



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"*

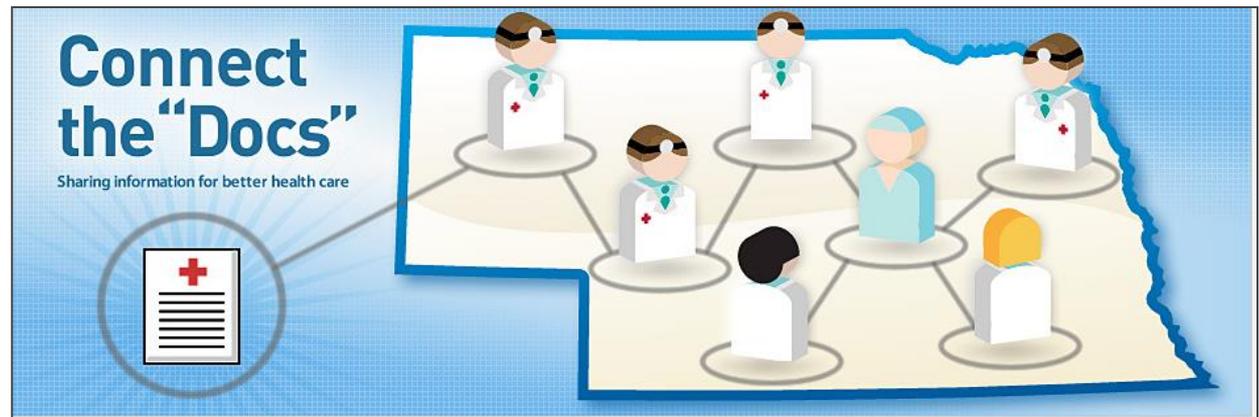
**eHI Connecting Communities Workgroup
August 27, 2013**

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

Connect the “Docs”

Sharing information for better health care

NeHII Nebraska Health Information Initiative

This poster features a white background with a central graphic of a document with a red cross, surrounded by dashed lines connecting to circular icons of a male doctor and a female doctor. The text is in blue and black.

We appreciate your help in sharing information on

Connect the “Docs”

Share information with your patients about NeHII through our informational YouTube video. Link located at: www.youtube.com/watch?v=vLqi7-jD4N8

*Consider running this on informational kiosks or video screens in your facility.
*Share with your staff and physicians through an e-mail link to the YouTube video.

NeHII Nebraska Health Information Initiative

This poster features a blue background with a central graphic of a document with a red cross, surrounded by dashed lines connecting to circular icons of a male doctor and a female doctor. The text is in white and yellow.

Consumer Microsite – www.connectnebraska.net

Home | Participating Providers | About NeHII ▾ | Security Policy | Opt Out or Opt Back In

Connect the "Docs"

Sharing information for better health care





What is NeHII?

NeHII is a statewide Health Information Exchange designed to share clinical and administrative data among sponsored providers...[read more...](#)



Participating NeHII Providers

Currently there are more than 2,000 healthcare professionals participating across Nebraska. [read more...](#)



Welcome to NeHII!

Watch the Video

NeHII Website – www.nehii.org

The screenshot displays the NeHII website homepage. At the top is a dark red navigation bar with the following menu items: Home, For Consumers, For Providers, Downloads, HIE/HIT News, Successes, Contact, and About. Below the navigation bar is a large banner area featuring the NeHII logo (the letters 'NeHII' in red, yellow, and black) and the text 'Nebraska Health Information Initiative' in yellow. Underneath the logo is the tagline 'Health Care Transformation Through a Community Betterment Collaboration'. The main content area is divided into three columns. The left column is titled 'Latest News' and contains two news items: 'Breaking News' about the annual meeting on July 24, 2012, and 'Gering, Neb.' about a regional meeting at the Gering Civic Center. The middle column is titled 'Welcome to NeHII' and contains a welcome message, a paragraph about the HIE effort, a paragraph about the future of the HIE, a paragraph about the benefits of HIE, and a paragraph about the mission and goals. The right column is titled 'Main Menu' and contains links to Home, For Providers, NeHII Log In, Product Services, Direct Services, Weekly Fact Sheet, and Downloads. Below the main menu is a 'News and Events' section with a list of dates from February 2009 to February 2011. At the bottom of the page, there is a red and black decorative graphic on the left side.

Home ▾ For Consumers ▾ For Providers ▾ Downloads ▾ HIE/HIT News ▾ Successes ▾ Contact About ▾

NeHII 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

NeHI Consumer Awareness Campaign

- ▶ NeHI 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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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

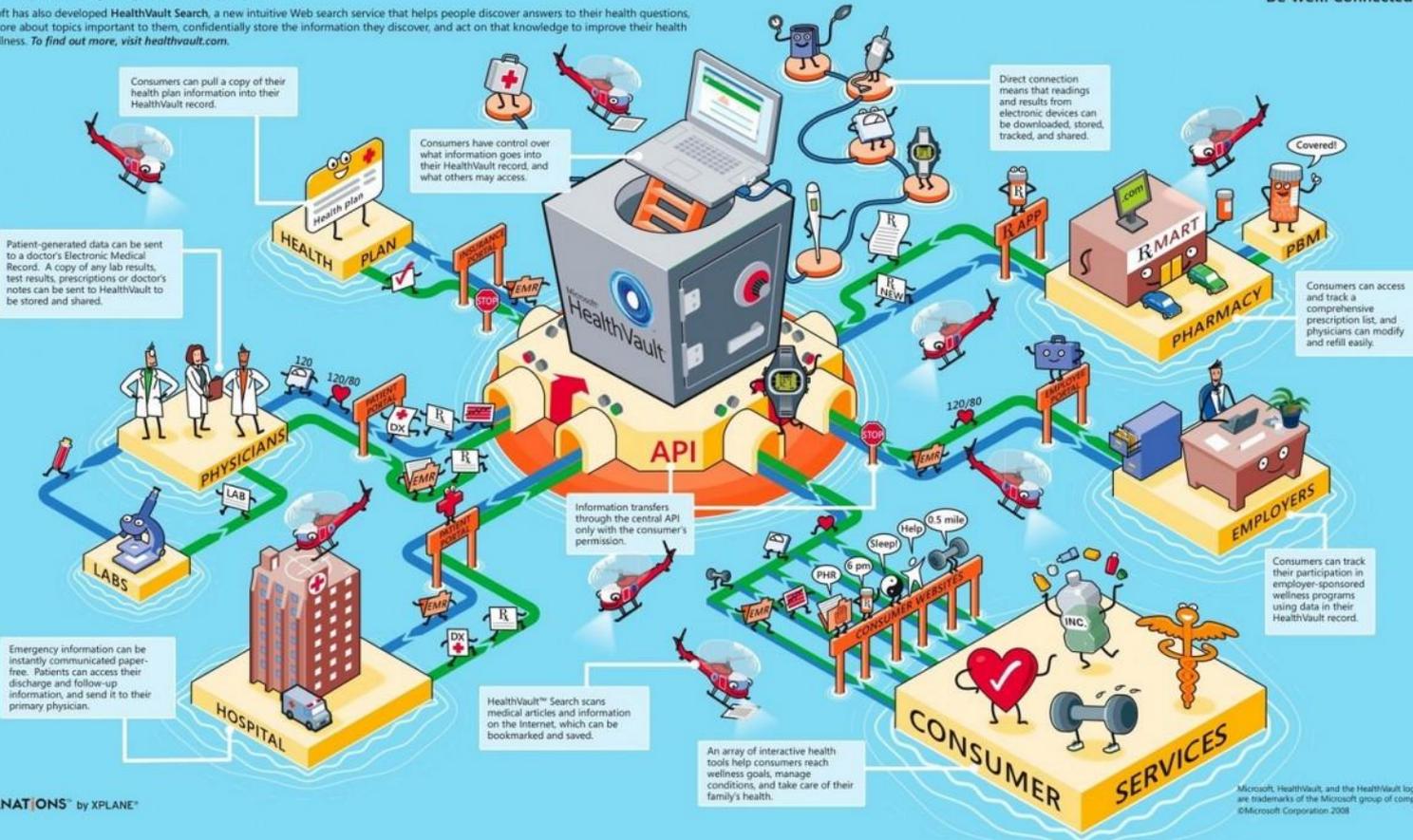
Keep the standards and technology lightweight

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.



XPLANAT|ONS™ by XPLANE™

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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



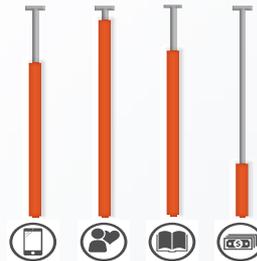
“I'm a problem solver, and the best way I know how to handle this is to be organized. I need tools, not toys. This is no time for distractions.”



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



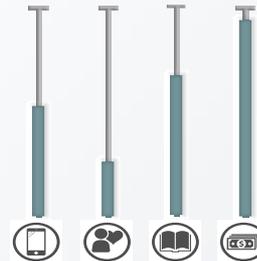
“The worst part about cancer is the unknown. Nothing is certain and all the decisions have to be made so quickly. Isn't there somewhere I can go to get plain answers to simple questions?”



Aging Audrey

DUTIFUL | HELPFUL | THOROUGH | LOYAL

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



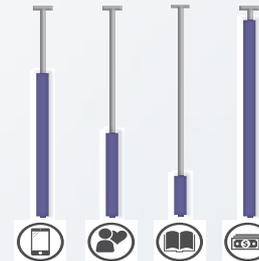
“There are so many medications to keep up with and I have no idea what most of them do. But I trust my doctors. I know I'm getting excellent care.”



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

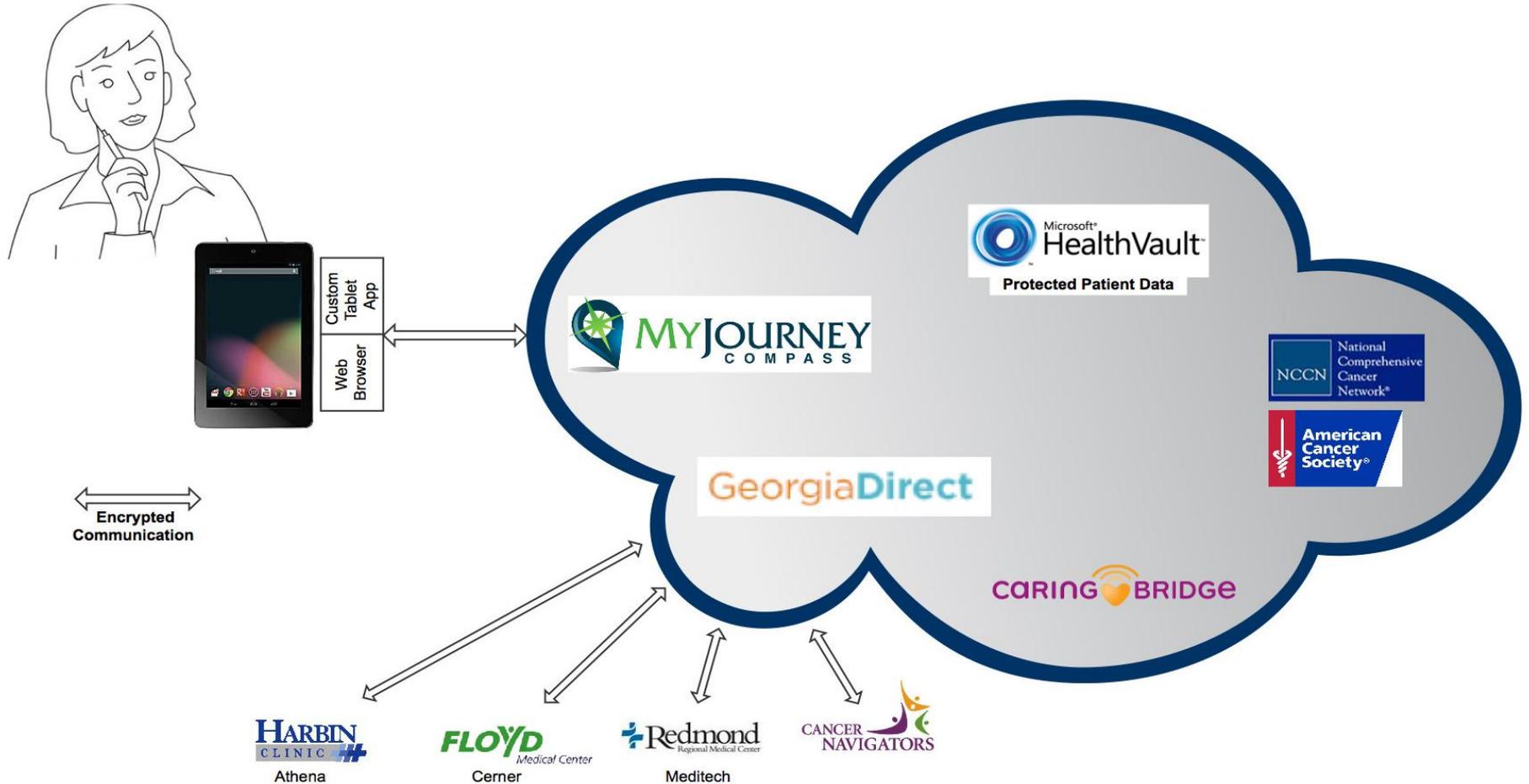


<http://www.youtube.com/watch?v=D4-mtsHbcRs&hd=1>

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





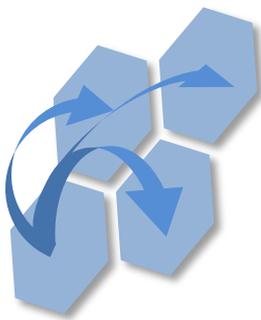
2013

HEALTH DATA EXCHANGE SUMMIT

OCTOBER 30-31, 2013

Grand Hyatt Washington DC





2013

HEALTH DATA EXCHANGE SUMMIT

OCTOBER 30-31, 2013

Grand Hyatt Washington DC

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.



Thank you!

