

Who are the consumers of HII and why do they matter?

Consumer is defined as anyone receiving health care services in Washington State. It is important to realize the diversity of Washington consumers and, when possible, seek to engage as many of these specific groups as possible in the creation and evolution of the HII. Each group will have distinct needs and concerns related to electronic, sharable health information. The adoption and success of HII, both economically and politically, will depend on whether these needs are addressed and harnessed as a driver in the marketplace, or whether they will lead to fear and mistrust. Both health record banks and the central HII entity should consider collaborating with organizations like those listed below as a way to reach these groups. However, they should never be allowed to replace true consumer participation. “Professional patients” or advocates are most effective when they facilitate inclusion of real consumers in the work of HII. A phased outreach strategy is recommended that reaches out to certain groups first as determined by local needs and priorities.

Grouped By	Consumer Groups	Examples of organizations working w/them
Health Status	<ul style="list-style-type: none"> ▪ People with disabilities ▪ Chronically Ill ▪ Home and Hospice care ▪ Catastrophic illness or injury 	<ul style="list-style-type: none"> ▪ Dept of Justice Amer. w/Disabilities division ▪ Shared Care Plan Family Advisory Council ▪ ▪ Cancer Society & other support groups
Health Influencers Primary Informers of the “consumer”	<ul style="list-style-type: none"> ▪ Providers ▪ Caregivers ▪ Family Health Managers <ul style="list-style-type: none"> ○ Adult children ▪ Watchdogs <ul style="list-style-type: none"> ○ Privacy/Rights groups ○ Academics & Bio-ethicists 	<ul style="list-style-type: none"> ▪ WSMA/ WANP ▪ Area Agencies on Aging ▪ ▪ ▪ Foundation for Healthcare Quality ▪ ACLU ▪
Age	<ul style="list-style-type: none"> ▪ Children ▪ Young Adults (19-30) ▪ Adults ▪ Pre-Medicare Seniors (50-65) ▪ Seniors 	<ul style="list-style-type: none"> ▪ Children’s Alliance, OSPI ▪ Universities/Comm. Colleges/Trade Schools ▪ AARP ▪ Senior Centers, School Retirees Assoc.(& others)
Ethnicity/ Language	<ul style="list-style-type: none"> ▪ Native Americans ▪ Latinos ▪ Russian speakers ▪ 67 other languages present in WA 	<ul style="list-style-type: none"> ▪ Tribal councils ▪ Latino Health NW ▪ ▪ DSHS Interpretation contractors
Socio-economic	<ul style="list-style-type: none"> ▪ Uninsured ▪ Medicaid ▪ Transient/Homeless ▪ Incarcerated ▪ Rural ▪ Non-residents (OR, ID, BC, beyond) 	<ul style="list-style-type: none"> ▪ Community Health Centers ▪ Medicaid outreach committee-WACOMO ▪ WA Rural Health Association ▪ Department of Corrections ▪ Rural Outreach Projects (CM, MYCC) ▪ Health systems in Portland, Spokane, Bham
Affiliation	<ul style="list-style-type: none"> ▪ Employees of Self-insured ▪ Union Members ▪ VA/DOD users ▪ L & I recipients ▪ Indian Health Services ▪ HMO members 	<ul style="list-style-type: none"> ▪ Boeing ▪ AFL/CIO Labor Council ▪ Representatives from each ▪ L&I Dept ▪ Bureau of Indian Affairs ▪ Group Health