



Department of Health & Human Services
Office of the National Coordinator for
Health Information Technology

Consumer Engagement Strategies Health Mart 2010

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REMI'S JOURNEY

A family's experience navigating the
U.S. Healthcare system

Consumer Engagement Strategies

Meaningful Use – Stage 1

Outreach and Education

Partnering with local organizations and media

Social Media Campaigns

ONC Initiatives

Consumer Engagement Strategies

Meaningful Use – Stage 1

Engage patients and families in their health care by:

- Providing copies of electronic health information upon request (and for hospital patients a copy of their discharge instructions)
- Providing patients with timely electronic access to their health information
- Clinical summaries for each patient visit
- Send reminders to patients per patient preference for preventive / follow up care
- Using technology to identify patient-specific education resources

Outreach and Education

Office of Provider Adoption Support– MUVers Physicians Champion Campaign
One size does not fit all

Partnering with local organizations and media

Go where the patients go

Social Media Campaigns

Youtube – “Attack of the Killer Paper....”
Facebook

ONC Initiatives

Health IT Journey Stories
Education Materials providers can share with patients
Stakeholder and Federal Advisory Committee Workgroups

PERSONAL HEALTH RECORDS (PHR)



Personal Health Record(PHR)


“An electronic Personal Health Record (“ePHR”) is a universally accessible, layperson comprehensible, lifelong tool for managing relevant health information, promoting health maintenance and assisting with chronic disease management via an interactive, common data set of electronic health information and e-health tools. The ePHR is owned, managed, and shared by the individual or his or her legal proxy(s) and must be secure to protect the privacy and confidentiality of the health information it contains. It is not a legal record unless so defined and is subject to various legal limitations. “

PHR Functions

- **Access your information**
- **Communication with your Provider**
- **Refill of Medications**
- **Symptoms or complains**
- **Diagnostics**
- **Laboratories and radiologist**
- **Claim Managements of insurance**
- **Patient Education of his disease**
- **Insurance covers**
- **Appointments**



sallymontes

Profile summary 

[Notices](#)

[Drug interactions](#)

 [Profile details](#)

[Age, sex, height...](#)

[Conditions](#)

[Medications](#)

[Allergies](#)

[Procedures](#)

[Test results](#)

[Immunizations](#)


[Insurance](#)


[Files and images](#)

 [Add to this profile](#)

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 [Share this profile](#)

 [See who has access](#)

[Medical contacts](#)

 [Find a doctor](#)



[Add to this Google Health profile](#)

Learn about your health issues and find helpful resources



[Import medical records](#)

Copy and get automatic updates of your records



[Explore online health services](#)

Find online tools for managing your health



[Find a doctor](#)

Search by name, location, and specialty

[Age, sex, height...](#)

Female

[Conditions](#)

Allergic Rhinitis [More info »](#)

Relation of PHR with EHR

- **The PHR no substitute the providers record (paper or EHR)**
- **Securely access the system**
- **Designate information to be shared electronically with the patient's consent**
- **Compatible with EHR Information**



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“It’s not about implementing a health record, it’s about improving the quality of care for our patients.”



QUESTIONS?

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