

The Office of the National Coordinator for  
Health Information Technology



# Consumer e-Health Program Update and Strategy Discussion

Health IT Policy Committee Meeting  
November 9, 2011

Putting the **I** in **HealthIT**  
[www.HealthIT.gov](http://www.HealthIT.gov)



- Putting the Patient in the Center
- One of the 5 goals in the Health IT Strategic Plan (released Sept. 2011)
- Significant development since plan was drafted
- Interactive Strategic Plan – “living document”

## Goal:

Input on our strategic thinking for our consumer e-health program

- Updates
- Step Back to the Big Picture:
  - Program Mission
  - Underlying Assumptions
  - Strategic Approach
- Opportunities and Discussion:
  - Short Term Objectives
  - Longer Term Initiatives



## **Consumer e-Health Program Highlights (Sept 12th):**

- Released proposed rules on access to lab data (CLIA)
- Released consumer content on healthit.gov
- Released PHR Model Privacy Notice
- Established Pledge Program – with 30 orgs pledging

## **What's New Since Then:**

- Pledging organization #s up significantly among Data Holders & Non-Data Holders
- Launched two new initiatives for engaging consumers via video/animation
- Laid groundwork for three new technology innovation challenges
- Established aggressive short term & longer term goals



## Consumer e-Health Program Mission:

To empower individuals to be partners in their health through information technology.

## About consumer engagement in health:

- Personal behaviors and choices are essential factors in shaping individuals' health
- Actionable information (right info, right place, right time) contributes to individuals' ability to effectively engage in their health
- Actionable information for individuals can contribute to the following health outcomes:
  - Increased ability to coordinate care among multiple providers
  - Stronger partnerships with providers in patient-centered care
  - Better self management
- The goal is *effective* engagement... not necessarily *more* engagement; effective health engagement by individuals should be guided by scientific evidence
- Provider and patient attitudes—not just technical and financial considerations—impact individuals' ability to use information to engage effectively in their health

## **Powerful “megatrends” support consumer engagement in health:**

- Communication technology is getting cheaper and more ubiquitous (cell phones, smart phones, tablets, etc)
- Online communities are growing and proliferating (Facebook, Twitter, etc)
- Technology for information collection and analysis is getting cheaper and ubiquitous (sensors, more powerful computers, etc.)
- Trends are toward opportunities for greater consumer engagement in most (other!) aspects of our lives
- Meaningful Use and other factors are bringing health information held by providers online
- Market forces are requiring consumers to take greater responsibility for their health and health care

## **About roles:**

- ONC’s role is to catalyze the change led by other stakeholders and “megatrends”

## **1. Access**

Give consumers easier access to their personal health information. Make “real” what is already required by law.

## **2. Action**

Support the development of tools and services that help consumers to take action using their electronic health information.

## **3. Attitude**

Support the evolution in expectations regarding access to and use of health information to engage more fully in health.

# Review of Pledge Program (a key lever)

The screenshot shows the HealthIT Pledge Program landing page. At the top, it features the HealthIT logo and the tagline "Putting the I in HealthIT" with the website URL "www.HealthIT.gov". Below this, the word "PLEDGE" is prominently displayed in large, bold, blue letters, followed by the subtitle "to Empower Individuals to be Partners in Their Health Care".

The main content area is titled "Who is Pledging IT?" and contains a grid of logos for various organizations that have pledged. The logos include AARP, Aetna, Allscripts, American Academy of Family Physicians, Blue Cross Blue Shield, Intel Corp., Johnson & Johnson, Microsoft, Nike Corp., Pepsi, WebMD, and Yelp. A "View All >" link is located at the bottom right of the grid.

Below the grid, there is a section titled "Take the Pledge" with a red button labeled "PLEDGE NOW >". At the very bottom, a small disclaimer reads: "This is a voluntary program. Pledging does not signify endorsement by ONC or HHS."

The Pledge Program is designed to support overall Consumer e-Health Program strategy (access, action, attitudes) by recruiting and cultivating orgs that touch large #s of people.

There are two types of pledges:

1. **Data holders** -- Make it easier for individuals to get secure electronic access their health info (through Blue Button or Direct) – and encourage them to do it.
2. **Non-data holders** – Spread the word about the importance of getting access information, and develop tools to make that information actionable.

1. Establish baseline **metrics** for success and update them regularly.
2. Via the pledge program, get Data Holders that serve a significant proportion of Americans to commit to make health information easily **accessible** electronically to individuals.
3. Encourage Data Holder pledge participants to make a **clear statement re individuals' right to access their health information**.
4. Incorporate our messaging into existing public **outreach campaigns** or publications reaching large numbers of Americans.
5. Increase **transparency** about which providers make health information easily accessible electronically to individuals.
6. Significantly increase use of ONC's **Model Privacy Notice** by PHR companies, and provide ways for consumers to more easily compare them with each other.

# Longer Term Initiative # 1: Pledge Program

## **Change Expectations**

- Celebrate and support leading organizations
- Create momentum as growing numbers of organizations participate

## **Learn from & Update Pledging Organizations**

- Survey by NPWF re how organizations are fulfilling pledge terms, numbers of people they impact, and barriers and enablers they face
- Identify and get input on key federal policy & strategic issues
- Share updates on federal work

## **Develop a Community of Peers**

- Hold monthly webinars to tee up discussion on barriers/enablers, provide federal updates, highlighting successes
- Offer “how to” sessions on particular topics (example: how to implement Blue Button)
- Provide opportunities for participants to network and “speed date” with other pledging organizations

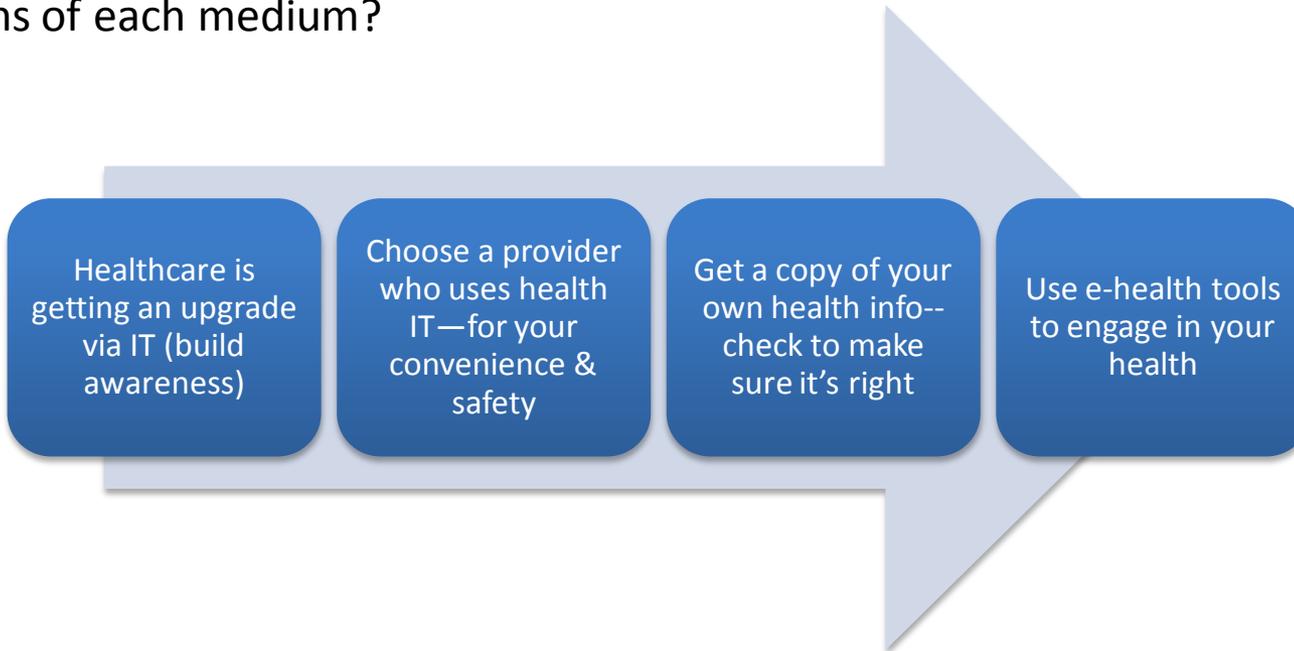
## **Provide Tools and Materials to Support Pledging Organizations**

- Provide “toolkit” to make consumer materials on healthIT.gov easier to use
- Tailor outreach materials for priority consumer population segments (via NeHC Consumer Consortium on e-Health)
- Develop materials to support providers in engaging patients (via NeHC)

## Contribute to a Shift in Public Attitudes though:

- A series of video contest challenges for the public
- An animation explaining health IT

Messaging: Where to focus? Should there be an ask? How can we maximize the relative strengths of each medium?



# Longer Term Initiative #3: Scope Frontier Issues

Better understand (& act on!) policy, technical and other dimensions of the following areas:

- Integration of “patient generated data” into EHRs/clinical care
- Use of social media for health
- Enabling proxy access to personal data
- Integrating information about costs/quality of care with clinical info to help consumers understand context

