



## *Health Information Security and Privacy Collaboration (HISPC)*

### **Provider Education Toolkit (PET)**

*June 9, 2009*

#### **Presenters:**

**Mary Helen Conner (Mississippi)**

**Linda McCardel (Michigan)**

**Laura Cole (Kentucky)**

**Lisa Stansbury (Louisiana)**

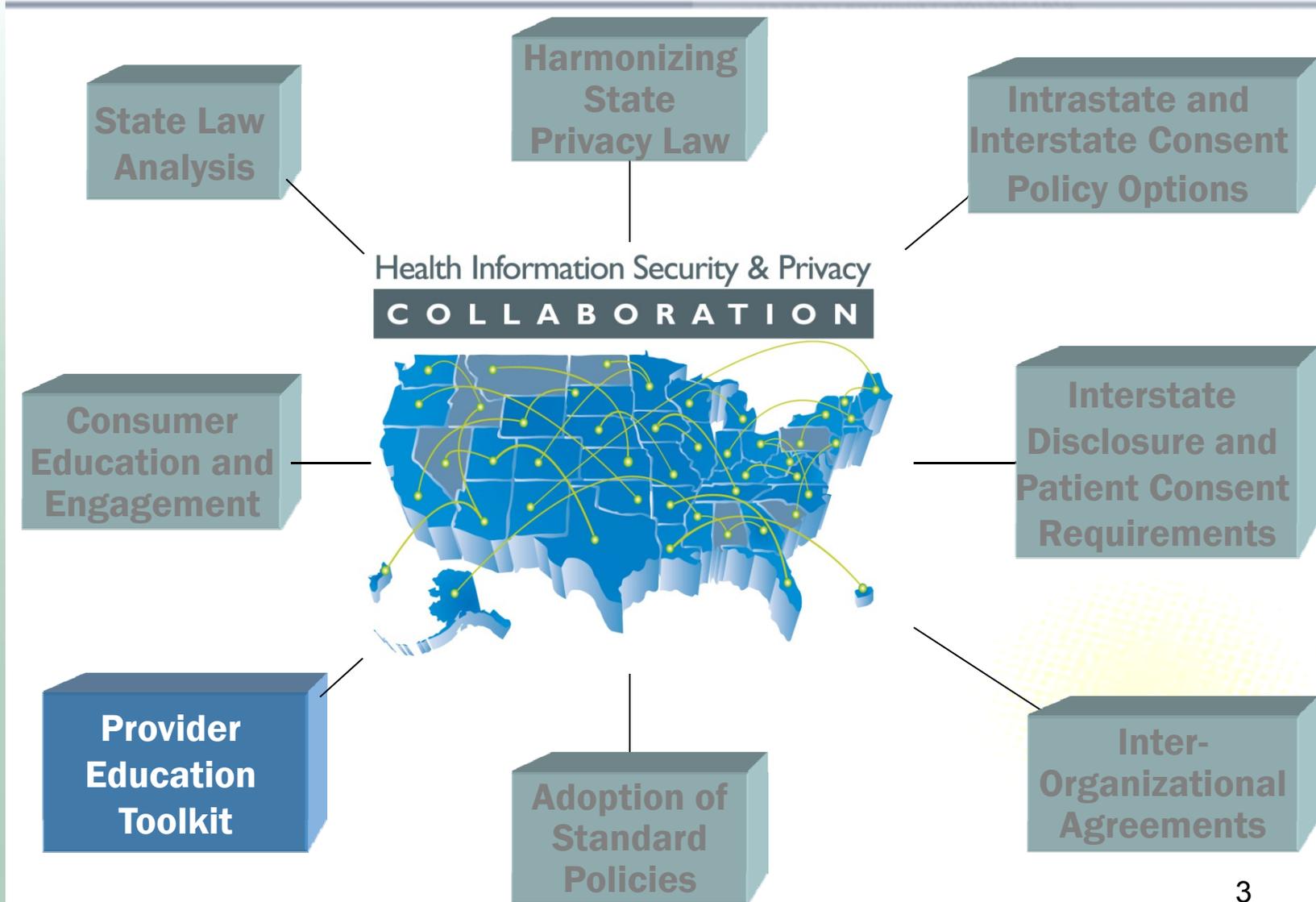
**David Rosenthal (Tennessee)**



# Before we begin...

- All participants are in audio broadcast mode—you must enable your computer speakers to listen to today's presentation.
- If you experience any difficulty with the audio, please notify the Webex producer.
- If you have a question during the presentation, please send it in the Q&A box in the bottom right corner. At the end of the presentations, there will be a question and answer period.
- Please e-mail [privacy.security@rti.org](mailto:privacy.security@rti.org) if you have any questions following this presentation.
- All HISPC materials can be found on the Web: <http://healthit.hhs.gov/HISPC>.

# HISPC Phase 3





## PET: LEARNING OBJECTIVES

- Describe the basic concept, including barriers to health information exchange (HIE), behind the development of the Provider Education Toolkit.
- Identify the best approach for outreach to the health care provider community.
- Understand the contents of the PET.



## **PET: LEARNING OBJECTIVES**

- Learn how to use the various components of the toolkit.
- Identify lessons learned from the HISPC PET pilot project.
- Learn about state-specific experiences from states that piloted the toolkit.



## PET: BACKGROUND

- **Collaboration of eight states:** Florida, Kentucky, Louisiana, Michigan, Missouri, Mississippi, Tennessee, Wyoming.
- **Purpose:** To educate providers and increase awareness of the privacy and security benefits of health information exchange.



## PET: GOALS

- Increase provider awareness of the privacy and security benefits and challenges of HIE.
- Motivate providers to understand the advantages of participating in electronic HIE and encourage adoption.



## The Problem:

- Physicians are slow to adopt electronic health records (EHRs) and electronic HIE technology
  - Financial considerations
  - Privacy and security of patient data
  - Providers don't trust the electronic exchange of health information because they don't understand it and don't know the existing functional requirements and standards\*

\*Health Information Security and Privacy Collaborative, HISPC, *Nationwide Summary*, chapter 6, Variations, Solutions, and Implementation Plans 6.6.2.



## The Solution:

Peer-to-Peer Education and Outreach  
(Pilot project January – March 2009)





## Pilot project activities:

- Website materials: national website launch January 16, 2009
- Peer-to-peer messaging
- Two pronged delivery: face-to-face and electronic
- Directly through statewide associations for primary care providers
- Also used national association channels
- E-mail blasts
- Press releases sent to major media outlets in each state



## Physician-to-physician message delivery:

Interactive website and videos on <http://www.secure4health.org/>:

- Dr. David Kibbe, AAFP
  - Dr. Dan Mongiardo, Lt Gov., Kentucky
  - Dr. Mark Leavitt , CCHIT
  - Dr. John Halamka, HITSP
1. Electronic through Web and e-mail blasts
  2. In partnership with local and national provider and medical group manager associations (AAFP, ACP, AHIMA, MGMA, CCHIT) and national and statewide conferences
  3. Face-to-face through speaking engagements and conferences



## The Tagline:

- **“It’s Safe. It’s Secure. It’s Time. Get Connected!”**

## Key Messages:

- The days of paper patient records are drawing to a close.
- As a first step, providers need to get connected to the resources available through <http://www.secure4health.org/>.
- Sharing information electronically can improve patient safety and enhance the quality of care by helping to improve clinical decisions and care coordination and to avoid medical errors.
- Providers can take small, incremental steps and ease into HIE cost-efficiently through ePrescribing and electronic referrals.



## Addresses concerns regarding:

- How to ensure privacy and security of patient data
- Cost of health IT, disruption to workflow, return on investment, and potential liability in the event of a breach
- Functional requirements and standards
- Lack of knowledge about the benefits, improvements, and increased efficiencies



## PHYSICIAN CHAMPION VIDEOS

- Let's take a look at the HISPC PET physician champion video that carries a powerful message for physicians about health information technology and exchange and the related privacy and security aspects.





## Toolkit Components:

- Website: <http://www.secure4health.org/>
- PowerPoint presentations
- Physician champion videos
- Brochures
- Stand-up banners for conferences
- Newsletter articles
- Journal articles
- Press releases
- Editorials

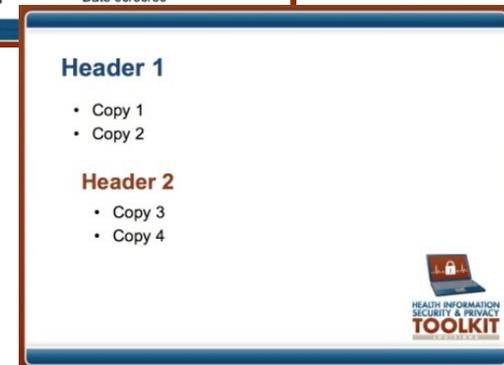
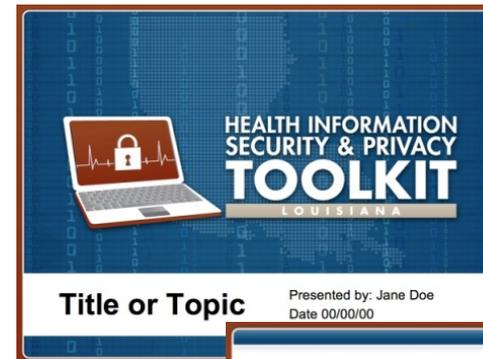


## Face-to-Face Presentation Materials

Pop-up banner stand

PowerPoint template

Brochures





- **Links to free CMEs**
  - HIPAA Basics: Privacy and Security Issues
  - Electronic Health Records: Implementing a System in Your Practice
- **E-mail blasts with news updates**
- **Unique materials from HISPC collaboration for website, such as**
  - Interorganizational Data Sharing Agreements
  - Report on State Medical Record Access Laws
  - Found at <http://www.secure4health.org>



# HEALTH INFORMATION SECURITY & PRIVACY TOOLKIT

# HTML E-MAIL & BANNER ADS

Safe. Private. Efficient. The Future of Electronic Health Records.

Delete Junk Reply Reply All Forward Print To Do

From: HISPC-PET<Feedback@hispo-pet.org>  
 Subject: **Safe. Private. Efficient. The Future of Electronic Health Records.**  
 Date: September 25, 2008 1:08:46 PM EDT  
 To: johnddoctor@physicianpractice.com  
 Reply-To: Feedback@hispo-pet.org

Email not displaying correctly? [View it in your browser.](#)

## FREE CME Credits & More

Want to earn free CME credits while learning more about electronic health information exchange technology?



Partners Name has partnered with the **Michigan Health Information Security & Privacy Collaboration (HISPC)** to raise awareness about the benefits of safe and secure electronic health information exchange. The project is funded by the Office of the National Coordinator for Health IT, U.S. Department of Health and Human Services.

Whether you are just starting the journey or have already begun implementation, you will find great resources and have the opportunity to earn FREE CME credits by visiting [www.Secure4Health.com](http://www.Secure4Health.com).

Download the news release [here](#).

**1074 Connected!**

Safe. Private. Efficient. The Future of Electronic Health Records.

Delete Junk Reply Reply All Forward Print To Do

From: HISPC-PET<Feedback@hispo-pet.org>  
 Subject: **Safe. Private. Efficient. The Future of Electronic Health Records.**  
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 To: johnddoctor@physicianpractice.com  
 Reply-To: Feedback@hispo-pet.org

Email not displaying correctly? [View it in your browser.](#)

## FREE EHIE TOOLKIT LAUNCHES TODAY!



HEALTH INFORMATION SECURITY & PRIVACY TOOLKIT

Designed especially for physicians and other health care providers in the community, we invite you to visit [www.Secure4Health.org](http://www.Secure4Health.org) to learn more about secure electronic health information exchange, earn free CME credits, ask questions, and get the tools and resources you need to safely and securely **Get Connected!** This effort was done in partnership with Michigan, a participant in the Health Information Security & Privacy Collaboration (HISPC), a project funded by the Office of the National Coordinator for Health IT, U.S. Department of Health and Human Services.

States participating in the Health Information Security & Privacy Toolkit include:

- Florida
- Mississippi
- Kentucky
- Missouri
- Louisiana
- Tennessee
- Michigan
- Wyoming

**GET CONNECTED**

To learn more about getting connected to health information technology, visit us online at [www.Secure4Health.org](http://www.Secure4Health.org)

It's Safe.  
It's Secure.  
**It's Time.**



HEALTH INFORMATION SECURITY & PRIVACY TOOLKIT MISSOURI

Yes, I want to earn **FREE CME CREDITS** & learn more about getting connected to **ELECTRONIC HEALTH INFORMATION**

**GET CONNECTED**



# HEALTH INFORMATION SECURITY & PRIVACY TOOLKIT

## NATIONAL WEBSITE

VISIT OUR NATIONAL SITE AT [www.Secure4Health.org](http://www.Secure4Health.org)

### Health Information Security and Privacy Collaboration Provider Education Toolkit



### HEALTH INFORMATION SECURITY & PRIVACY TOOLKIT

Home About Us Participating States Testimonials FAQs Media Resources

Welcome to the **Health Information Security & Privacy Provider Education Toolkit** designed especially for physicians and the healthcare community. We invite you to explore our Web site, learn more about electronic health information exchange, related privacy and security implications, earn free CME credits, ask questions, and get the tools and resources you need to safely and securely get connected!

#### It's Safe.

Health information exchange has the potential to improve communications among health care providers, support efficient transmission of patient records and provide effective coordination of care. Sharing information through health information exchange can improve patient safety and enhance the quality of care. Use this powerful tool to help improve clinical decisions, coordinate care and avoid medical errors.

#### It's Secure.

Properly implemented, CCHIT-certified electronic health record systems uphold the security protections you use every



See what Physician Champions David C. Kibbe, MD, MBA,



The map on the national website links to the state-level HISPC-PET Web resources.

Home About Us Participating States Testimonials FAQs Media Resources

To raise awareness of electronic health information exchange, the eight states identified in DARK blue on this map are piloting the **Health Information Security & Privacy Toolkit**.

The map displays the following states in dark blue: MI, WI, NY, TN, MO, LA, MS, and FL. Other states are shown in lighter shades of blue or tan, representing different levels of participation or awareness.



- Conduct an environmental scan.
- Identify your target audience.
- Select partners.
- Engage stakeholders.
- Select communication channels.





- Select PET materials to use or modify.
- Identify a state website if possible.
- Plan implementation.
- Execute implementation.
- Assess the results.





### Questions to help assess target audience readiness:

- Are electronic HIE/health IT and privacy and security topics of board meetings?
- Is the association looking for speakers on security and privacy for conferences?
- Is the association turning to other experts?
- Does the association have HIE/health IT information on its website or in its newsletters?
- Are the association's members asking for information on HIE/health IT?



## Keeping the project on target:

- Use standard project management tools.
- Be flexible where possible.
- Communicate with partners frequently.
- Have clear steps and deadlines for project team.
- Define an approval process for deliverables.



## Provider champions can be identified by:

- Partnering organizations
- Subject matter experts
- Educational institutions
- Consumer organizations
- State and local health departments
- Health advocacy organizations

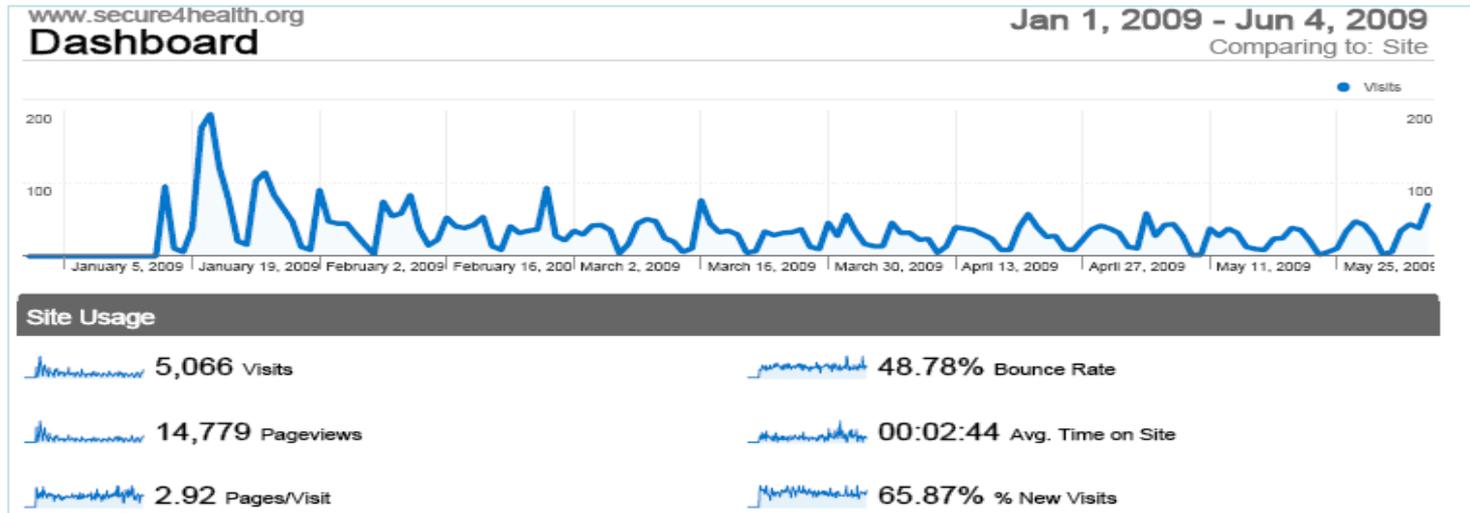


# OVERCOMING TECHNOLOGY VARIATIONS

- Select outside or internal technology assistance.
- Use standard formats and fonts for materials.
- Have tools available in multiple formats (for example, Flash video or Microsoft Media Player format).
- Have technology-neutral forms of materials (e.g, plain text).



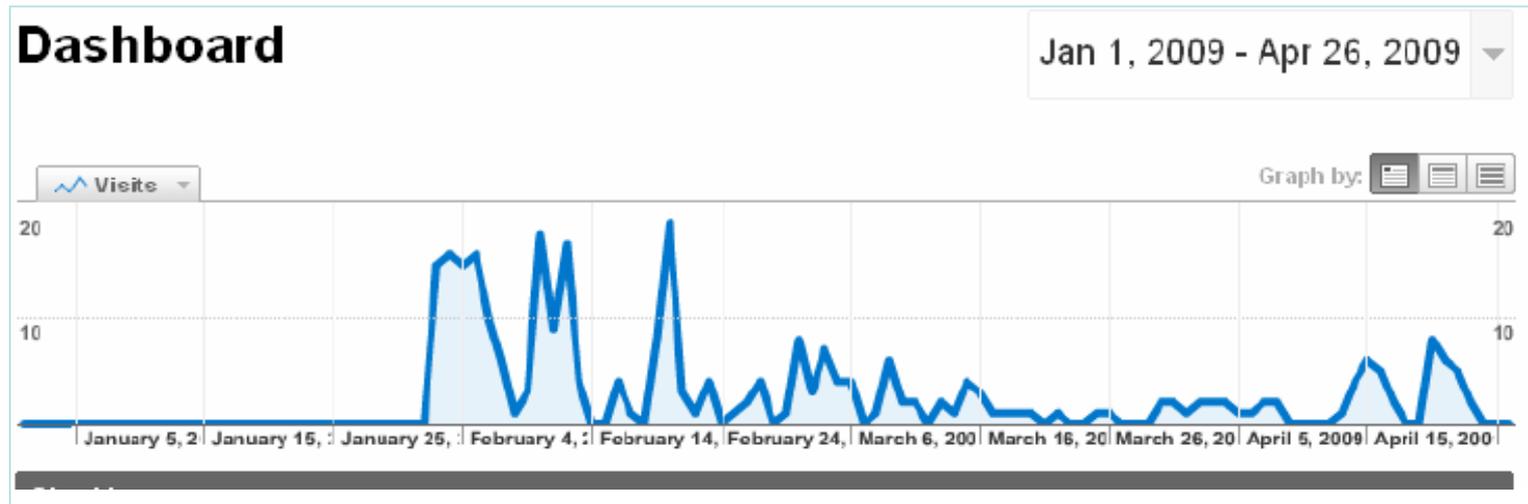
## Four Signs of Progress:



- Google Analytics dashboard
- Links from the AHIMA website as a resource, the ACP website, and John Halamka's IT blog
- 24 speaking engagements scheduled in eight states
- CME credits issued



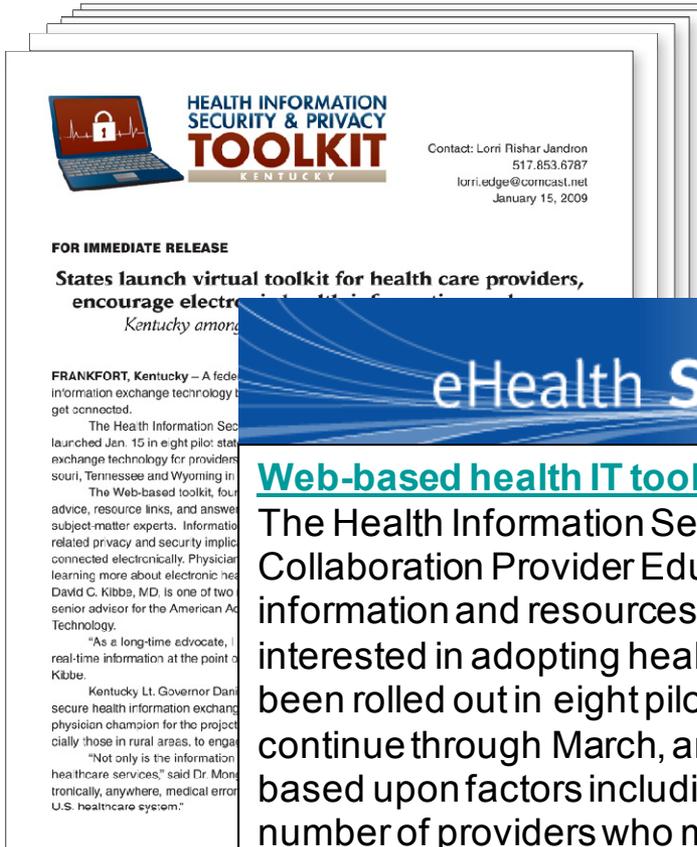
## Google guides redesign in Louisiana



- 288 visits, but 1,002 page views
- Time on site, 2:56
- “About HISPC” 2nd most visited page, after main
- Site content overlay showed main page above fold underutilized, led to site redesign



## Earned Media Samples



Published: January 23, 2009 11:53 pm

**State launches virtual toolkit for health care providers**

special to The Star

### eHealth SmartBrief

**Web-based health IT toolkit launched in 8 states**

The Health Information Security & Privacy Collaboration Provider Education Toolkit, which offers information and resources to health care providers interested in adopting health care IT technology, has been rolled out in eight pilot states. The test will continue through March, and its effect will be measured based upon factors including Web traffic and the number of providers who make use of available continuing education credits. [The Meridian Star \(Miss.\)](#) (1/23) JANUARY 26, 2009

aims to encourage electronic health information exchange technology by providing information about privacy and security to health care providers.

Health Information Security & Privacy Collaboration Provider Education Toolkit began Jan. 15 in...



## PET: LESSONS LEARNED

- Provider Champions are key to success.
- Deadlines force a lot of great ideas into real-world solutions—be flexible—use planning tools.
- Talk to your target audience first; choose an advisor from that group.
- Have a defined process for content approval.
- Partnering organizations have varying staff levels and some don't have resources for a partnership like this.



- Ensure partners understand their role and responsibilities up front.
- Constant contact with partners is critical.
- Work with multiple associations requires tact and political awareness.
- Allow sufficient time for developing/testing the tools.
- Send HTML-formatted e-mails and a PDF copy to be sure the content is readable.



## STATE ACTIVITIES

Health Information Security & Privacy

**COLLABORATION**





## Florida HISPC Crosswalk Tool Website:

- The Crosswalk initiative integrates the work of two collaborations: HISPC Harmonizing State Privacy Laws with the HISPC Provider Education Toolkit.
- This user-friendly Web tool is designed for health care providers to identify and compare Florida state law with HIPAA regulations and indicate which is more stringent.



Agency for Health Care Administration  
**AHCANet**

## HIPAA - State Law Crosswalk Search Site

Home Search Administrative Screens

Search for statutes by key words or phrases.

Patient Consent Requirements OR Select a category (related keywords will display below)

Search by the selected keyword above or select an entry below:

Key Term	Term Scope
<a href="#">Select</a> Patient Consent Requirements	KEYWORD
<a href="#">Select</a> Patient Authorization Requirements	KEYWORD

Select an entry below to further limit your search:

Select the records to search:  
 Patient Care  Population Health

[Show Results](#) [Show Results](#)

Federal Law & Related Proposals	Florida Statutes
<a href="#">Select</a> Patient consent requirements in Medicaid	<a href="#">Select</a> Ownership and control of patient records Treatment Only -- Payment more stringent.
<a href="#">Select</a> Patient consent requirements - Public Health Service Act	<a href="#">Select</a> Consent required for some treatment disclosures

For more information on using this site, please contact: someone.

The Crosswalk tools have been designed so that other states can populate the database with their own state legislation and create their own Crosswalk website.



- Kentucky's existing e-health website was for and about the Kentucky e-Health Network Board.
- The Board was created by statute and charged with implementing a statewide e-health network.
- The Kentucky e-health website is:  
<http://ehealth.ky.gov/index.html>



## Decision Needed:

- New, independent website (e.g., kysecure4health.org) or replace our current, known website (<http://ehealth.ky.gov/index.html>)?

## Decision Made:

- Replace ehealth.ky.gov with a provider-focused website.

## Advantages:

- Hosting built into state Web hosting contract
- Builds on a known Kentucky e-health website
- Keeps Kentucky e-health information centrally located



## Physician Champion webinar posted on website:

- Used PET PowerPoint
- Video and PPT produced with Mediasite tool

The screenshot shows the top section of the MIHISPC.org website. It features a banner with the logo on the left, the text "HEALTH INFORMATION SECURITY & PRIVACY TOOLKIT MICHIGAN" in the center, and the website URL "www.MIHISPC.org" on the right. Below the banner is a dark blue navigation bar with white text for "Home", "Dashboard Demo", "Legal", "Initiatives", "Resources", and "Contact Us". Underneath the navigation bar, the word "Resources" is displayed in a large, bold, brown font. Below "Resources" is a white box with a brown border containing the text "Learn more about ELECTRONIC HEALTH INFORMATION EXCHANGE with this presentation featuring Michigan Physician Champion Bradley Ropp, MD". To the right of this text is a small video player showing a man in a white lab coat.



## Michigan Dashboard Demo:

- Provides look and feel of products used in HIE
- Referred to as provider portal, dashboard, or EMR-lite
- Mock-up of typical features (vendor agnostic)
- Voice-over of Web-based demo using Camtasia
- Secure web-based patient-centered view into medical record





## Michigan EHR Dashboard Demo

<http://www.mihispc.org/>

MIHIN: Michigan Health Information Network - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://dev/demo/demo/HIE/index.aspx

HEALTH INFORMATION SECURITY & PRIVACY TOOLKIT

### Health Information Exchange Demonstration

Dashboard Alerts Inbox Patient Information News

Welcome Dr. Brown

#### Today's Appointments

Time	Patient	Status
8:00 am	<a href="#">Josh Cannon</a>	Visit: Complete Chart: Complete
10:00 am	<a href="#">Jessie Paterson</a>	Visit: Complete Chart: Complete
12:00 noon	LUNCH	
2:00 pm	<a href="#">Beth Gross</a>	Visit: <b>Current</b> Chart: <b>Incomplete</b>
3:00 pm	<a href="#">Jim Smith</a>	Visit: <b>Current</b> Chart: <b>Incomplete</b>
4:00 pm	<a href="#">Dana White</a>	Visit: <b>Waiting</b> Chart: <b>Incomplete</b>

Note: This information would come from the Practice Management System.

#### Inbox

Date/Time	From	Subject
Today, 2:49 pm	Lab	<a href="#">CBC results: Paterson, J.</a>
Today, 2:49 pm	Lab	<a href="#">Chem Panel results: Paterson, J.</a>
Today, 1:57 pm	Lab	<a href="#">CBC results: Cannon, J.</a>
Today, 1:57 pm	Lab	<a href="#">Chem Panel results: Cannon, J.</a>
Today, 11:12 am	Dr. J. Smith	<a href="#">Referral</a>
Yesterday, 7:30 pm	Dr. K. Law	<a href="#">Questions: Jones, A.</a>
Yesterday, 5:45 pm	Imaging	<a href="#">X-ray results: White, D.</a>

#### News & Alerts

- [Salmonellosis Outbreak - Lansing](#)
- [High BP article released](#)
- [System Outage](#)
- [System upgrade information](#)

Done

00:14 / 03:37



## Michigan Legal Information:

- Legal tab on state website
- Leveraged HISPC Harmonization of State Laws collaborative work
- Compiled Michigan laws related to health data release and sharing
- Statutory links to above laws



# HEALTH INFORMATION SECURITY & PRIVACY TOOLKIT

# MISSISSIPPI HISPC PROVIDER EDUCATION

A A A

## Health Information Security and Privacy Center

- Home
  - About Us
  - Staff Listing
  - Contact Us
  - Directions
- For Professionals
- For Consumers
- Resources
  - MS Provider Education Toolkit Pilot
- The Mississippi Academy of Family Physicians is promoting the Health Information Security and Privacy Collaboration, HISPC Provider Education Toolkit. Their Web site can be found at [www.msafp.org](http://www.msafp.org)

Welcome to the Mississippi Health Information Security and Privacy Center.

The loss of health information in the aftermath of Hurricanes Katrina and Rita demonstrated nationwide the critical need for interconnected health information systems. These natural disasters disrupted medical care to thousands of people who were displaced from their homes and from their regular health care providers. Professionals and consumers became aware of the need for a secure and private exchange of health information.

This Web site is the result of Mississippi's work in the Health Information Security and Privacy Collaboration (HISPC), a national initiative to study the secure and private exchange of health information

Dr. Jason Dees of New Albany conducted a teleconference Jan. 21 at the IQH offices on the Health Information Security & Privacy Provider Education Toolkit pilot. Dr. Dees shared information about electronic health exchange and Mississippi's efforts to help providers understand the related privacy and security benefits and challenges. The Web-based toolkit available at

To learn more about implementing an Electronic Health Record (EHR) system in your practice visit: [Mississippi Practice-Based CME](#). This online collaboration between IQH, the QIO for Mississippi, and the University of Alabama at Birmingham, Division of Continuing Medical Education can provide physicians 1 AMA PRA Category 1 CME Credit™ at no charge.

### NEWS FEEDS

- [HIPAA - Yahoo!News](#)
- [HIPAA - Google News](#)
- [HIPAA - ComplianceHome](#)

### LATEST NEWS

- [Secure4Health FAQs](#)
- [MAFP](#)
- [CME Offerings](#)
- [Implementing an EHR Dr. Jason Dees](#)
- [Presentation Jan. 21, 2009](#)

### MOST READ ARTICLES

- [HIPAA Self-Study Module](#)
- [Professionals Physicians: Time is now to connect to health information exchange technology](#)
- [Mississippi Launches](#)



## Presentation/exhibit materials:

- Provider Education Toolkit (PET) canned PowerPoint presentation
- PET brochures
- PET pop-up banner
- Pens (IQH logo and national website)
  - Provided “grab and go” presentation and exhibit materials for any opportunity



# HEALTH INFORMATION SECURITY & PRIVACY TOOLKIT

## MISSISSIPPI BANNER AD

### Mississippi Health Care Providers- Looking for Ways to Strengthen Your Knowledge About Electronic Health Information?

Visit the Provider Education Toolkit for tools, resources and FREE CME Credit with our AMA PRA Category 1 accredited online courses on Safe and Secure Electronic Health Information Exchange:

- Convenient "Self Study" modules
- Learn at any time - you set the schedule
- Study from home or anywhere
- Eliminate travel time and expense

[www.Secure4Health.org](http://www.Secure4Health.org)

Click the banner at the bottom of each page to access course listings.



HEALTH INFORMATION  
SECURITY & PRIVACY  
**TOOLKIT**  
MISSISSIPPI



MISSISSIPPI

Information & Quality  
HEALTHCARE

The Provider Education Toolkit is the result of work completed by the Health Information Security & Privacy Collaboration, a multi-year project launched in 2006 by the U. S. Department of Health and Human Services



- Newspaper ads: statewide coverage (1/4 page ads)
- Journals
- Websites
- Newsletters: “IQH Quality Matters” and “MCIC Chronicles”
- E-mail blast to MS physicians and physician groups interested in health information technology



## The TN HISPC team partnered with:

- The Tennessee Office of e-Health Initiatives
- “Net TN”
- The University of Tennessee Health Science Center
- Tennessee’s Quality Improvement Organization (QIO)



## TN HISPC team has partnered with organizations that will leverage the HISPC initiative at the state and national levels:

- The Tennessee Office of e-Health Initiatives, QSource (TN QIO), and the Cumberland Pediatric IPA; bringing the HISPC and e-Prescribing messages to as many TN providers as possible.
- The Tennessee Medical Association (TMA) and the Tennessee Medical Group Management Association; disseminating the HISPC e-mail blasts, news and press releases, and TN HISPC website information to providers across TN (<http://www.secure4healthtn.com/>).
- National HISPC team; offering free Category 1 CMEs via the national HISPC website (<http://www.secure4health.org>).



**National and state initiatives that feature tools and incentives have provided the framework for provider engagement in health information exchange:**

## **HISPC**

- State website, e-mail blasts, press releases, and partnerships with professional organizations to “drive” providers toward the use of electronic health information exchange

## **e-Prescribe Tennessee**

- Grants to Tennessee providers who are licensed to prescribe, to give them a “push” toward the EHR
- Grants to Tennessee independent pharmacies to follow the lead of retail pharmacies and become partners in e-Prescribing



## Florida

- Christopher Sullivan
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- Diane Leiva
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## Kentucky

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- Joe Chamberlin
  - [jchamber@mphi.org](mailto:jchamber@mphi.org)



# Questions?

Health Information Security & Privacy  
**COLLABORATION**





## Thank You for Attending

- Please visit <http://healthit.hhs.gov/HISPC> for full access to all of the products discussed today as well as information about the other HISPC collaborative products.
- Additional materials are being posted as they become available throughout the month of June.