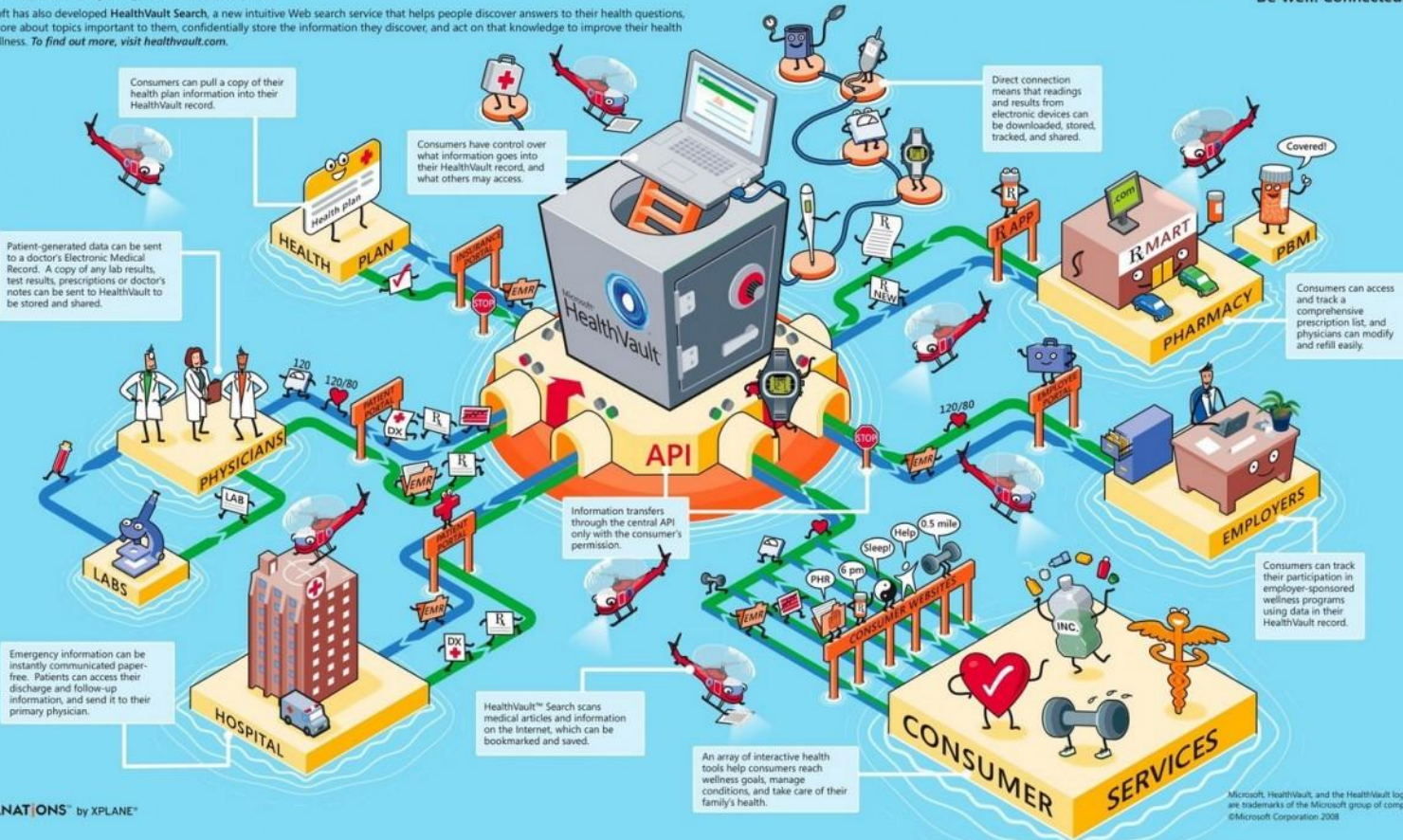
Keep the standards and technology lightweight

# Microsoft HealthVault

## The Microsoft® HealthVault Future

Microsoft® HealthVault™ is a platform designed to put people in control of their health data. It helps them collect, store, and share health information with family members and participating healthcare providers, and it provides people with a choice of third-party applications and devices to help them manage things like fitness, diet, and health.

Microsoft has also developed HealthVault Search, a new intuitive Web search service that helps people discover answers to their health questions, learn more about topics important to them, confidentially store the information they discover, and act on that knowledge to improve their health and wellness. To find out more, visit [healthvault.com](http://healthvault.com).



XPLANATIONS™ by XPLANE™



# Key User Resource Attributes

*When a patient is diagnosed with breast cancer, her access to resources—and the kind of resources available to her—significantly impacts her immediate needs and priorities.*

*How she navigates her treatment experience and her engagement with her care team are defined by four resource attributes:*



**TECH LITERACY** is a patient's ability to use, manage, and understand technology. How comfortable and proficient is she with technology in her daily life? How likely is she to adopt a new digital device, and how skilled is she in troubleshooting technical problems with these items when she encounters them?



**SOCIAL SUPPORT** describes the physical and emotional comfort given by family, friends, co-workers and others. Does she feel understood and validated by those close to her? Does she have a trusted companion who will listen to her without judgment? Does she have family nearby, or a spiritual community where she can seek care and nurturing?



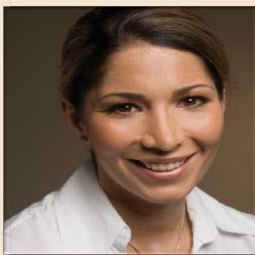
**INFORMATION DEMAND** is the patient's desire to understand her diagnosis and its treatments, and the drive to seek out the information through multiple channels. Does she turn to academic publications for the latest research findings? Is she interested in alternative or complementary therapies? Does she look to educate herself to feel better prepared for the decisions she'll need to make with her care team?



**FINANCIAL STABILITY** refers to the patient's ability to cover the costs of her treatment while continuing to meet her existing financial responsibilities. Does she have medical coverage? Is she the sole breadwinner in her household or does another wage earner contribute? Will she lose income due to lost work during treatment? Are her food and housing arrangements stable and unlikely to change?

# Meet the Patients

"I manage my life, my career and my family from my smartphone. I get cancer and they hand me a stack of paper brochures? I don't need brochures. I need data."



**Assertive Sofia**

PRINCIPLED | DRIVEN | FOCUSED | QUESTIONING

- 37-year-old attorney
- Married with one young child
- Competitive runner with active, healthy lifestyle
- Triple-negative diagnosis



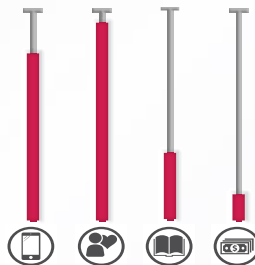
"Getting better means getting to be a mom to my kids. Of course it's a struggle, but it's not new at it. I've been surviving things my whole life, and cancer's no different."



**Enduring Ellen**

PRACTICAL | ENERGETIC | WARM | NURTURING

- 46-year-old hairdresser
- Single mother of three
- Second cancer experience
- Self-employed and uninsured at time of diagnosis



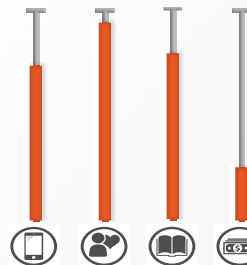
"I'm a problem solver, and the best way I know how to handle this is to be organized. I need tools, not toys. This is no time for distractions."



**Tenacious Trinette**

CONFIDENT | ORGANIZED | DECISIVE | FORCEFUL

- 53-year-old insurance claims adjuster
- Primary caretaker to elderly mother
- Active in church and civic groups
- Hypertensive and pre-diabetic



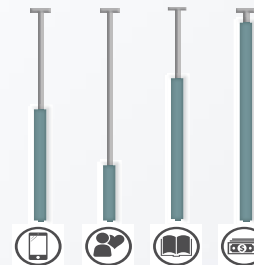
"The worst part about cancer is the unknown. Nothing is certain and all the decisions have to be made so quickly. Isn't there somewhere I can go to get plain answers to simple questions?"



**Aging Audrey**

DUTIFUL | HELPFUL | THOROUGH | LOYAL

- 72-year-old retired bank teller
- Widowed, no children
- Lives independently
- Hysterectomy and osteoporosis



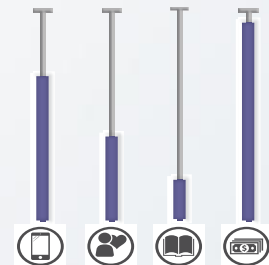
"There are so many medications to keep up with and I have no idea what most of them do. But I trust my doctors. I know I'm getting excellent care."



**Amenable Margaret**

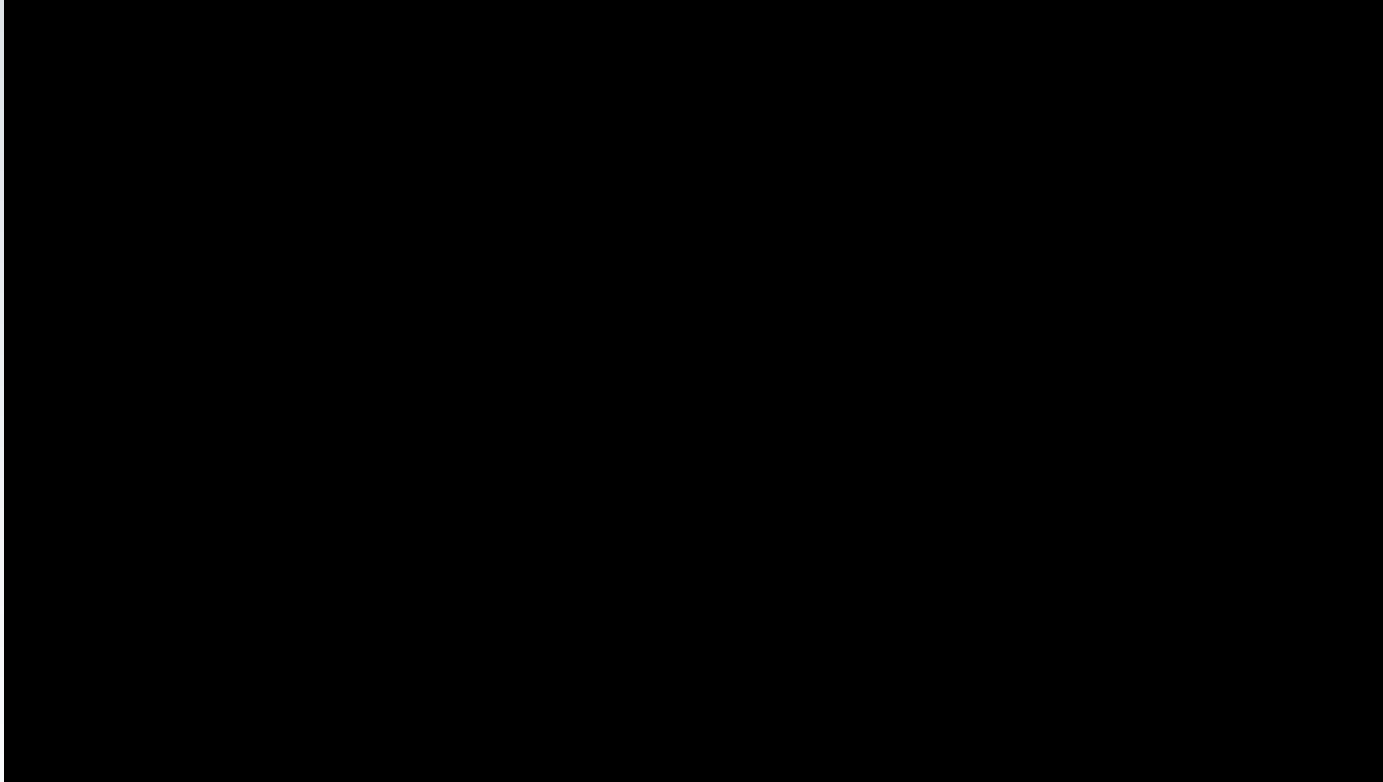
DEVOTED | GUARDED | INTROSPECTIVE | KIND

- 61-year-old antiques dealer and arts advocate
- Devoted to husband and family
- Follows physicians' orders closely
- History of depression/anxiety





# Concept Video

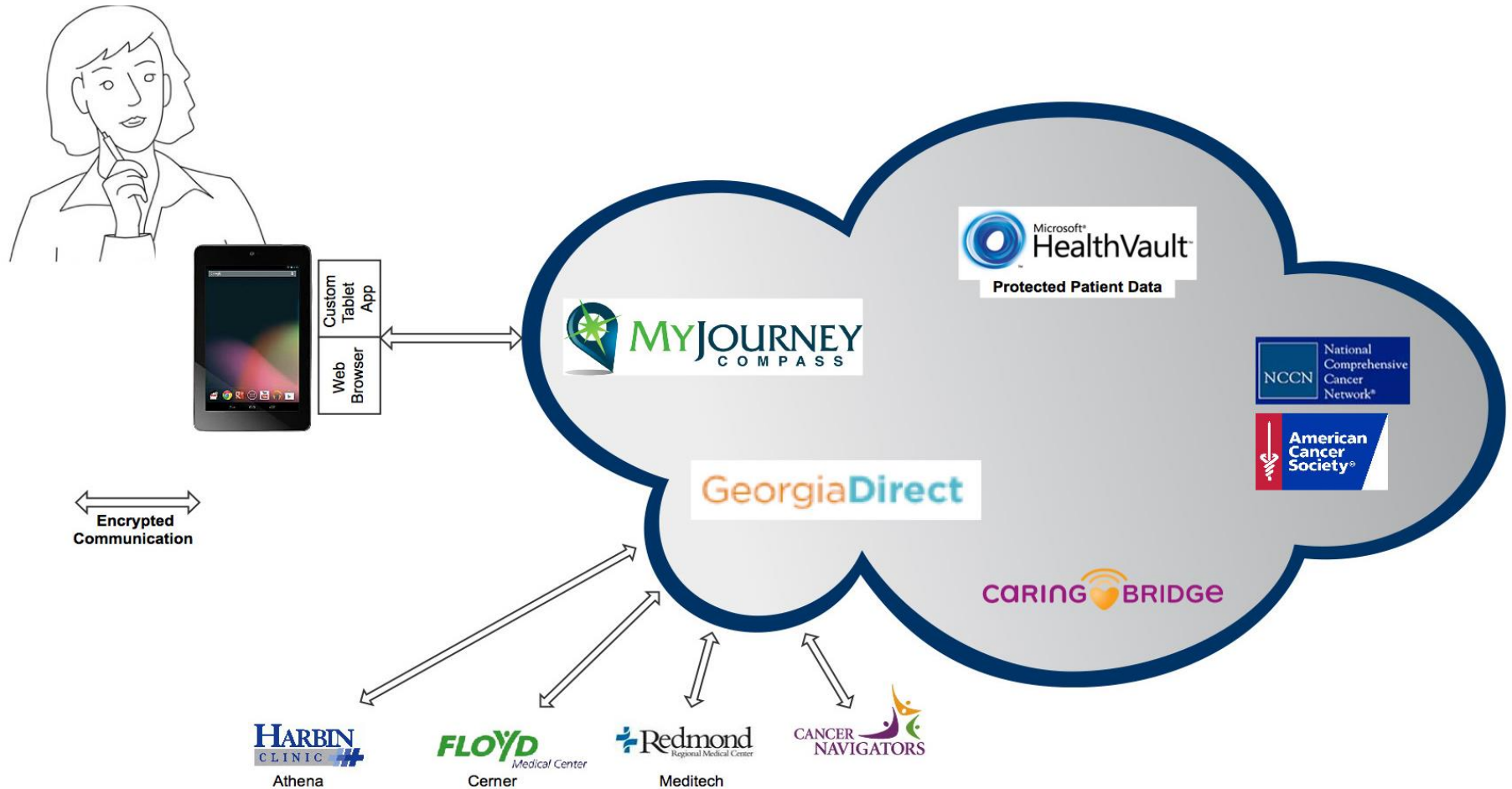


<http://www.youtube.com/watch?v=D4-mtsHbcRs&hd=1>

# Google Nexus 7 Tablet



# Technology Landscape



# Tablet Components

Educational Content

Entertainment & Social Content

Health Information Exchange (Provider → Patient)

Patient Reported Outcomes (Patient → Provider)

# Patient Enrollment

48 patients diagnosed with breast cancer since June

- 25 enrolled (including one male)
- 11 pending
- 12 declined

Project target is 40% of diagnosed patients

Currently at 52%

# Future

PRO enhancements/upgrades

Other platforms (Apple)

Other communities

Other cancers

Other diseases

Analytics

# Contacts

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# Q&A







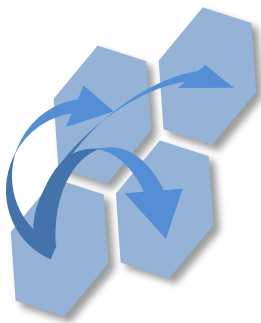
**2013**

**HEALTH DATA EXCHANGE SUMMIT**

OCTOBER 30-31, 2013

Grand Hyatt Washington DC





**2013**

## **HEALTH DATA EXCHANGE SUMMIT**

OCTOBER 30-31, 2013

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Save the Date!  
Click and add it to your calendar



Sponsorship opportunities available, If you are interested please contact [Amy Eckenroth](#) or at (202) 624-3265.



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[ehidc.org/2013-data-exchange-summit.html](http://ehidc.org/2013-data-exchange-summit.html)

Thank you!

