

Consumer Engagement Plan Health Information Infrastructure Advisory Board Consumer Subcommittee

	Continuing Responsibility: January 2007–June 2007	Beginning the Conversation: July 2007–June 2009	Deepening the Dialogue: July 2009–June 2011
<p>Listening to Learn</p> <ul style="list-style-type: none"> - Hear from public and consumers - Issues and concerns 	<ul style="list-style-type: none"> ▪ Consistent vehicles for consumer input on process, system, and needs ▪ Develop measurable standards by which the public can determine effectiveness of HII and component banks based upon consumer identified needs ▪ Have consumers and their advocates review privacy/security safeguards 	<ul style="list-style-type: none"> ▪ Construct ongoing infrastructure for communication with public <ul style="list-style-type: none"> ○ Web page ○ Hotline ▪ Develop public outreach strategies to gauge interest: town halls, focus groups ▪ Solicit/report consumer input on functionality <ul style="list-style-type: none"> ○ Start from what they want ○ Outreach through organizations ○ Market research to test ideas ▪ Who pays depends on what they get: ask consumers how they see the risks vs. benefits ▪ Determine consumer role in management of HII ▪ Obtain commitments from consumer organizations to support HII and accelerate transition 	<ul style="list-style-type: none"> ▪ Ongoing education of employers, public, ‘patient aggregators’ <ul style="list-style-type: none"> ○ Educational outreach to schools, communities, nonprofits, etc. ○ Develop courses on utility for consumers, HR professionals, medical office managers ▪ Develop and distribute a grade report of participating banks (quarterly or annually) ▪ Coordinate with community and technical colleges for HII course curricula development ▪ Develop strategies for overcoming regional, cultural, and technology barriers <ul style="list-style-type: none"> ○ Digital divide, language barriers, etc. ○ Demographic issues: age, income, socio-economic ▪ Consider pros/cons of labor and employer roles
<p>Speaking to Inform</p> <ul style="list-style-type: none"> - Risks vs. benefits - Awareness - Value 	<ul style="list-style-type: none"> ▪ Increase awareness of tools for better patient care, health mgmt. <ul style="list-style-type: none"> ○ Quality and safety of care ○ Evidence-based decision support ▪ Use banking analogy to frame information ▪ Illustrate benefits <ul style="list-style-type: none"> ○ Convenience and safety ○ ER, travel, referrals ▪ Illustrate security/privacy of current system vs. proposed HII <ul style="list-style-type: none"> ○ Privacy, security, and audit trail ○ Access control: read vs. write 	<ul style="list-style-type: none"> ▪ Develop, implement full public awareness campaign <ul style="list-style-type: none"> ○ Media work and community outreach ○ Social marketing strategies ○ Public education on utility, access, and benefits ▪ Readable, plain-speak written information <ul style="list-style-type: none"> ○ “Translate” target statement ○ Summarize research on the problem in common language ▪ Develop detailed education curriculum, including appropriate tools, for ease of adoption ▪ Design functions that satisfy consumer interests 	<ul style="list-style-type: none"> ▪ Build annual community marketing plan for nonprofit to communicate with public ▪ Media work: PSA, editorial boards, etc. ▪ Utilize primary marketing channels: providers, plans, employers ▪ Social marketing of health outcome benefits ▪ Continuing education of engaged consumers to support technological evolution ▪ Validate that functions meet consumer interests ▪ Patient view of information translated into layman’s terms ▪ Claims data online and accessible in layman’s terms

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<p>System of Shareholders</p> <ul style="list-style-type: none"> - Develop a sense of public ownership - Build sense of utility, benefit 	<ul style="list-style-type: none"> ▪ Patient control of access - theirs and others ▪ Guarantees of security of records and patient privacy ▪ Authentication of users ▪ Several levels of access ▪ Arbitration and enforcement mechanisms ▪ System reliability 	<ul style="list-style-type: none"> ▪ Consumer participation is voluntary ▪ Credibility: reliable, accessible, transparent, and secure system ▪ Enlist allies with state to educate their members ▪ Test consumer’s trust level of potential/interested trusted parties (Health Record Banks) ▪ Commitment to participate by data suppliers ▪ Truly informed consent/true scope of control 	<ul style="list-style-type: none"> ▪ Open forums on using HII to improve health care quality, safety, and efficiency ▪ Publicize patient’s ability to view Access Log (like credit reports) ▪ Governance has checks and balances ▪ Administrator of central HII organization is committed to including consumers and improving the care they receive through HII ▪ Active audit of banks by public review committees and publish results ▪ Publish participation levels in HII and health care improvement measures