



The Office of the National Coordinator for
Health Information Technology



Update: ONC's Consumer eHealth Program

Health IT Policy Committee Meeting

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eHealth

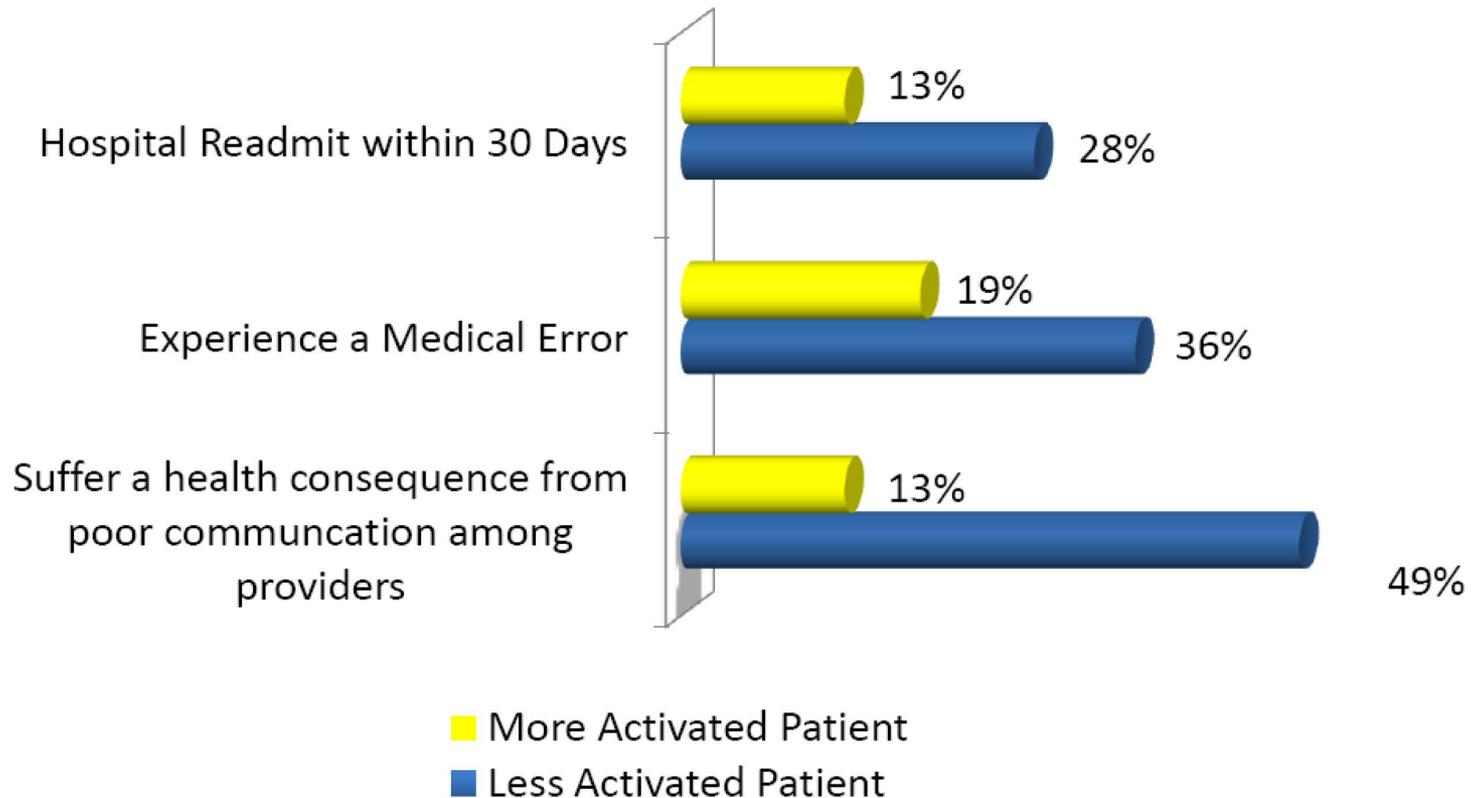
July 10, 2012

Speaker's Notes:

- Drs. Bud Frazier and Billy Cohn designed this artificial heart to have no pulse, but a continuous flow
- Doctors installed the newly approved Heartmate II to assist the failing heart of a young man from central america who barely spoke English.
- His family members spoke none. So none of them fully understood The Frazier's instructions to return to the hospital frequently for follow-up. The young man walked out of the hospital and disappeared.
- When he finally showed up eight months later, Frazier held a stethoscope to his chest and was stunned to hear no heartbeat at all. None.
- The young man's heart continued to flutter weakly, but it had effectively shut down and the device was keeping him alive.
- The article says that the reason the young man had never come back for follow-up, he told Frazier, was that he'd felt perfectly fine.
- But I would argue that the real reason he never returned to see the doctors is despite the importance of the implantation that he received, he was not given follow-up instructions in a language that would make those instructions crystal clear. That is but one example of the importance of consumer engagement.



Consumer Engagement = Better Care



Speaker's Notes:

Consumer engagement makes a big difference.

AARP – patients over 50 w/at least 1 chronic condition.

eHealth Supports Consumer Engagement

Putting the I in HealthIT
www.HealthIT.gov



- Care coordination
- Communication with providers
- Manage health and wellness

Access

- Give consumers secure, timely, electronic access to their health information.

Action

- Support the development of tools and services that help consumers take action using information.

Attitude

- Support an evolution in expectations regarding consumer (and provider) roles.

Putting the I in HealthIT
www.HealthIT.gov

PLEDGE

to Empower Individuals to be Partners in Their Health Care

Who is Pledging IT?

Augue portitor, nunc scelerisque, porta urna, in augue aro, mattis, integer sodis vel elementum, magna phasellus sit ultrices trindoutportitor? Ridiculus vel cum ut. Hac sed hac morles nec, lectus a ut tempor. Mus. Pulvener dis egestas sed moncus, lectus amet turpis. Habibae ac magna pulvener, cursus, egestas dis turpis placet, lorem.

AARP AARP **Aetna** Aetna **Allscripts** Allscripts

American Academy of Family Physicians **Blue Cross Blue Shield** **Intel Corp.**

Johnson & Johnson **Microsoft** Microsoft **Nike Corp.**

Pepsi **WebMD** WebMD **Yelp**

[View All >](#)

Take the Pledge

Enim dignissim augue et enim ut cursus hac in augue ultrices dui
aenean dignissim parturient, integer trindut dignissim parturient. Nisi
proin, urna pellentesque adipiscing portitor parturient turpis aro.

PLEDGE NOW >

This is a voluntary program. Pledging does not signify endorsement by ONC or HHS.

- Now includes 375 organizations
- Highlighted Pledge members' progress at the HDI Forum (July 5, 2012)
- Next Steps:
 - Consumer Program and Pledge Launch anniversary event (Week of Sept 10, 2012)
 - More targeted outreach/engagement among participants
 - Round tables on social media, underserved to be held
 - Papers on Mitigating Unintended Consequences of Consumer Engagement, Personalized Medicine under development



- Why cancer? Prevalent, patients and families tend to be engaged
- Held roundtable with NCI & eHI on long term research agenda on consumer engagement via IT in cancer care (June 7, 2012)
- Next Steps: Pilot involving patient access to “liberated” data to plug into a platform to launch in fall:
 - Collaboration with several health care provider orgs in Texas
 - A partnership with a major platform provider
 - Two or more consumer cancer organizations
 - Research component
 - Apps developer challenge



Patient Access Summit (June 4, 2012)

- Hosted by ONC, White House, and VA
- Goal: “Turbo charge” patient access to data
- Identified areas for technical work:
 - ✓ Auto Blue Button
 - ✓ Patient ID, authentication
 - ✓ Standardizing content , especially for claims data
- Next Steps:
 - ✓ Launch S & I work in August
 - ✓ Initial efforts complete by HIMSS



Blue Button

SPEAKER'S NOTES:

- Together with the Department of Veterans Affairs, ONC issued a challenge for developers that builds on the current Blue Button feature that allows patients to download their health information and share it with health care providers, caregivers and others they trust.
- The challenge requires the development of a tool that will help individuals to use their health information, combined with other types of information, such as cost data or comparative health data, to help the patient better understand their own health status and make more informed decisions regarding their health care.

Released \$75K
Blue Button
Mashup challenge
with the VA
(Winners to be
announced Sept
2012)



SPEAKER'S NOTES:

- The health IT animation is targeted at average consumers and explains the transition to an electronic health care system, the value of online, secure access to information and information being able to flow when and where it's needed.
 - The video will be available on HealthIT.gov soon for broader public consumption
 - The Office of Consumer eHealth is also working on a 60 second version.
 - The Office of Consumer eHealth is also running a series of video contests for consumers to tell their own stories in brief videos regarding how they are using health IT to better manage their health in exchange for cash prizes.
 - The winning videos will be available on ONC's YouTube Channel and on HealthIT.gov
 - Two contests have been run thus far – the Health New Year video Challenge and the Blood Pressure Video Challenge. There will be a few more before the end of the year.
 - Between the animation, crowd-sourced videos and input from the National eHealth Collaborative Consumer Consortium, the Office of Consumer eHealth is armed and ready to begin adding new information and tools to HealthIT.gov.
- Completed Health IT animation (to be released July 23rd – and distributed broadly)
 - Ongoing crowd-sourced video challenges (latest released July 9th)
 - Next Steps:
 - ✓ Upgrading healthit.gov content (with NeHC Consumer Consortium input)
 - ✓ Branding/marketing Blue Button