

e-Health  
Are you Engaged?

MARCH 14, 2013

New England Nursing Informatics Consortium

# Welcome and Introductions

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# Today's Objectives

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1. Describe three strategies, tools and shifting attitudes associated with advances in consumer e-health.
2. Describe two programs currently taken by national nursing organizations to engage nurses in consumer e-health.
3. Join discussion about your interests, experiences and roles for nursing informaticists.

# Outline

## Setting Context: The Rapidly Changing Landscape for Consumer eHealth

### Update on ONC 's Consumer eHealth strategy

- ▣ Access: Increase consumer access to their health information
- ▣ Action: Enable consumers to take action with their information
- ▣ Attitudes: Shift attitudes to support patient provider partnerships

### Programs NENIC members can easily engage with

- ▣ Alliance for Nursing Informatics (ANI) C
  - Consumer E-Health pledge and Ten Step initiative
- ▣ ANI and ANA initiative: 'Ask for your e-health Record' program

### NENIC Member Discussion

# Voices of Patients Gaining Strength

“Patients share the responsibility for their own health care....”

- AMA’s Code of Medical Ethics (current)

“ I believe that access to your medical record can save your life.”

-Regina Holliday



**“ I’M ADVOCATING COORDINATED CARE.”**

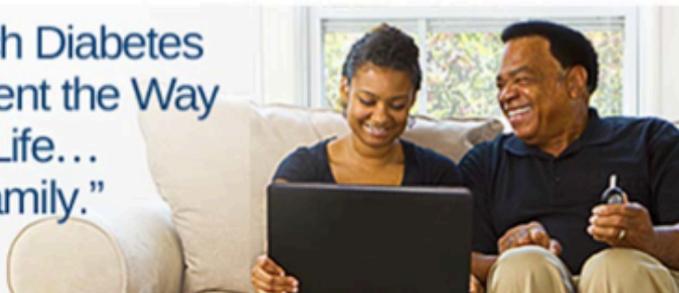
Nikolai “Kolya” Kirienko  
Crohn’s Disease Patient / Health IT Advocate

*“Patients can help. We can be a second set of eyes on our medical records. I corrected the mistakes in my health record, but many patients don't understand how important it will be to have correct medical information, until the crisis hits. Better to clean it up now, not when there's time pressure.”*

— Dave deBronkart (ePatient Dave)

“ I Approach Diabetes Management the Way I Manage Life... with My Family.”

- Donald Jones



# Consumer Engagement via eHealth

RECENT ISSUE FEBRUARY 2013

## New Era Of Patient Engagement



NEW ISSUE MARCH 2013

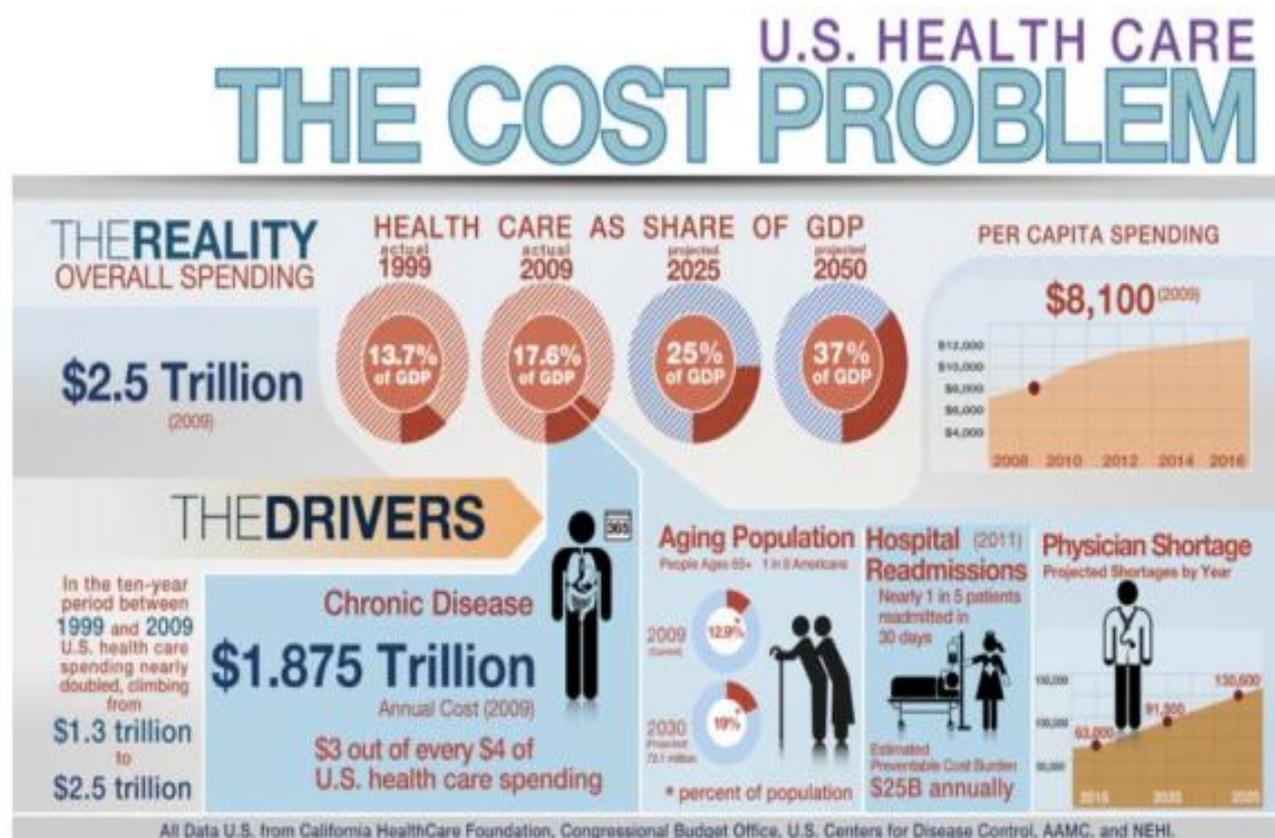
## Promoting Health And Wellness



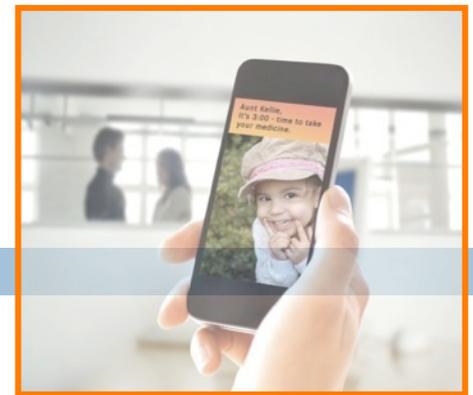
# Solution to Cost Problem: Engaged Patients

*“Patient engagement is the blockbuster drug of the century”*

Leonard Kish

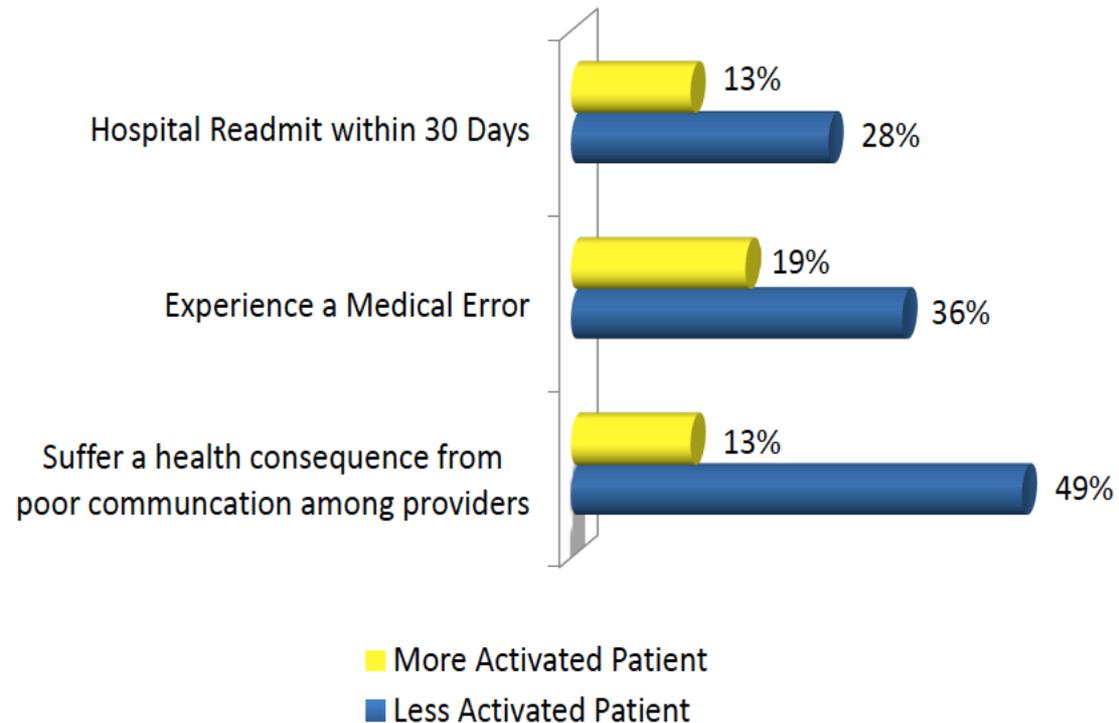


# Engaged Patients lower cost



- Disease management programs online and engagement as demonstrated by a Blue Cross Blue Shield: a \$9.81 return for every dollar spent.
- Factoring all results from all of these studies, and it amounts to a \$4.51 return for every dollar spent to build and implement patient engagement programs

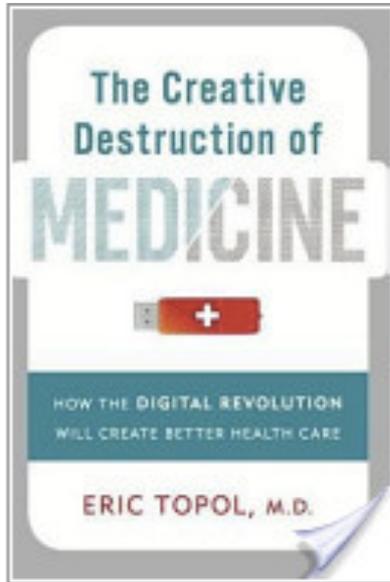
<http://insights.wired.com/profiles/blogs/healthcare-s-solution-is-here-it-just-needs-to-take-flight#ixzz2KooO5hbg>



Source: AARP Survey of patients over 50 with 2 or more chronic conditions

# Putting the *i* in Health IT

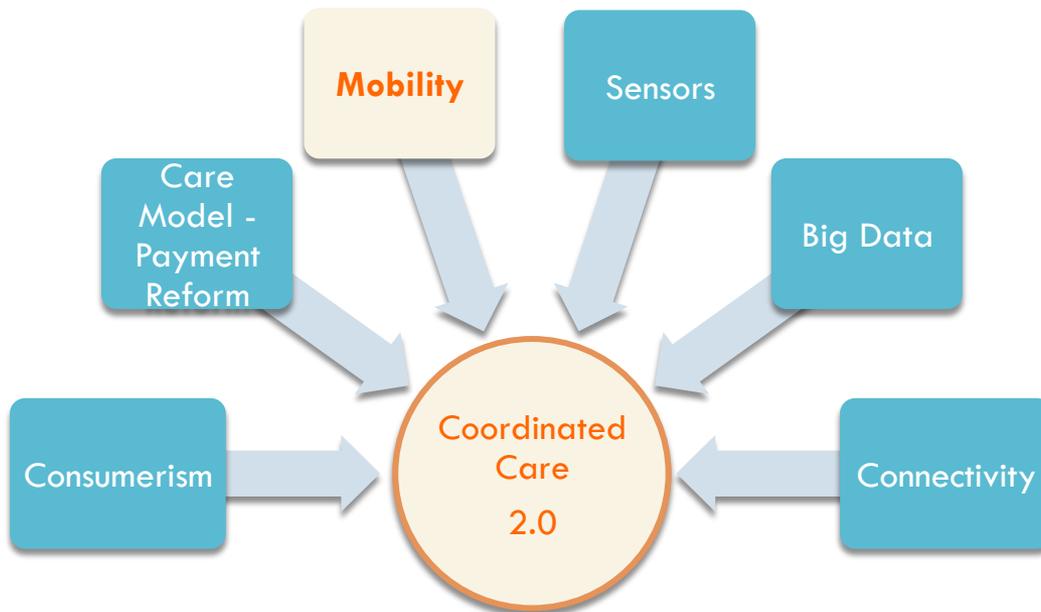
Some providers radically redefining care relationships



## **The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care**

- To what extent are consumers empowered?
- Wireless sensors
- Sequencing the genome
- From imaging to printing organs
- The convergence of human data capture
- The impact of HOMO DIGITUS
- Rebooting the Life Science industry
- Rethinking where and how care is delivered

# Super Convergence – Connected Health



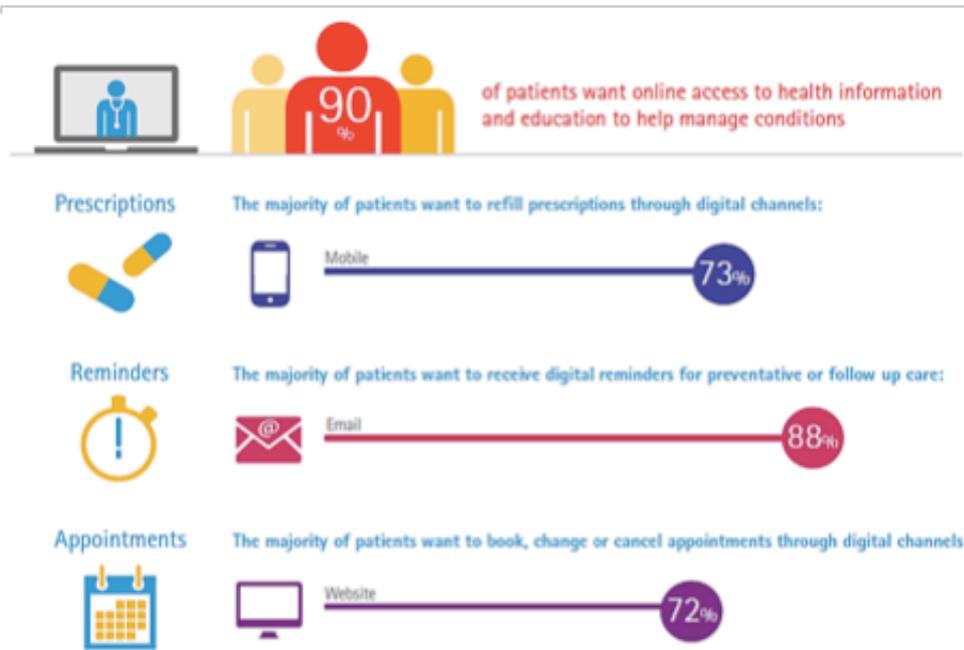
## THE POST-EHR MARKET

- ◆ “More cell phones than toothbrushes”
- ◆ 13,000 health and wellness apps
- ◆ Explosion in-body and on-body health sensors, neighborhood/ environmental
- ◆ Interoperability is growing concern
- ◆ Health technology is attracting consumer players like P&G and Pepsi
- ◆ The Health IT world is expanding with new players, many **new** to healthcare
- ◆ Large datasets and sophisticated analytics

New technologies leveraging **consumer and provider directed** efforts to manage chronic conditions. Healthcare organizations and communities will need many new competencies to manage collaborative, coordinated and connected care.

# Consumers are Mobile

## Health and care is local, global, mobile

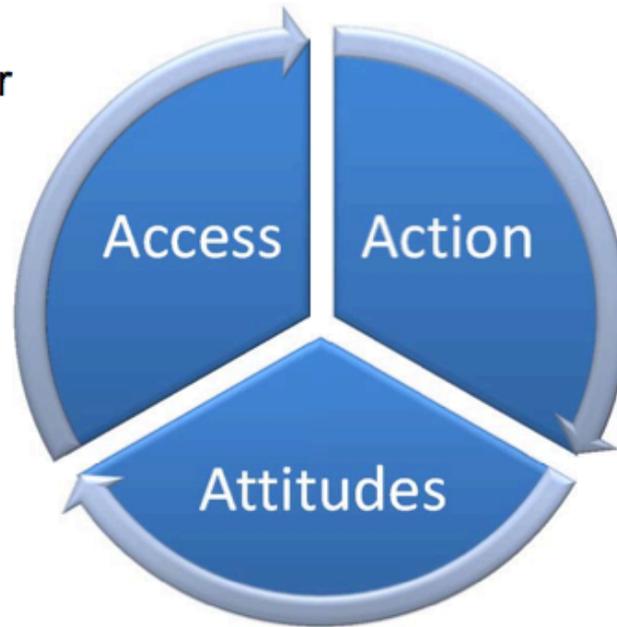


Source: The Accenture Connected Health Pulse Survey, 2012

- ✓ There are 5.9 billion mobile subscribers (that's 87% of the world population).
- ✓ Mobility supports providers to connect and engage patients outside the walls of clinics and hospitals to impact patient behaviors for improved health.
- ✓ Physicians, Nurses, Pharmacists, Therapists, Dieticians now prescribing apps
- ✓ Consumers are now engage their providers!

# 3 A's to Approach Consumer Engagement

Increase consumer  
Access to *their*  
health information



Enable consumers  
to take Action with  
*their* information

Shift Attitudes to support  
patient-provider  
partnership

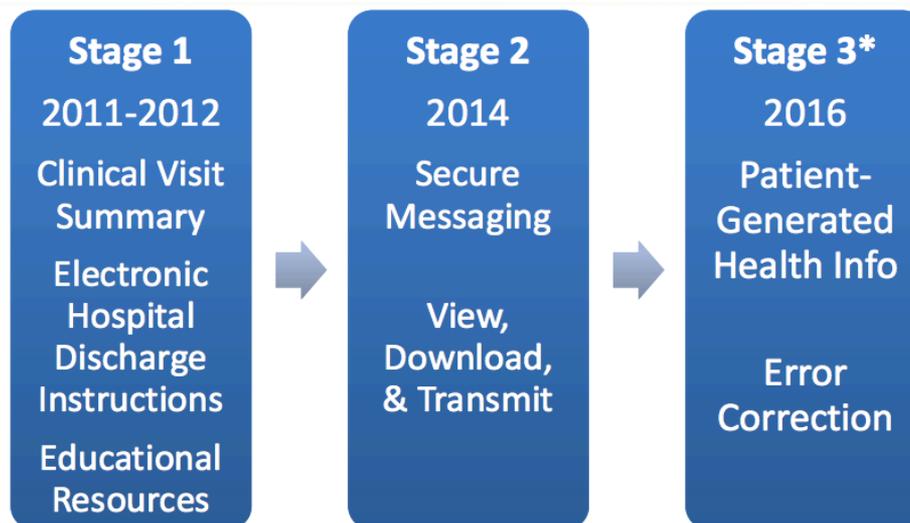
# Access: Meaningful Use Stage 2 & 3

## Federal Health IT Strategic Plan: 2011 – 2015



## Supports Patient Engagement and Access to Data

Effective Oct 2013 (for hospitals), Jan 2014 (for EP), MU requires providers to use secure email with patients and to provide patients with a way to View, Download and Transmit their health information to a third party.



*\*From Request for Comment on Stage 3*

# Access: The Blue Button Pledge Goes Nationwide

## Blue Button Pledge

To Empower Individuals to Be Partners in Their Health Through Health IT

Over 100M Americans expected to have Access by end of this year.  
Has your Vendor Pledged?

- Get more organizations to offer Blue Button
- Make “Blue Button” a household name = “electronic access to my health data”
- Advance technical capabilities = “set it and forget it”
- One of 5 game-changing projects involving the 2012 Presidential Innovation Fellows



# Access: NENIC is in Good Company

Over 400 organizations have Pledged to provide access to personal health information for 1/3 of Americans...

Putting the **i** in Health **IT**  
www.HealthIT.gov

**Blue Button Pledge**  
To Empower Individuals to Be Partners in Their Health Through Health IT

Who is Pledging IT?

Numerous stakeholders — such as payers, providers, consumer advocacy groups, health-related associations, and non-profits — that play a critical role in managing and improving the quality of health and health care are taking the health information technology (health IT) pledge. An important part of health IT is giving people the information and tools they need to be partners in their health. The entities listed below are those who have taken the pledge.

**AARP** AARP    **Aetna** Aetna    **Allscripts** Allscripts  
**AAFP** American Academy of Family Physicians    **Blue Cross Blue Shield**    **Intel Corp.** Intel Corp.  
**Johnson & Johnson**    **Microsoft** Microsoft    **Nike Corp.** Nike Corp.  
**Pepsi**    **WebMD** WebMD    **yelp** Yelp

**Take the Pledge**

Enim dignissim augue et enim ut cursus hac in augue ultrices dui aenean dignissim parturient, integer litora dui dignissim parturient. Nisi proin, una pellentesque adipiscing portitor parturient turpis arcu.

**PLEDGE NOW >**

**ANA** American Nurses Association  
**ANI** Alliance for Nursing Informatics  
**Beith Israel Deaconess Medical Center** Beith Israel Deaconess Medical Center  
**Children's Hospital Boston** Children's Hospital Boston  
**CHIME** The College of Healthcare Information Management Executives (CHIME) Continuous Health Alliance  
**Cleveland Clinic** Cleveland Clinic  
**Consumers Union** Consumers Union  
**Continua** Continua  
**dossia** Dossia  
**EHR&A** EHR, HIMSS Electronic Health Record Association  
**FLOYD** Floyd Medical Center  
**GE Healthcare** GE Healthcare  
**HARBIN** Harbin Clinic  
**HealthBridge** Chironati Beacon Text4Health Program in partnership with HealthBridge  
**GE Healthcare** GE Healthcare  
**HealthRecordBankingAlliance** Health Record Banking Alliance  
**Healthtrageous** Healthtrageous  
**HealthVault** Microsoft HealthVault  
**HIMSS** Healthcare Information Management Systems Society  
**IATRIC** IATRIC Systems  
**IHIT** IHIT Indiana Health Information Technology, Inc.  
**Intel** Intel  
**Kaiser Permanente** Kaiser Permanente  
**National eHealth Collaborative** National eHealth Collaborative  
**National Health Council** National Health Council

# Access: Harmonizing Patient Generated Data

## Behavioral characteristics

- ✓ Eating patterns
- ✓ Medication taking
- ✓ Physical activity
- ✓ Risky drinking
- ✓ Sleep quality
- ✓ Smoking/tobacco use

## Patient Characteristics

- ✓ Demographics, Preferences, and Social Determinants of Health
- ✓ Health Literacy/ numeracy
- ✓ Care Plans with Adherence Monitoring

## Psychosocial characteristics

- ✓ Anxiety and depression
- ✓ Stress
- ✓ Quality of Life

Estabrooks, Paul A, et.al., "Harmonized patient-reported data elements in the electronic health record: supporting meaningful use by primary care action on health behaviors and key psychosocial factors, *J Am Med Inform Assoc* 2012;**19**:575-582 doi:10.1136/amiajnl-2011-000576

# Access: Encourage Pt & Family Resources

The screenshot shows the HealthIT.gov website homepage. At the top, there is a navigation bar with links for "Office of the National Coordinator (ONC)", "Blog", "Consumer Toolkit", "Contact", and "Get Email Updates". Social media icons for RSS, Twitter, YouTube, Facebook, and LinkedIn are also present. The main header features the "HealthIT.gov" logo with the tagline "Advancing America's Health Care". To the right of the logo are links for "Newsroom" and "Multimedia", and a search bar. Below the header is a secondary navigation bar with three main categories: "Providers & Professionals", "Patients & Families" (which is highlighted), and "Policy Researchers & Implementers". Underneath this, there is a row of sub-categories: "Basics of Health IT", "E-Health", "Benefits of Health IT", "Protecting Your Privacy & Security", "Health IT Stories", and "Frequently Asked Questions". The main content area features a large banner with the headline "Technology is changing the way we manage our health." and a sub-headline "As a patient, consumer, or caregiver, this transformation will enhance both your relationships with your health care providers and their relationships with each other. That change can help to place you at the center of your care — putting the 'I' in health IT." The banner includes a photograph of a doctor and an elderly patient looking at a tablet. Below the banner are "Print" and "Share" options. At the bottom, there are three featured articles: "Benefits of Health IT" with a smartphone icon, "Do You Use Technology to Manage Taking Your Medications? Share Your Story and Win Cash Prizes (#ManageMed)" with a photo of a doctor and patient, and "Health IT for You - Giving You Access to Your Medical Records" with a graphic showing icons for "MY DOCTOR", "MY FAMILY", and "MY RESEARCHER".

# Action: HIPAA Clarification Consumer Rights

- Leon Rodriguez, Director Office of Civil Rights:
- May 31, 2012: Clarification of the patient's right to access their own health information
- January 25, 2013 final Omnibus Rules sets 30 days (down from 60) for providers to provide patients with access to their records, but "encourages" providers to take advantage of their technologies and provide them sooner, considering that the Meaningful Use program contemplates much faster access than 30 days.



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Secretary

Director  
Office for Civil Rights  
Washington, D.C. 20201

May 31, 2012

Message from Leon Rodriguez, Director, Office for Civil Rights

Many consumers want to play a more active role in their health care. The right to see and get a copy of your medical records (called the right to access) is fundamental to your ability to participate in our health care system. For this reason, I know how important it is for you to be able to get your medical records. I see the value of access to health information every day as the Office for Civil Rights (OCR) does its vital work as the primary protector of the privacy and security of that information under the Health Insurance Portability and Accountability Act (HIPAA).

For example, when military families are transferred, they need their medical records to help find the very best doctors and specialists or to enroll their children in a new school. Busy parents need to be able to keep track of all of their own and their children's doctor visits. Health information is critical to all patients so that they can track their progress through wellness programs, monitor chronic conditions, communicate with their treatment teams, and adhere to their important treatment plans. Important tools like Electronic Health Records (EHRs) and Personal Health Records (PHRs) will make it easier, safer, and faster for you to get access to your health information and *stay engaged*. These tools help you become a true partner in your health care and wellness.

The screenshot shows the top of the HHS.gov website. It includes the HHS.gov logo, the text "U.S. Department of Health & Human Services", and a navigation menu with links for Home, About Us, HHS Secretary, News, Jobs, Grants/Funding, Families, Prevention, Diseases, Regulations, and Preparedness. There are also links for Email Updates, Font Size, Print, and Download Reader.

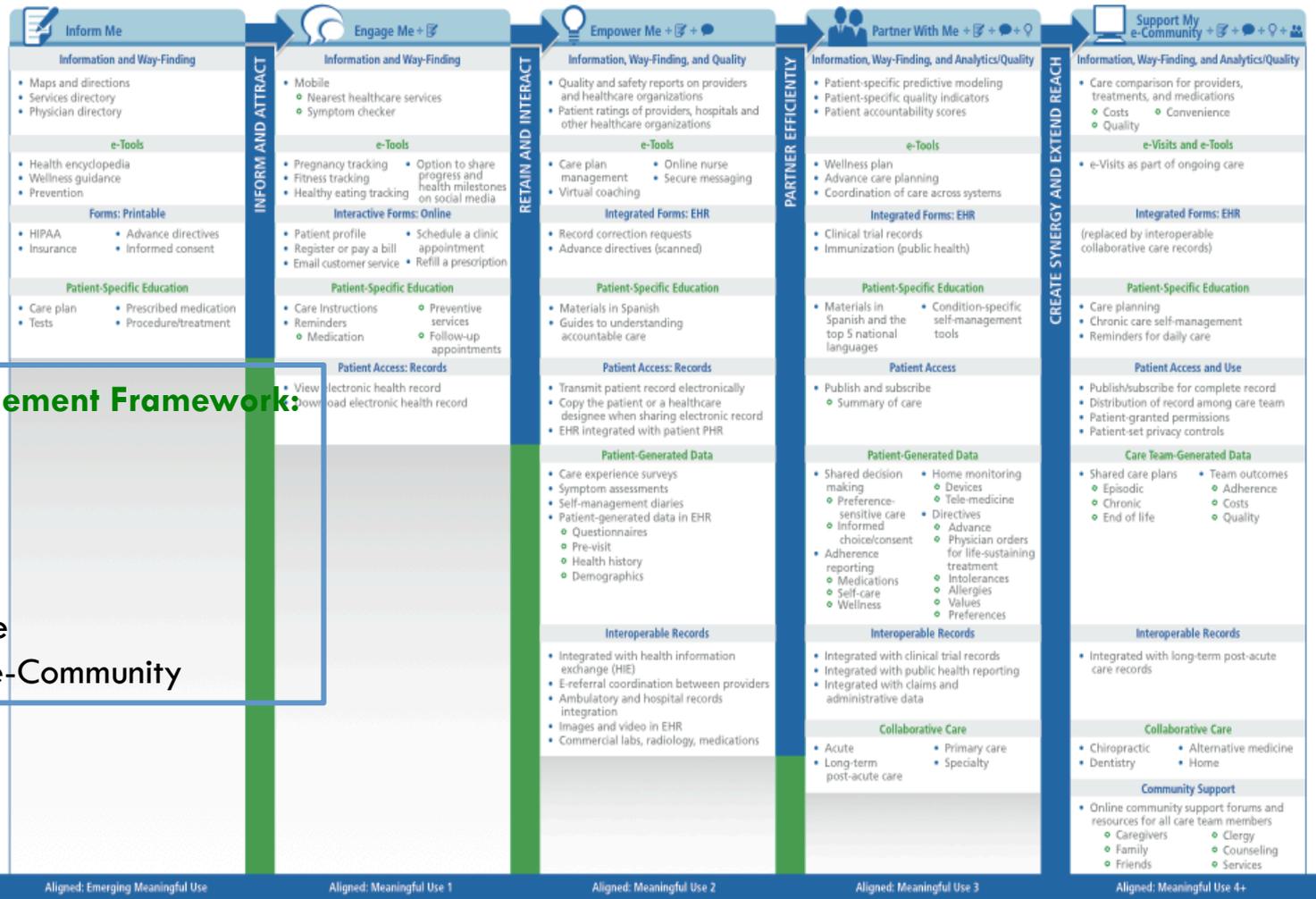
The screenshot shows a news release page on HHS.gov. The title is "New rule protects patient privacy, secures health information". The date is January 17, 2013. The text discusses the final omnibus rule that enhances patient privacy and security. It mentions that the rule provides individuals with new rights to their health information and strengthens the government's ability to enforce the law. It also notes that the rule expands individual rights and provides for a copy of their electronic medical record in an electronic form. The page includes a sidebar with links to Newsroom, Speeches and Testimony, Reports, Freedom of Information Act (FOIA), Audio / Video / Photo, E-mail Updates/RSS Feeds, New Media, and Contacts.

# Action: Aligning with National Initiatives



## PATIENT ENGAGEMENT FRAMEWORK

The Patient Engagement Framework is licensed under a Creative Commons Attribution-NonCommercial-NoDerivs 3.0 United States License.



### NeHC Patient Engagement Framework:

- Inform Me
- Engage Me
- Empower Me
- Partner with Me
- Support my e-Community

# Action: Making HIT data easier to use

- Surgeon General's Healthy Apps Challenge

More at: <http://sghealthyapps.challenge.gov>



- PHR Model Privacy Notice

More at: <http://bit.ly/qfjP1a>

Release		We release...	Personal Data	Statistical Data
Do we release your <a href="#">PHR Data</a> for these purposes?	<input type="radio"/> Yes <input type="radio"/> No			
Do we require <a href="#">Limiting Agreements</a> that restrict what third parties can do with your Personal Data?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A			
Do we stop releasing your Personal Data if you close or transfer your PHR?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A			
Secure		For marketing and advertising	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
We have <a href="#">security measures</a> that are reasonable and appropriate to protect <a href="#">personal information</a> , such as PHR Data, in any form, from unauthorized access, disclosure, or use.		For medical and pharmaceutical research	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
Do we store PHR Data in the <a href="#">U.S. only</a> ?	<input type="radio"/> Yes <input type="radio"/> No	For <a href="#">reporting</a> about our company and our customer activity	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
Do we keep PHR Data <a href="#">activity logs</a> for your review?	<input type="radio"/> Yes <input type="radio"/> No	For your insurer and employer	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
		For developing software applications	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No

# Attitude: Consumer Toolkit

The screenshot shows the HealthIT.gov website's navigation and content. At the top, there is a search bar and links for FAQs, Multimedia, and Newsroom. Below this are tabs for Providers & Professionals, Patients & Families (selected), and Policy Researchers & Implementers. A secondary navigation bar includes links for Basics of Health IT, E-Health, Benefits of Health IT, Protecting Your Privacy & Security, Health IT Stories, and Blue Button. The breadcrumb trail reads: HealthIT.gov > For Patients & Families > Consumer Toolkit. The main heading is "Consumer Toolkit".

## Health IT Resources for Organizations

Many organizations have recognized the benefits of health IT and are looking for ways to be involved and support the modernization of our health care system. These patient education materials are available to assist organizations in spreading the word about the value of health IT and electronic health records (EHRs) to consumers. Together, we are working in partnership with you to empower individuals to be partners in their health through health IT.

### What's in Health IT?

- › [Fact Sheets on Health IT](#)
- › [Putting the I in Health IT Video](#)
- › [Ensuring the Security of Electronic Health Records Video](#)
- › [Health IT Stories](#)
- › [Take the Pledge](#)

## Fact Sheets on Health IT:

These fact sheets summarize important information on health IT, including the basics of health IT, the benefits for consumers, and how their personal health information is being kept secure and private.

### Health IT: Advancing America's Health Care

This fact sheet provides information on the benefits of health IT for consumers and organizations. It includes sections on "What is Health IT?" and "Health IT Tools You Can Use".

[PDF - 577 MB]

### Health Information Privacy and Security

This fact sheet focuses on protecting personal health information. It includes sections on "Protecting Your Privacy and Security" and "What About Your Data?".

[PDF - 403 MB]

# Attitude: Watch & Share Videos

<http://www.healthit.gov/patients-families/consumer-toolkit>

**ATTITUDE: Health IT Animation**

- 1 and 3 minute versions of the animation are available to use for patient teaching
- <http://www.healthit.gov/patients-families/video/preview-health-it-you-giving-you-access-your-medical-records>



## Putting the I in Health IT Video:

This video provides inspiring patient testimonials and informational interviews with representatives from the government on how health IT makes a difference in consumers' lives.

```
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  nocookie.com/v/a3ZB5-Jsh_c?
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  <param name="allowscriptaccess" value="always"></param>
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  shockwave-flash" width="330" height="201" allowscriptaccess="always"
  allowfullscreen="true" wmode="transparent"></embed>
</object>
```

\* Use the embed code to share the video.



[Back to Top](#)

## Ensuring the Security of Electronic Health Records Video:

It is vital to do as much as possible to protect sensitive health information in EHRs. Find out more about how providers are keeping individual health information safe and secure through cybersecurity.

```
<object width="330" height="201">
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  nocookie.com/v/BxSFS9faxI4?
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  <param name="allowFullScreen" value="true"></param>
  <param name="allowscriptaccess" value="always"></param>
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  shockwave-flash" width="330" height="201" allowscriptaccess="always"
  allowfullscreen="true" wmode="transparent"></embed>
</object>
```

\* Use the embed code to share the video.



# Attitude: Joining Consumers in Design

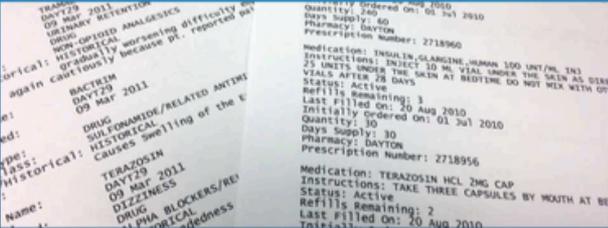
## Health Design Challenge

[FOLLOW](#) 1291 followers [Winners announced \(view all dates\)](#) \$50,000 in prizes

[Rules](#) [Submission Gallery](#) [Updates](#) [Discussions](#)

We invite designers and developers to redesign the patient health record.

[VIEW THE WINNERS](#)



### Winners Gallery

**BEST OVERALL DESIGN - FIRST PLACE**

Nightingale  
by 

**BEST MEDICATION SECTION - FIRST PLACE**

M.ed - by Josh Hemsley  
by 

**BEST OVERALL DESIGN - SECOND PLACE**

Studio TACK  
by 

**BEST MEDICATION SECTION - SECOND PLACE**

MedPop  
by 

### Recent Followers

[VIEW ALL FOLLOWERS >](#)

### Share

[Tweet](#) [Like](#) 283 [EMAIL](#)

***Our Vision:*** Transform health and health care through nursing informatics

***Our Mission:*** To advance nursing informatics practice, education, policy and research through a unified voice of nursing informatics organizations.

## ANI joins ONC Consumer eHealth Pledge

“Nurses are the most-trusted health professionals and have a long history of patient advocacy.”

3.1 Million Nurses

Empowered to use eHealth

Touching 18 Million Patients/Yr

Our Pledge

# ANI Ten Steps each Member can do

SPONSORED BY  & 

**ANI**

[About ANI](#) | [Member Organizations](#) | [News & Calendar](#) | [Statements & Positions](#) | [Programs](#)



## Alliance for Nursing Informatics

**Our Vision:** Transform health and health care through nursing informatics

**Our Mission:** To advance nursing informatics practice, education, policy and research through a unified voice of nursing informatics organizations.

We represent thousands of nurses and bring together nursing informatics groups that function separately at local, regional, national and international levels.

### What's New

[February 2013 ANI Opportunities for Engagement](#)

[February 2013 February ANI Innovator Profile Series: Interviews Denise Goldsmith of NENIC and Holly Miller of UNIN](#)

Support the ANI eHealth Pledge! Explore our [Consumer Engagement tab](#) and take the [ANI Pledge to Support Consumer eHealth](#)

[Meet the ANI Emerging Leaders - read the ANI press release](#)

Encourage your organization to [join ANI](#)

CIN discount subscription  
Receive CIN online and in print at the discounted price of \$49.95; [www.lww.com](http://www.lww.com) and use the promo code WBK329ZZ on checkout

**ANI Pledge to Support Consumer eHealth**

**I'm an RN and use a patient portal. Do you?**



Alliance for Nursing Informatics

**I'm an RN and use a PHR. Do you?**



Alliance for Nursing Informatics

[Explore our Consumer Engagement tab](#)

[Take the ANI Pledge to use eHealth on Facebook now](#)

Nurses are the most-trusted health professionals and have a long history of patient advocacy. We expect nurses to have a significant impact on consumer participation in Health IT to increase use of Personal Health Records and Patient Portals from 10% today to over 25% in the next 2 years.

THE NATIONAL ACADEMIES PRESS



**ANI**

**Ask for YOUR e-Health Record Week**  
*September 10-14, 2012*

### TEN Steps to Support the ANI eHealth Pledge

1. **Take the ANI Consumer e-Health Pledge** Post a comment, "Like" our ANI Facebook Page, and/or share an experience.
2. Invite **two individuals** to join one of the **ANI Campaign Orientation Calls**. Collaborate with other ANI members to spread the word and momentum.  
*August 28 or August 29, 4-5 pm Eastern*  
Dial In: 866-469-3239 Attendee Access code: 912-168-11
3. Encourage your members to explore the **new ANI Consumer e-Health Toolkit**
4. Invite your **executive leaders** to **proclaim your organization's participation in ANI's "Ask for your e-Health Record Week"**.
5. Distribute the **ANI Consumer e-Health Pulse Survey** to your organization during this week. Collective ANI survey responses will be promoted during our social media campaign.
6. Use **social media outlets** to promote the campaign. Post a blog, Tweet, chatter, highlight your organization's activities on your existing Facebook account, website, and other digital media outlets.
 



Twitter

**#Ask4YourRecord** and include the **ANI Pledge link** in your Tweets



Facebook

Visit the **ANI eHealth Pledge on Facebook**



LinkedIn
7. **Reach out to your organization's circle of friends**, and grow activities on their social networking sites, including the opportunity to be a guest blogger.
8. **Attend the Consumer Health IT Summit** on Monday, September 10, 2012. Join others in the ONC Pledge community, including ANI members, and hear about progress in public and private sector efforts to make health information easily available to consumers. [Register Today](#)
9. **Distribute a news release**. The **ANI Press Release** can be sent as is, or customized, to your local healthcare and IT reporters, editors, and broadcast producers. Add your organization's logo next to the ANI logo - show that this is a broad scale effort to engage ourselves as professionals and consumers in e-health. Note: **PRESS RELEASE WILL BE ISSUED THE FIRST WEEK OF SEPTEMBER**.
10. **Share the NEW ONC's Video for Consumers with your membership**. "Health IT for You" is a new, short animated video for consumers explains how widespread adoption of EHRs and HIT is giving our health care system a 21st century upgrade. [Watch the video](#)

Nurses are the most-trusted health professionals and have a long history of patient advocacy. We expect nurses to have a significant impact on consumer participation in Health IT to increase use of Personal Health Records and Patient Portals from 10% today to over 25% in the next 2 years. ANI Pledge to Support ONC Consumer eHealth Program [www.alliancenri.org/programs.asp#consumer](http://www.alliancenri.org/programs.asp#consumer)

# ANA & ANI: “Ask For Your e-Health Record”

The screenshot shows the ANA NursingWorld website. The top navigation bar includes links for My ANA, Staff Nurses, Advanced Practice Nurses, Nurse Managers, Nursing Research, Student Nurses, Educators, and What is Nursing?. The main header features the ANA logo and the text "NursingWorld". Below the header is a search bar and a secondary navigation bar with links for About ANA, Find Your State, FAQ, Press Room, and Contact Us. A third navigation bar contains links for Login, Career & Credentialing, Practice, Ethics, Health & Safety, Policy & Advocacy, Member Benefits, and a Join button.

The main content area displays a news article titled "ANA Encourages RNs to Use Their Personal Health Information as Step Toward Empowering Consumers to Manage Health". The article is dated 08/23/12 and includes a "SHARE" button. The text of the article states: "Building on its commitment to increase consumers' engagement in their health care decisions, the American Nurses Association (ANA) first is seeking to ensure that registered nurses (RNs) use their own personal health information to improve their health. The pledge ANA is requesting RNs to sign is part of the U.S. Department of Health and Human Services' Office of the National Coordinator for Health Information Technology's (ONC) Consumer Campaign to involve and empower consumers in their health management through the use of information technology. The pledge asks RNs to obtain their personal health records from their health care providers, develop or maintain the records online, and use those records to make decisions about their own health."

Below the article is a section titled "ANA PRESS RELEASE & PLEDGE" which lists several press releases and pledges, including "ANA Encourages RNs to Use Their Personal Health Information As Step Toward Empowering Consumers to Manage Health (8/22/12)", "ANA Encourages RNs to Take the Pledge", "ONC Consumer Campaign Pledge", "ANA Pledges to Help Patients Improve Care Through Use of Electronic Health Information (9/12/11)", and "Association Joins National Consumer eHealth Program Launch".

**NEW! ANI Pledge to Support Consumer eHealth**

**I'm an RN and use a patient portal. Do you?**  
Alliance for Nursing Informatics

**I'm an RN and use a PHR. Do you?**  
Alliance for Nursing Informatics

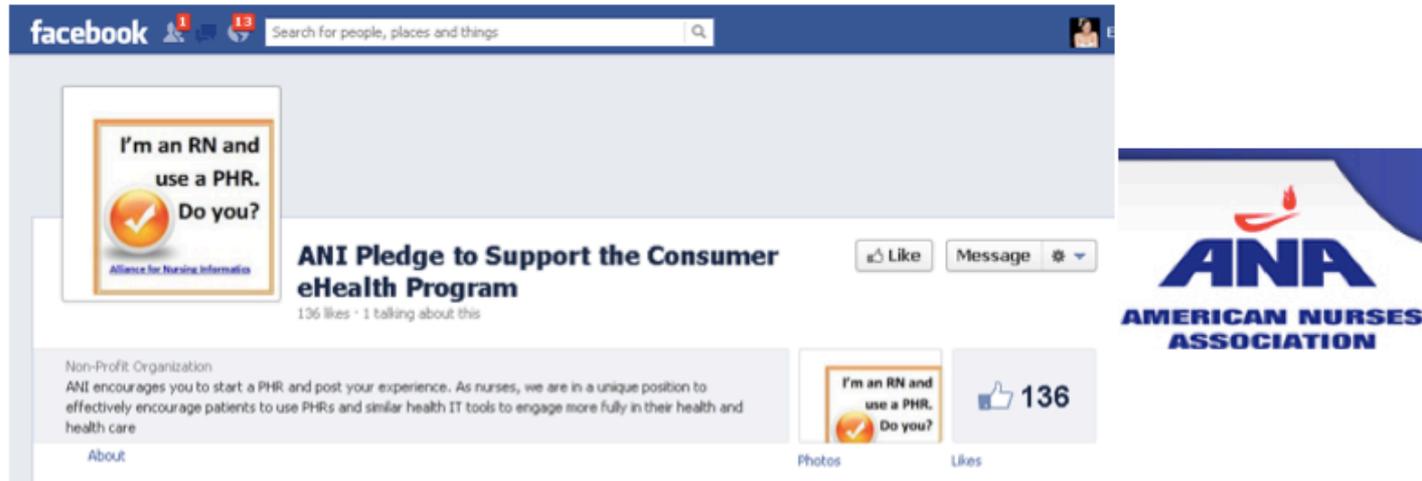
Nurses are the most-trusted health professionals and have a long history of patient advocacy. We expect nurses to have a significant impact on consumer participation in Health IT to increase use of Personal Health Records and Patient Portals from 10% today to over 25% in the next 2 years.

[Explore our new Consumer Engagement tab](#)

[Take the ANI Pledge to use eHealth on Facebook now](#)

# Fulfilling the Pledge

- American Nurses Association and the American Nursing Informatics Association held “Ask For Your Health Records Week” – on their websites and on facebook
- Encouraged nurses to ask for their health record so they’d be better positioned to share their experience with their patients.



The image shows a screenshot of a Facebook post from the American Nursing Informatics Association (ANI). The post features a graphic that reads "I'm an RN and use a PHR. Do you?" with a checkmark icon and the text "Alliance for Nursing Informatics". The post title is "ANI Pledge to Support the Consumer eHealth Program" and it has 136 likes. The ANI logo, which includes a red flame-like shape above the letters "ANA" and the full name "AMERICAN NURSES ASSOCIATION" below, is visible on the right side of the screenshot.

facebook 1 13 Search for people, places and things

**I'm an RN and use a PHR. Do you?**  
Alliance for Nursing Informatics

**ANI Pledge to Support the Consumer eHealth Program**  
136 likes · 1 talking about this

Like Message

Non-Profit Organization  
ANI encourages you to start a PHR and post your experience. As nurses, we are in a unique position to effectively encourage patients to use PHRs and similar health IT tools to engage more fully in their health and health care

About

**I'm an RN and use a PHR. Do you?**  
136 Likes

**ANA**  
AMERICAN NURSES ASSOCIATION

# Resources: ANI Consumer eHealth Toolkit

## NEW! ANI Consumer eHealth Toolkit

Nurses are the most-trusted health professionals and have a long history of patient advocacy. We expect nurses to have a significant impact on consumer participation in Health IT to increase use of Personal Health Records and Patient Portals from 10% today to over 25% in the next 2 years. *ANI Pledge to Support ONC Consumer eHealth Program*

If nurses are to effectively encourage patients to use PHRs and similar health IT tools to engage more fully in their health and health care, we need to set an example by using them ourselves!

### Step 1 Learn

- [Read the Full ANI Pledge](#) 
- [AHRQ Issues New Guide for Use of Interactive Preventive Care Record \(IPHR\)](#)
- [NEW! Accessing Your Health Information With the Blue Button](#)
- [Explore the Pledge Partners](#)
- [ONC: Understanding Health IT Resources](#)
- [ONC: View Patient/Consumer Videos](#)
- [PHR Tools & Resources from AHIMA](#)
- [PHR Tools & Resources from ANA](#) 
- [PHR Tools & Resources from HIMSS](#)
- *Stay tuned for our upcoming webinar series...*

<http://www.allianceni.org/programs.asp>

### Step 2 Engage

- Take the Pledge to use PHR now on the [ANI Facebook Page](#)
- Post our PHR banners to your organizations website
- Already use a PHR? [Tell your story](#)
- Use the [ONC Consumer Engagement ppt](#) at your next conference
- Share the [ONC Health IT Videos](#) with your patients
- Take the [ANI Consumer eHealth Survey](#)
- *TEN Steps to Support the ANI eHealth Pledge Intended for National Health IT week but many of the activities can be used all year round*

# Resources: Office of Civil Rights

- [www.hhs.gov/ocr](http://www.hhs.gov/ocr)
- Video, “The Right to Access and Correct Your Health Information”
- <http://www.youtube.com/watch?v=JY115s8ED5c>
- Visit the HHS OCR You Tube channel (search for HHS OCR) for additional videos on topics like “Your Health Information, Your Rights” or “Communicating with Family, Friends and Others Involved in Your Care”
- Print this pamphlet, “Your Health Information Privacy Rights” [http://www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/consumer\\_rights.pdf](http://www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/consumer_rights.pdf)
- Look up more information about your right to get your medical record:
- <http://www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/medicalrecords.html>
- Learn how to file a complaint with OCR if you think your rights have been violated, and know that under HIPAA, an entity cannot retaliate against you for filing a complaint <http://www.hhs.gov/ocr/privacy/hipaa/complaints/index.html>.

# Resources: Other

- ❑ Ricciardi, L; Mostashari, F; Murphy, J; Daniel, J; Siminerio, E. “A National Action Plan to Support Consumer Engagement via eHealth,” Health Affairs, 32(2),(2013): 376-384
- ❑ AHRQ, Designing Consumer Health IT: A Guide for Developers and Systems Designers, March 2013  
[http://healthit.ahrq.gov/portal/server.pt/community/health\\_it\\_tools\\_and\\_resources/919/guide\\_for\\_consumer\\_health\\_it\\_developers\\_and\\_designers/31430](http://healthit.ahrq.gov/portal/server.pt/community/health_it_tools_and_resources/919/guide_for_consumer_health_it_developers_and_designers/31430)
- ❑ MyPHR.com, <http://www.myphr.com/>
- ❑ Project HealthDesign: “Rethinking the Power and Potential of Personal Health Records”, <http://www.projecthealthdesign.org/>

# Summary: Some Predictions

1. Our “sweet spot” as nurses, experts in the patient experience, engagement and care coordination, will continue to inform the national dialogue.
2. Patient and Consumer engagement will be amplified with Meaningful Use.
3. Innovations in the next generation of consumer centric e-health solutions, architected for participation and interoperability, will continue to proliferate.
4. Health is Social and a function of participation. Consumer’s participation in their own health will go viral and will bring new innovations to providers, payers and communities.
5. Personalization and mass customization of preference sensitive and collaborative care will be possible for providers, and patients/consumers themselves.
6. Patient centric clinical decision support (CDS) will connect to provider CDS.
7. We will be successful in integrating care in our settings with a larger health-e-ecosystem, including new accountable and value based models, and emerging neighborhood model.
8. **Nursing informatics roles will expand, bringing technology to care innovation, in genomics, personal health, e-health, tele-health, m-health, digital health.**

# NENIC Member Conversation, Q&A



- What are your interests and experience in consumer e-health?
- How is it to “ask for your records?”
- What new and/or expanded roles do you envision for nursing and clinical informaticists?

**Thank you Regina Holliday  
Medical Advocacy Blog**

**THURSDAY, AUGUST 6, 2009**

73 Cents Movement in the Post and blogosphere

A place where art, medicine, social media and pop-culture collide and create a patient voice  
in health information technology.