

The Office of the National Coordinator for  
Health Information Technology



# Office of the Chief Privacy Officer Update

**Health IT Policy Committee  
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# Today's Discussion



- Introduce OCPO's recently launched projects
  - Data Segmentation Privacy Initiative
  - E-Consent Trial Project
  - mHealth Privacy and Security Research Project
  - Privacy and Security Consumer Attitudes Survey
  - Security Technical Assistance
- Questions?

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# Data Segmentation for Privacy Initiative

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# S&I Framework: Solution Development Lifecycle



# Data Segmentation for Privacy Initiative: Scope



- **Underlying Challenge:**

- Enable the implementation and management of disclosure policies that:
  - Originate from the patient, the law, or an organization.
  - Operate in an interoperable manner within an electronic health information exchange environment.
  - Enable individually identifiable health information to be appropriately shared.

- **Scope:**

- Focus on defining the use case, user stories and requirements supporting a standards-based privacy protection architecture; specifically application of data segmentation for interchange across systems.
- Fulfill the requirement to test the HITSC recommended standards for privacy metadata tags.

- **Outcome:**

- Successful pilot test of a privacy protection prototype compliant with Federal privacy and security rules across multiple systems demonstrating interoperability.
- Validation of the applicability and adequacy of the HITSC recommended standard(s) in implementing a data segmentation solution.

# Data Segmentation for Privacy Initiative



- Initiative builds on the PCAST vision and recommendations from the HITSC for the development of metadata tags to be used for exchanging data across organizational structures while maintaining the privacy and security of the information.
- Example user stories include:
  - Information related to substance abuse treatment, which is given heightened protection under the law.
  - Patient wishes to restrict payer access to data related to treatment received and paid for out-of-pocket.
- For more information: <http://wiki.siframework.org/Data+Segmentation>

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# E-Consent Trial Project

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# E-Consent Trial: Project Objectives



- Design, develop, and pilot innovative ways to:
  - Educate and inform individuals of their option to give individual choice in a clinical setting to share their health information electronically.
  - Ensure that individuals are knowledgeable participants in decisions about sharing their electronic health information in a clinical environment.
  - Electronically obtain and record meaningful choice from individuals in a clinical setting.

**Health IT Policy Committee Individual Choice Recommendations (September 2010) informed project objectives.**

# General Project Approach



- Conduct patient input evaluation and integration throughout the pilot design and development process.
- Employ multi-channel approach to accommodate visual/auditory and tactile learners, and provide flexibility in delivery of educational material.
- Conduct e-consent pilots at health provider sites within the *Western New York (WNY) Health Information Exchange*, a Beacon Community.

**Project will electronically implement existing patient choice policies.**

# Anticipated Project Outcome



- Identification of effective and innovative best practices that ensure:
  - Any choices patients make with respect to sharing their health information are indeed, meaningful.
  - Patients understand the consequences of their choices.
  - Patients better understand their choices regarding whether and when their health care provider can share their health information electronically, including sharing it with a health information exchange organization.
- Project Timeline: October 2011 – March 2013

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# mHealth Privacy & Security Research Project

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# mHealth Privacy/Security: Project Objectives



- Background:
  - “mHealth” refers to use of mobile device to communicate health information, including text messaging, email, Skype and use of apps
  - HHS Text4Health Task Force identified privacy and security of mHealth as critical issue to be explored
    - <http://www.hhs.gov/open/initiatives/mhealth/index.html>
- Objectives:
  - Identify and explore attitudes and preferences of consumers with respect to mHealth privacy and security
  - Explore potential safeguards

# General Project Approach



- Conduct 24 focus groups in five diverse regions, including urban and rural areas
- Analyze data using grounded theory model, revealing patterns and categories for further analysis
- Leverage health literacy experts
- Review of preliminary findings by expert panel
- Produce final report to include discussion of methodology and summary of focus group results

# Anticipated Project Outcome



- Qualitative data regarding consumer attitudes and preferences related to mHealth privacy and security
  - Delineate privacy/security issues related to mHealth, including potential safeguards
  - Inform policy discussions regarding mHealth privacy/security
  - Inform future information collections and research related to mHealth
  - Final report to be shared with HHS leadership and HHS organizations interested in developing mHealth programs

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# Privacy & Security Consumer Attitudes Survey

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# Consumer Survey: Project Objectives



- Background:
  - Federal Health IT Strategic Plan calls for engaging consumers and inspiring trust in health IT
  - Understanding consumer perspectives regarding privacy/security of EHRs and HIE is critical to engagement
  - As adoption of EHRs and HIE grow, consumer attitudes may evolve
- Objectives:
  - Identify and explore attitudes and preferences of consumers with respect to the privacy and security aspects of EHRs and health information exchange
  - Identify changes in consumer attitudes over time

# General Project Approach



- Conduct random digit dial (RDD+) national survey of 2,000 adults exploring views on privacy/security of EHRs and health information exchange (HIE) annually for five years
- Key metrics include
  - How concerned are individuals with privacy/security of their medical records
  - Have individuals withheld information from a provider due to privacy/security concerns
  - Do individuals want providers to use EHRs and exchange information electronically despite any privacy/security concerns they may have
- Collaboration with National Cancer Institute to field core questions in ongoing Health Information National Trends Surveys (HINTS)

# Anticipated Project Outcome



- Qualitative data regarding consumer attitudes and preferences related to privacy and security of EHRs and HIE
  - Broaden understanding of privacy/security concerns and issues
  - Inform policy and programmatic objectives, including those related to engaging consumers and inspiring trust
  - Support key metrics related to privacy/security
  - Inform future information collections and research related to privacy/security
  - Publish final report on HHS website and findings presented via public web conference

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# Security Technical Assistance

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# Grantee & Provider Training: Project Objectives



- Background:
  - Meaningful Use Stage 1: Risk analysis requirement
    - “Conduct or review a security risk analysis ...implement security updates as necessary and correct identified security deficiencies as part of ...risk management”
- Objectives:
  - Develop tools and materials that will
    - Enable providers to substantively fulfill the risk analysis and mitigation requirement
    - Enable grantees to support providers in understanding and mitigating security risks

# General Project Approach



- Simplified Risk Analysis Tool:
  - Direct-to-provider supplement to existing tool developed for implementer professionals.
  - Features “plain” language; targeted to non-IT audience.
  - Rapid development cycle.
- Objectives:
  - A Do-It-Yourself alternative for practices where assistance with risk analysis is unavailable or not used.

# General Project Approach



- Security Training Modules:
  - Online training modules on key topics in HIT security, e.g.
    - “Security 101”
    - How to Complete Your Risk Analysis
    - Questions to Ask Your HIT Vendor
    - What To Do In An Emergency
  - Short (15 min), lively, plain language.
- Objectives:
  - Raise the level of awareness and comfort with HIT security.
  - Use game play features to engage interest and enthusiasm.



# Questions?