e-Health
Are you Engaged?
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New England Nursing Informatics Consortium
Welcome and Introductions

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Today’s Objectives

1. Describe three strategies, tools and shifting attitudes associated with advances in consumer e-health.

2. Describe two programs currently taken by national nursing organizations to engage nurses in consumer e-health.

3. Join discussion about your interests, experiences and roles for nursing informaticists.
Outline

Setting Context: The Rapidly Changing Landscape for Consumer eHealth

Update on ONC‘s Consumer eHealth strategy

- Access: Increase consumer access to their health information
- Action: Enable consumers to take action with their information
- Attitudes: Shift attitudes to support patient provider partnerships

Programs NENIC members can easily engage with

- Alliance for Nursing Informatics (ANI) C
  - Consumer E-Health pledge and Ten Step initiative
- ANI and ANA initiative: ‘Ask for your e-health Record’ program

NENIC Member Discussion
Voices of Patients Gaining Strength

“Patients share the responsibility for their own health care....”

- AMA’s Code of Medical Ethics (current)

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

- Regina Holliday

“I'm advocating coordinated care.”

Nikolai “Kolya” Kirienko
Crohn's Disease Patient / Health IT Advocate

“Patients can help. We can be a second set of eyes on our medical records. I corrected the mistakes in my health record, but many patients don't understand how important it will be to have correct medical information, until the crisis hits. Better to clean it up now, not when there’s time pressure.”

- Dave deBronkart (ePatient Dave)

“I Approach Diabetes Management the Way I Manage Life... with My Family.”

- Donald Jones
Consumer Engagement via eHealth

RECENT ISSUE FEBRUARY 2013
New Era Of Patient Engagement

NEW ISSUE MARCH 2013
Promoting Health And Wellness
Solution to Cost Problem: Engaged Patients

“Patient engagement is the blockbuster drug of the century”

Leonard Kish
Engaged Patients lower cost

- Disease management programs online and engagement as demonstrated by a Blue Cross Blue Shield: a $9.81 return for every dollar spent.

- Factoring all results from all of these studies, and it amounts to a $4.51 return for every dollar spent to build and implement patient engagement programs.

http://insights.wired.com/profiles/blogs/healthcare-s-solution-is-here-it-just-needs-to-take-flight#ixzz2KooO5hbg

Source: AARP Survey of patients over 50 with 2 or more chronic conditions
Putting the *i* in Health IT

Some providers radically redefining care relationships

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**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
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.
Consumers are Mobile
Health and care is local, global, mobile

- There are 5.9 billion mobile subscribers (that's 87% of the world population).
- Mobility supports providers to connect and engage patients outside the walls of clinics and hospitals to impact patient behaviors for improved health.
- Physicians, Nurses, Pharmacists, Therapists, Dieticians now prescribing apps
- Consumers are now engage their providers!

Source: The Accenture Connected Health Pulse Survey, 2012
3 A’s to Approach Consumer Engagement

- Increase consumer Access to *their* health information
- Shift Attitudes to support patient-provider partnership
- Enable consumers to take Action with *their* information
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.
Access: The Blue Button Pledge Goes Nationwide

Over 100M Americans expected to have Access by end of this year.
Has your Vendor Pledged?

Blue Button Pledge
To Empower Individuals to Be Partners in Their Health Through Health IT

- Get more organizations to offer Blue Button
- Make “Blue Button” a household name = “electronic access to my health data”
- Advance technical capabilities = “set it and forget it”
- One of 5 game-changing projects involving the 2012 Presidential Innovation Fellows
Access: NENIC is in Good Company

Over 400 organizations have Pledged to provide access to personal health information for 1/3 of Americans...

www.healthit.gov/pledge
Access: Harmonizing Patient Generated Data

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

Access: Encourage Pt & Family Resources
Leon Rodriquez, Director Office of Civil Rights:

May 31, 2012: Clarification of the patient’s right to access their own health information

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.
Action: Aligning with National Initiatives

NeHC Patient Engagement Framework:
Inform Me
Engage Me
Empower Me
Partner with Me
Support my e-Community

PATIENT ENGAGEMENT FRAMEWORK

The Patient Engagement Framework is licensed under a Creative Commons Attribution-NonCommercial-NoDerivs 3.0 United States License.
Action: Making HIT data easier to use

- Surgeon General’s Healthy Apps Challenge
  More at: http://sghealthyapps.challenge.gov

- PHR Model Privacy Notice
Attitude: Consumer Toolkit

Health IT Resources for Organizations
Many organizations have recognized the benefits of health IT and are looking for ways to be involved and support the modernization of our health care system. These patient education materials are available to assist organizations in spreading the word about the value of health IT and electronic health records (EHRs) to consumers. Together, we are working in partnership with you to empower individuals to be partners in their health through health IT.

Fact Sheets on Health IT:
These fact sheets summarize important information on health IT, including the basics of health IT, the benefits for consumers, and how their personal health information is kept secure and private.

What's in Health IT?
- Fact Sheets on Health IT
- Putting the I in Health IT Video
- Ensuring the Security of Electronic Health Records Video
- Health IT Stories
- Take the Pledge
Attitude: Watch & Share Videos

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

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.

Embedded code to share the video.

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.

Embedded code to share the video.
Attitude: Joining Consumers in Design
Our Vision: Transform health and health care through nursing informatics

Our Mission: To advance nursing informatics practice, education, policy and research through a unified voice of nursing informatics organizations.
ANI joins ONC Consumer eHealth Pledge

"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
ANI Ten Steps each Member can do

1. Take the ANI Consumer e-Health Pledge. Post a comment, “like” our ANI Facebook Page, and/or share an experience.

2. Invite new individuals to join one of the ANI Campaign Orientation Calls. Collaborate with other ANI members to spread the word and momentum.

3. Encourage your members to explore the new ANI Consumer e-Health Toolkit.

4. Invite your executive leaders to proclaim your organization’s participation in ANI’s “Ask for your e-Health Record Week.”

5. Distribute the ANI Consumer e-Health Sales Survey to your organization during the week. Collective ANI survey responses will be premiated during our social media campaign.

6. Use social media outlets to promote the campaign. Post a blog, Tweet, chatter, highlight your organization’s activities on your existing Facebook account, website, and other digital media outlets.

7. Reach out to your organization’s sphere of friends, and grow activities on their social networking sites. Including the opportunity to be a guest blogger.

8. Attend the Consumer Health IT Summit on Monday, September 10, 2012. Join others in the ONC Pledge community, including ANI members, and hear about progress in public and private sector efforts to make health information easily available to consumers. Register Today.

9. Distribute a news release. The ANI Press Release can be sent as is, or customized, to your local healthcare and IT experts, editors, and broadcast producers. Add your organization’s logo next to the ANI logo - show this is a broad scale effort to engage ourselves as professionals and consumers in e-health. Note: PRESS RELEASE WILL BE ISSUED THE FIRST WEEK OF SEPTEMBER.

10. Share the ONC’s Video for Consumers with your members. “Health IT For You” is a nine-minute animated video for consumers explaining how widespread adoption of EHRs and HIT is driving our health care system’s 21st century upgrade. Watch the video
ANA & ANI: “Ask For Your e-Health Record”

ANA Encourages RNs to Use Their Personal Health Information as Step Toward Empowering Consumers to Manage Health

08/23/12

Building on its commitment to increase consumers’ engagement in their health care decisions, the American Nurses Association (ANA) is seeking to ensure that registered nurses (RNs) use their own personal health information to improve their health.

The pledge ANA is requesting RNs to sign is part of the U.S. Department of Health and Human Services Office of the National Coordinator for Health Information Technology’s (ONC) Consumer Campaign to involve and empower consumers in their health management through the use of information technology. The pledge asks RNs to obtain their personal health records from their health care providers, develop or maintain the records online, and use those records to make decisions about their own health.

NEW! ANI Pledge to Support Consumer eHealth

I'm an RN and use a patient portal. Do you?

I'm an RN and use a PHR. Do you?

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.

Explore our new Consumer Engagement tab

Take the ANI Pledge to use eHealth on Facebook now
Fulfilling the Pledge

- American Nurses Association and the American Nursing Informatics Association held “Ask For Your Health Records Week” – on their websites and on Facebook
- Encouraged nurses to ask for their health record so they’d be better positioned to share their experience with their patients.
Resources: ANI Consumer eHealth Toolkit

NEW! ANI Consumer eHealth Toolkit

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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
- AHRO 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
Resources: Office of Civil Rights

- [www.hhs.gov/ocr](http://www.hhs.gov/ocr)
- Video, “The Right to Access and Correct Your Health Information”
- [http://www.youtube.com/watch?v=JY1l5s8ED5c](http://www.youtube.com/watch?v=JY1l5s8ED5c)
- Visit the HHS OCR You Tube channel (search for HHS OCR) for additional videos on topics like “Your Health Information, Your Rights” or “Communicating with Family, Friends and Others Involved in Your Care”
- Print this pamphlet, “Your Health Information Privacy Rights” [http://www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/consumer_rights.pdf](http://www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/consumer_rights.pdf)
- Look up more information about your right to get your medical record:
  - [http://www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/medicalrecords.html](http://www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/medicalrecords.html)
- Learn how to file a complaint with OCR if you think your rights have been violated, and know that under HIPAA, an entity cannot retaliate against you for filing a complaint [http://www.hhs.gov/ocr/privacy/hipaa/complaints/index.html](http://www.hhs.gov/ocr/privacy/hipaa/complaints/index.html).
Resources: Other

- Ricciardi, L; Mostashari, F; Murphy, J; Daniel, J; Siminerio, E. “A National Action Plan to Support Consumer Engagement via eHealth,” Health Affairs, 32(2), (2013): 376-384
Summary: Some Predictions

1. Our “sweet spot” as nurses, experts in the patient experience, engagement and care coordination, will continue to inform the national dialogue.

2. Patient and Consumer engagement will be amplified with Meaningful Use.

3. Innovations in the next generation of consumer centric e-health solutions, architected for participation and interoperability, will continue to proliferate.

4. Health is Social and a function of participation. Consumer’s participation in their own health will go viral and will bring new innovations to providers, payers and communities.

5. Personalization and mass customization of preference sensitive and collaborative care will be possible for providers, and patients/consumers themselves.

6. Patient centric clinical decision support (CDS) will connect to provider CDS.

7. We will be successful in integrating care in our settings with a larger health-e-ecosystem, including new accountable and value based models, and emerging neighborhood model.

8. Nursing informatics roles will expand, bringing technology to care innovation, in genomics, personal health, e-health, tele-health, m-health, digital health.
What are your interests and experience in consumer e-health?

How is it to “ask for your records?”

What new and/or expanded roles do you envision for nursing and clinical 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.