CSA EXCELLENCE SERIES

Consumer Engagement

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Agenda

- Define Consumer and Patient Engagement
- AHIMA Strategic Objectives
- Internal & External Resources
- Drivers of Consumer Engagement
- Role of HIM

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Objectives

1. Define consumer and patient engagement
2. Update on AHIMA strategic objectives related to consumer engagement
3. Drivers for advancing consumer/patient engagement
4. Role of HIM professionals in patient education and rights, technology supporting access to health information, reducing barriers to access, and privacy and confidentiality of personal health information
5. Review resources available to HIM professionals and public

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Consumer vs. Patient Engagement

- **Consumer engagement** = Engaging healthcare consumers maintaining their own health, and while they are caring for others
- **Patient engagement** = Focusing on patients when they are dealing with illness or health challenges

No matter what, we are…

- Enabling people to work with healthcare professionals by fully participating in maintaining their own health and making informed healthcare decisions

http://bok.ahima.org/doc?oid=300227#.WI-mBFMrKpo

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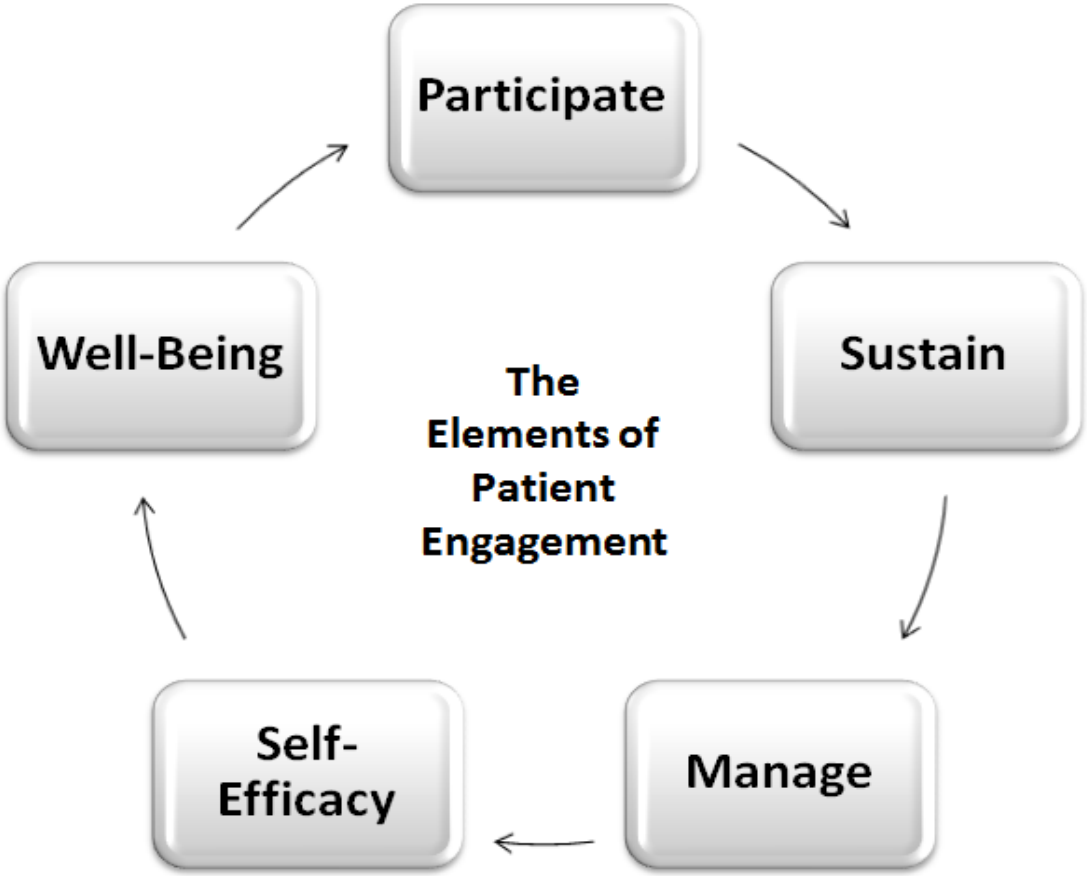
No Engagement without Health Information



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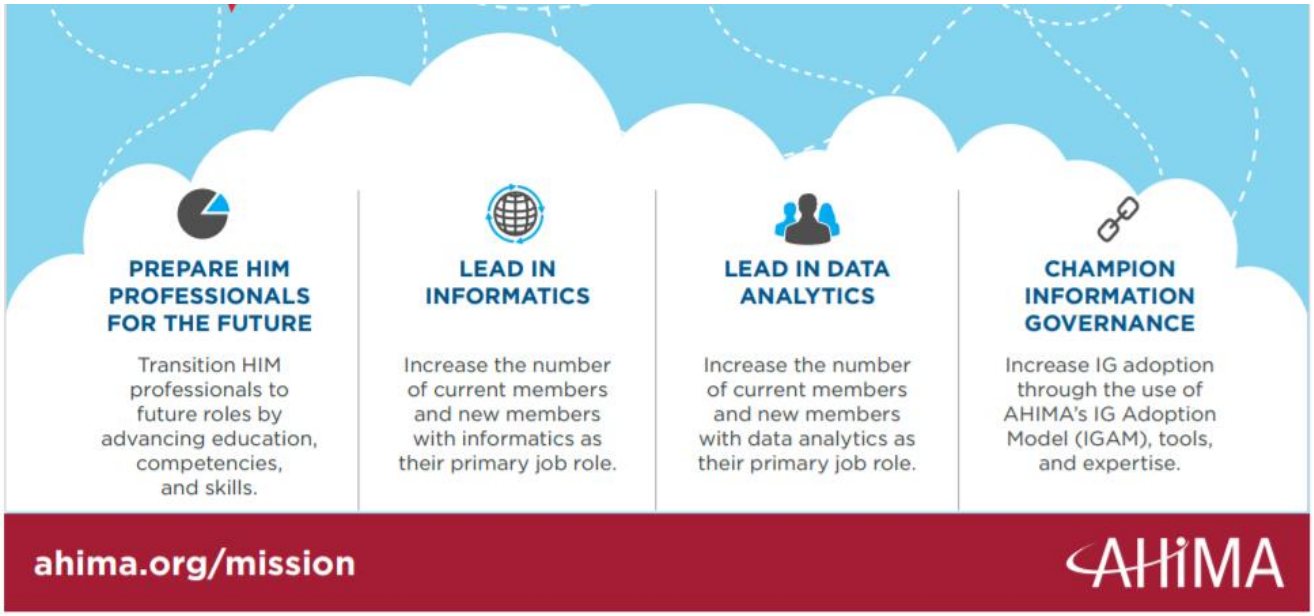
2018–2022 AHIMA Strategic Objectives



Core Service: Enhance HIM professionals awareness in educating consumers to their rights relative to accessing and protecting their health information.

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Supporting AHIMA Activities

- Patient Request for Health Information Model Form
- MyPHR.com
- ShareCare.com
- Industry Partnerships
- MyHealthID Campaign (2016)
- AHIMA Body of Knowledge
- *Journal of AHIMA*

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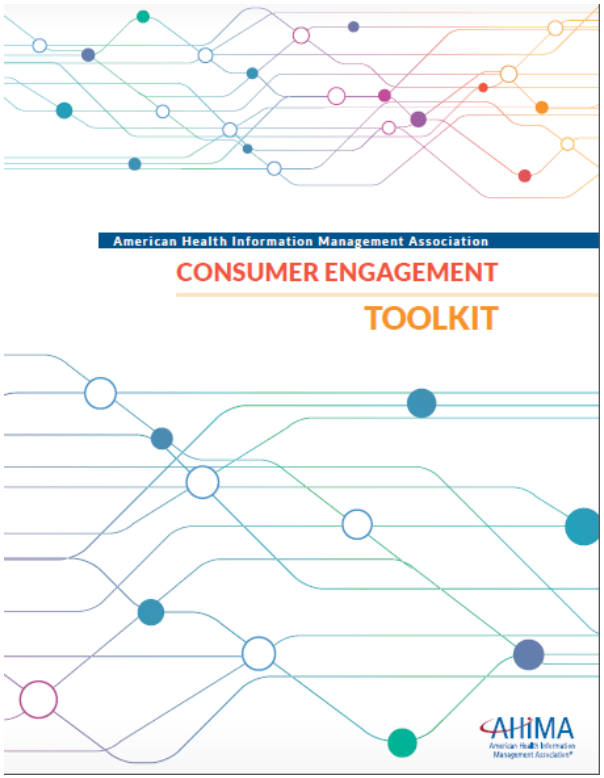
Consumer Engagement Toolkit



"HIM professionals should:

- ***Provide resources and information*** *to consumers on how to access their record, and request amendments when appropriate*
- ***Communicate with patients*** *about how their information is exchanged and identified*
- ***Assist patients in understanding*** *how they can contribute data to their health record*
- ***Explain*** *how the EHR enables patients to take charge of their own healthcare"*

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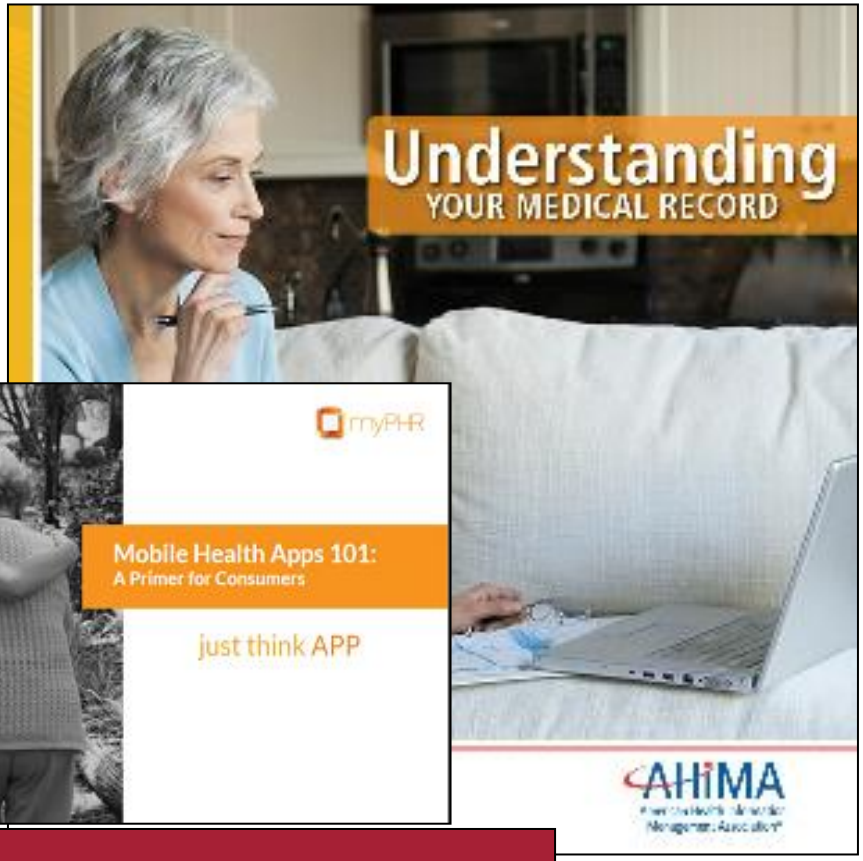
MyPHR.com Resources

- Understanding Your Medical Record
- Just Think A.P.P! Mobile Health Apps 101: A Primer for Consumers
- Preparing for a Doctor's Visit



PREPARING FOR A DOCTOR'S VISIT:
A Reference Guide for Patients, Caregivers, and Advocates

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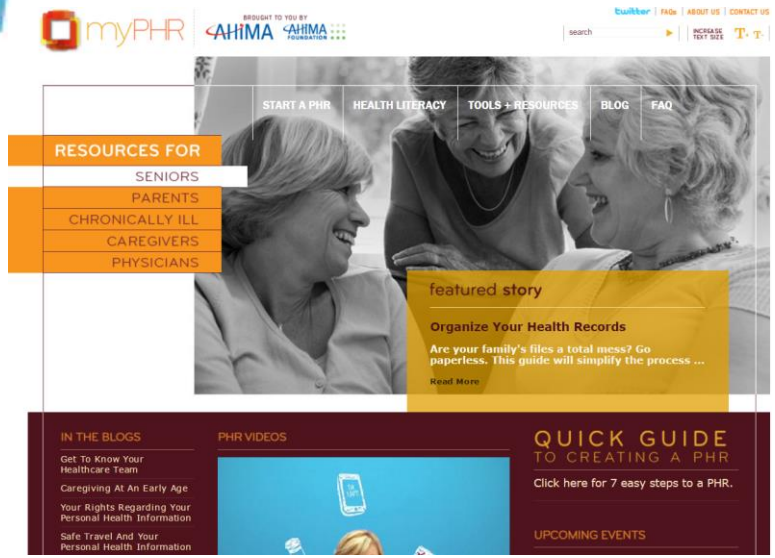

Other Resources on MyPHR

- Medical Identity Theft Response Checklist for Consumers
- What is Health Literacy?
- Health Information Form for Adults
- Health Information Form for Children

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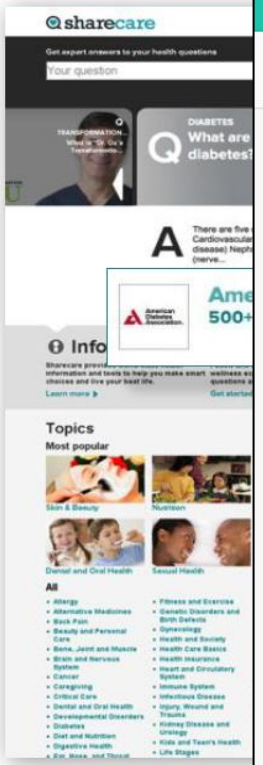
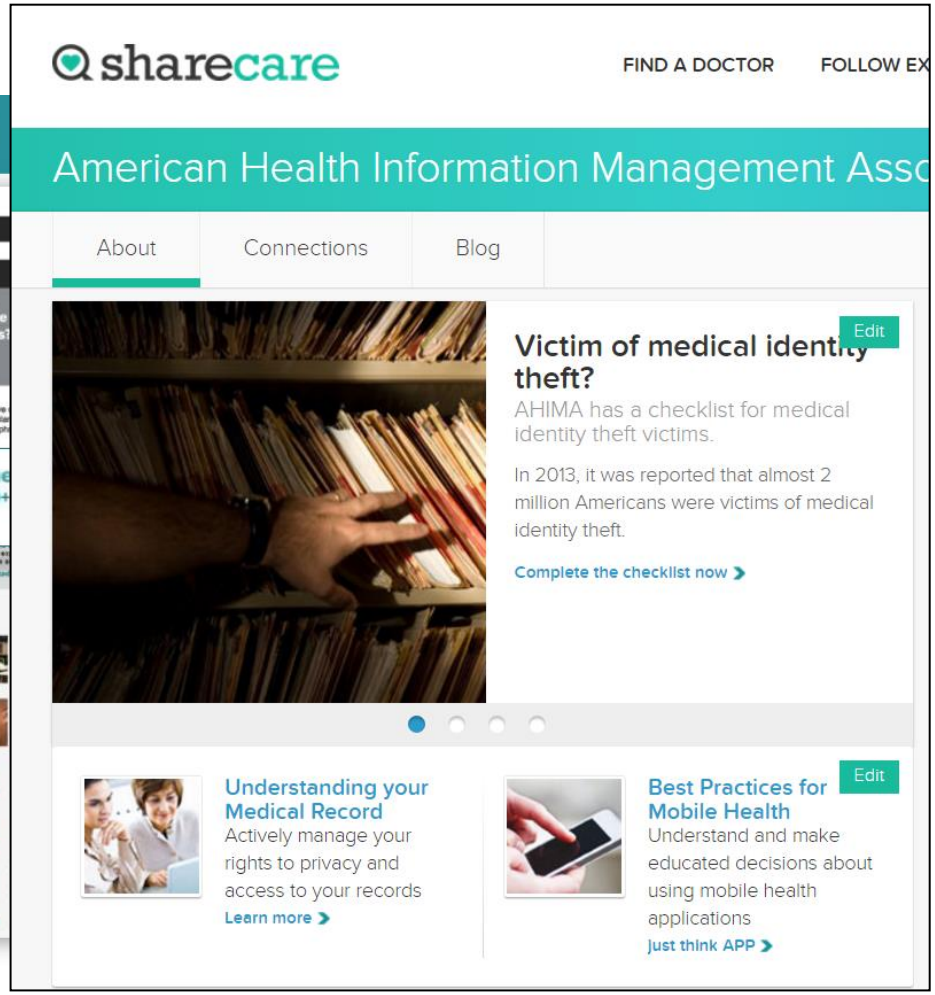
Sharecare.com

What is Sharecare?

- Interactive Web 3.0 social media healthcare platform
- Question & Answer (QA) format
- Comprehensive taxonomy of 48 nodes of health topics
- Single destination for consumers to find the answers of health





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Sharecare's Founding Partners

Founders of Sharecare: Jeff Arnold, Dr. Mehmet Oz, Discovery Communications, Harpo Productions and Sony Pictures Television

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Patient Request for Health Information Model Form

Patient Request for Health Information

Patient Information (Please Print)

First Name:	Middle Initial:	Last Name:	
Name at Time of Treatment (if different than above):			
Date of Birth (MM/DD/YYYY):	Phone:	E-mail (optional):	
Street Address:	City:	State:	Zip:

What records do you want? (Check appropriate boxes below):

Date(s) of Service: ____/____/____ through ____/____/____

☐Discharge Summary ☐Emergency Room Records ☐Operative/Procedure Reports ☐Billing Records

☐Test Results (X-Rays, Lab/Pathology Results) Please specify: _____

☐Other (Immunization Records, Medication Lists) Please specify: _____

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"Managing Your Personal Health Information" Brochure for Students

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Managing Your Personal Health Information for College Students

Understanding your health information rights and responsibilities

Common Healthcare Terms

Authorization/ Pre-Authorization: Process by which medical care or a specific service is approved by a healthcare reimbursement source.

Coinsurance/Copayment: Amount you pay to share the cost of covered services after your deductible has been paid.

Deductible: The amount of money you must pay each year to cover eligible medical expenses before your plan starts paying.

How To...

Complete Health History: Physicians and hospitals need to know about previous illnesses, hospitalizations, and surgical procedures, as this information may impact your current treatment. This includes dates and locations of treatment.

Order Medication Refills: Be sure to order refills with sufficient advance notice in case your physician needs to be contacted by the pharmacy. Do not wait until you are completely out of a medication. Many pharmacies have an app that allows you to scan the bar code on your bottle to order refills.

Request Copy of Health Records: your physician to ask for a pati You will be asked to pro

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GetMyHealthData

GetMyHealthData

HIPAA Fact Sheet: The P is for Portability

Key facts about patient requests for electronic health data

ACCESS

Patients have the right to electronic copies (e-copies) of their health records.

If records are kept electronically, patients or their representatives can request an e-copy of their health data. In most cases, e-copies must be given to the patient within no more than 30 days; sooner if possible. Patients do not need to give a reason for their request. This information helps patients manage their own health and care for loved ones.

FORMAT

Patients have the right to their data in specific formats, if readily producible.

Data can be in a structured format (CCDA, etc.) or read-only

https://getmyhealthdata.org/provider-resources/hipaa-infographic/

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Consumer Health Information Bill of Rights

AHIMA CONSUMER HEALTH INFORMATION

BILL OF RIGHTS

A Model for Protecting Health Information Principles

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You have the right to:

1. Look at your health information and/or get a paper or electronic copy of it
2. Accurate and complete health information
3. Ask for changes to your health information
4. Know how your health information is used or shared and who has received it
5. Ask for limitations on the use and release of your health information
6. Expect your health information is private and secure
7. Be informed about privacy and security breaches of your health information
8. File a complaint or report a violation regarding your health information

http://bok.ahima.org/PdfView?oid=107674

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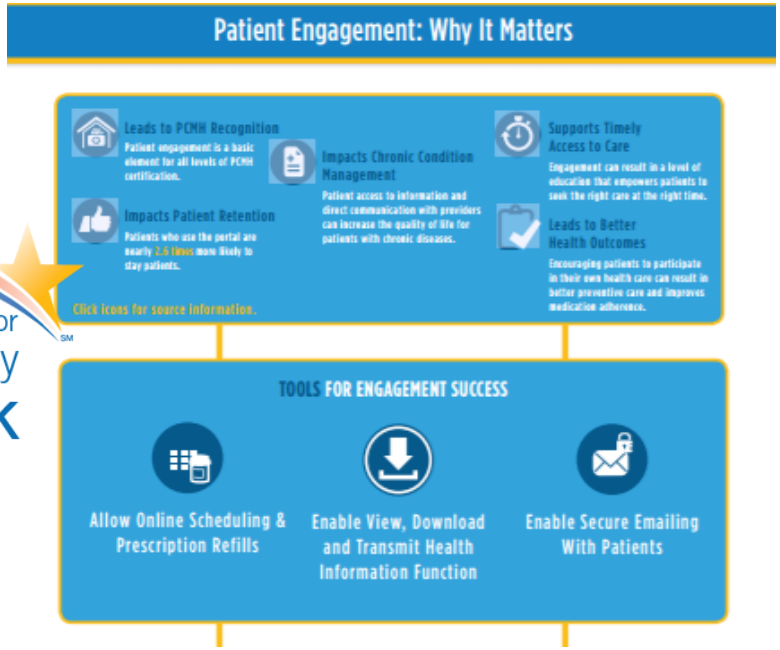
External Resources

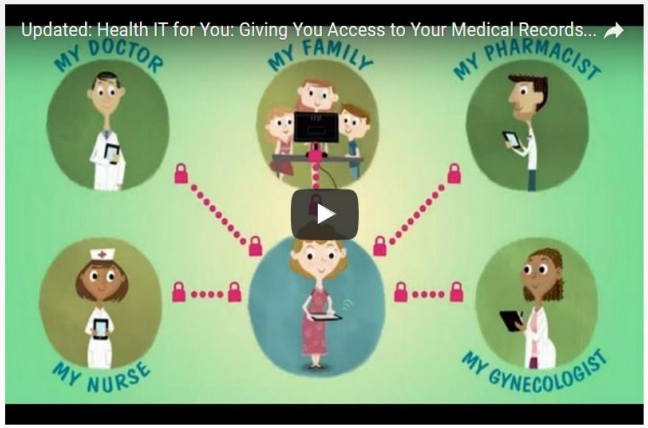
- **Office of the National Coordinator (ONC)**
  - Patient Generated Health Data
  - Strategies for Improving Patient Engagement Through Health IT
  - Health IT Playbook
  - Blue Button

The Office of the National Coordinator for Health Information Technology
HEALTH IT PLAYBOOK



- **Office for Civil Rights (OCR)**
  - Your New Rights under HIPAA
  - Your Health Information, Your Rights Video
  - Communicating with Family, Friends, and Others Involved in Your Care Video
  - Your Health Information Privacy Rights Pamphlet

Health IT Videos



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Policy Drivers for Consumer and Patient Engagement

April 2004

President Bush Executive Order on Incentives for the Use of Health IT, Establishes ONC

February 2009

ARRA, HITECH, Meaningful Use established

July 2010

Meaningful Use Stage 1

August 2012

Meaningful Use Stage 2

2015-2017

Modifications made to Stage 2, Stage 3 Final

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Drivers for Consumer/ Patient Engagement

High Engagement

↓

Positive health behaviors

↓

Better health outcomes

- Triple Aim
  - Better Care
  - Increased Satisfaction
  - Reduced Costs
- Affordable Care Act
- HITECH Act
- Meaningful Use

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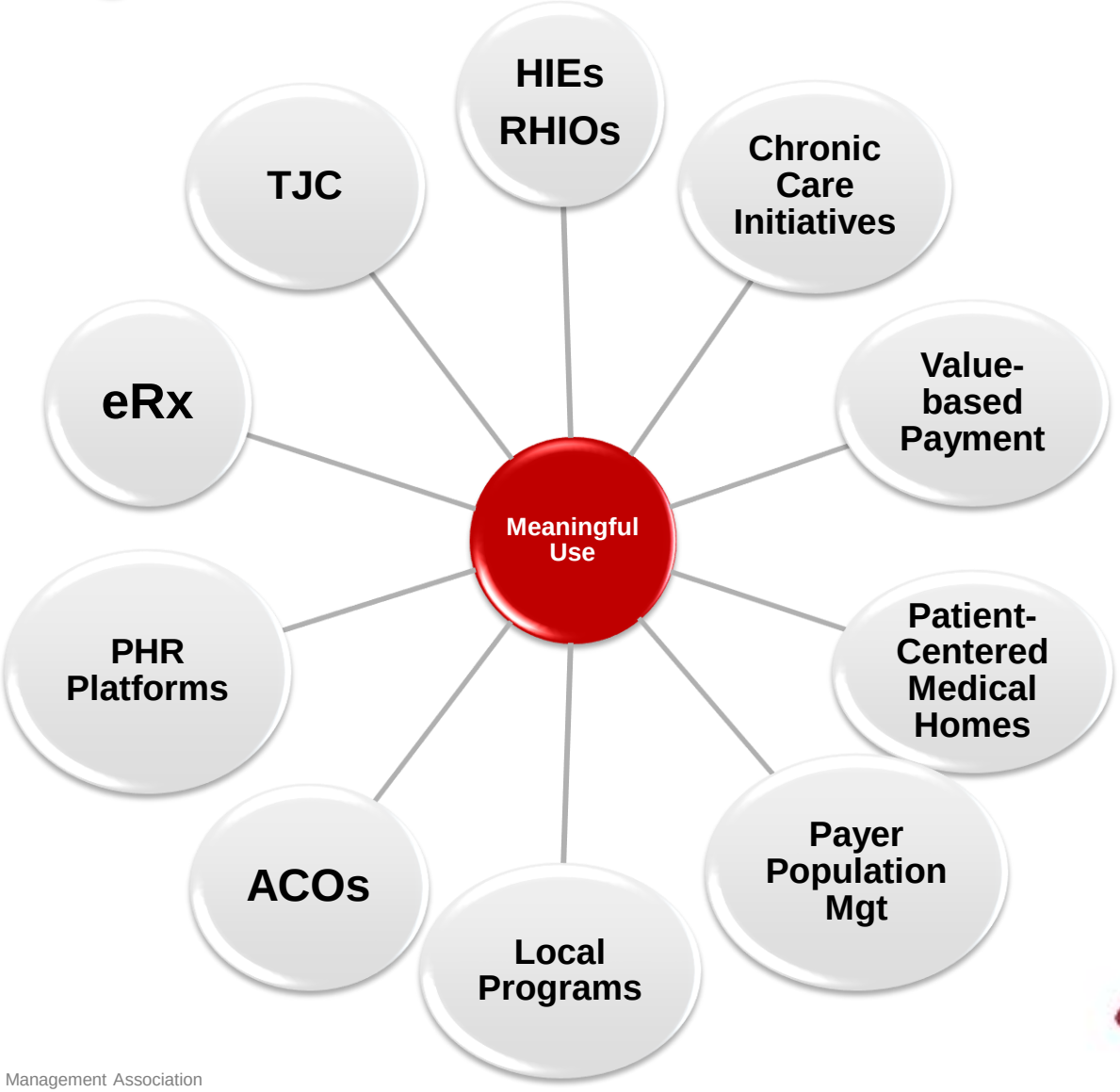
Aligning Initiatives



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Meaningful Use Stage 2
Eligible Professional Core Objectives

Computerized Physician Order Entry (CPOE) for Medication, Laboratory and Radiology Orders D1 - Improve Quality, Safety, Efficiency	Patient Ability to Electronically View, Download & Transmit (VDT) Health Information D2 - Engage Patients & Family	Patient-Specific Education Resources D2 - Engage Patients & Families
e-Prescribing (eRx) D1 - Improve Quality, Safety, Efficiency	Clinical Summaries D2 - Engage Patients & Family	Medication Reconciliation D3 - Improve Care Coordination
Record Demographics D1 - Improve Quality, Safety, Efficiency	Protect Electronic Health Information D5 - Ensure Privacy & Security for Personal Health Information	Summary of Care D3 - Improve Care Coordination
Record Vital Signs D1 - Improve Quality, Safety, Efficiency	Clinical Lab - Test Results D1 - Improve Quality, Safety, Efficiency	Immunization Registries D4 - Improve Public & Population Health
Record Smoking Status D1 - Improve Quality, Safety, Efficiency	Patient Lists D1 - Improve Quality, Safety, Efficiency	Use Secure Electronic Messaging D2 - Engage Patients & Families
Clinical Decision Support Rule	Preventative Care	

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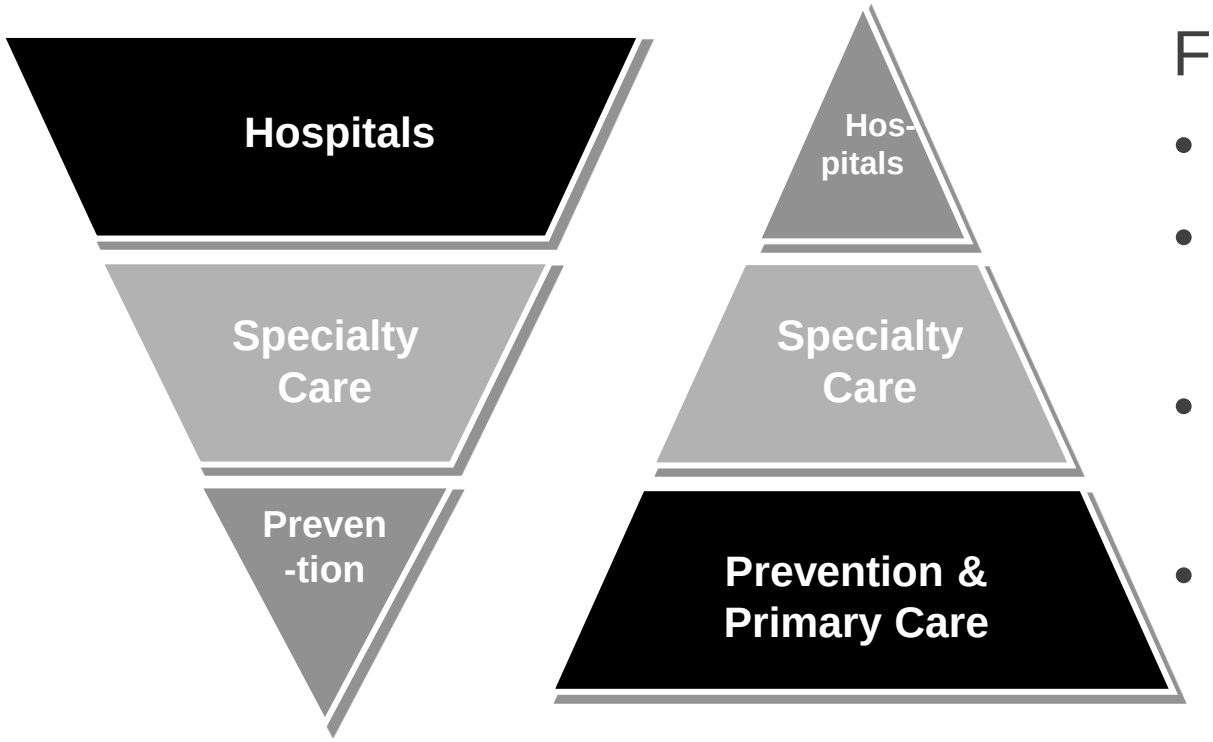
"Flip the Triangle"



Focus on:

- Prevention
- Chronic care management
- Information Governance
- Value-based care

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The Patient Engagement Gap

Base Level Outcome	The Engagement Gap $290 Billion	Potential Outcome
Unengaged Patients		Fully engaged Patients
Average Adherence		Optimal Adherence
Subjective feedback		Objective feedback
Infrequent biometric data		Frequent biometric data

www.preventice.com

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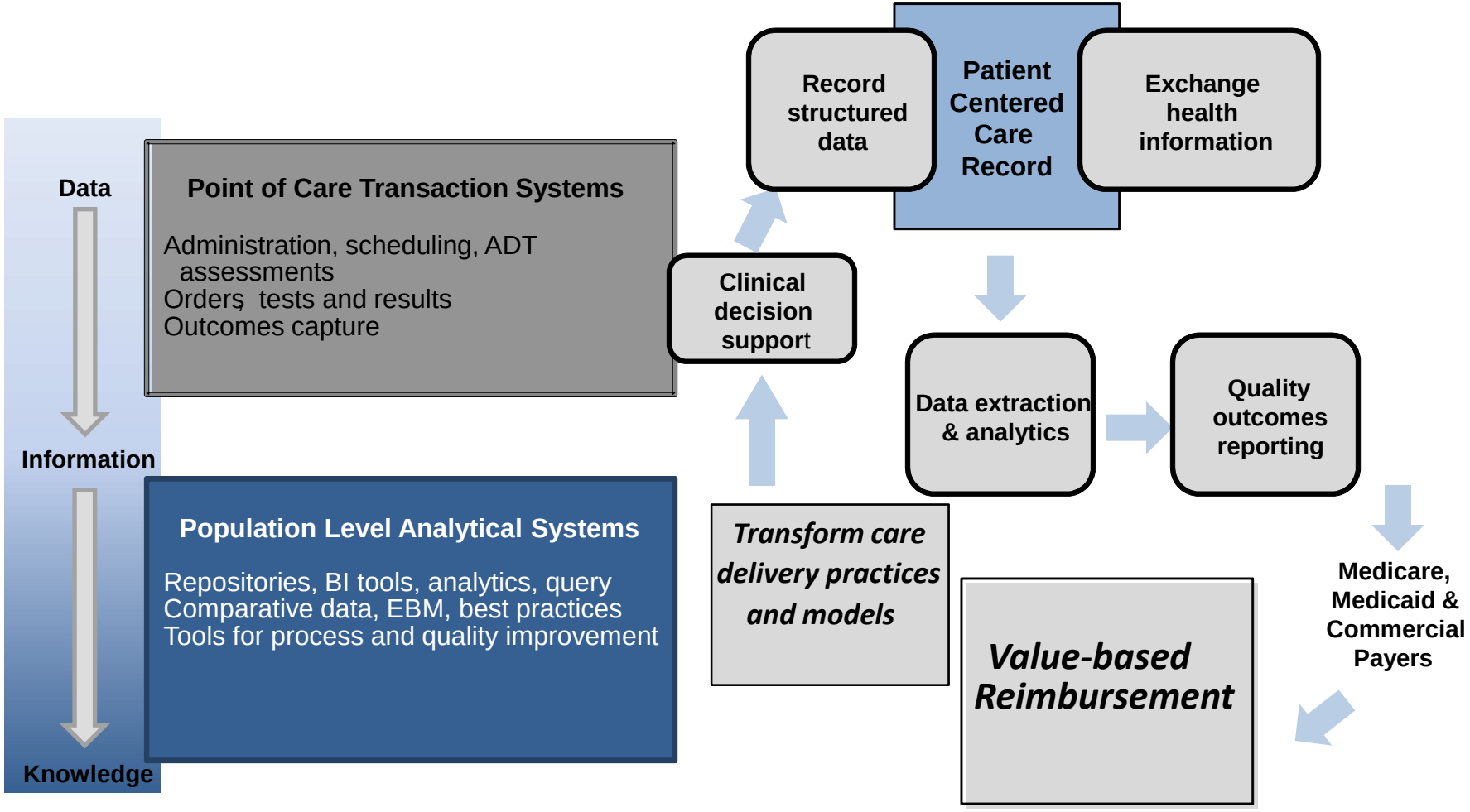
Evolution to Population Level Analytics



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Role of HIM Professionals

- Stay informed
- Facilitate access and remove barriers within your organization
- Advocate for consumer access
- Encourage consumers to access their own health information
- Prepare for the future

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Ongoing Education

- Understand and support consumer/patient empowerment to be engaged partners in their health and their healthcare
- Value the role that patient access to health information plays in empowerment
- Be informed about the legal and organizational requirements that address patient access
- Stay up-to-date with quickly changing requirements

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Innovations in Personal Health Information

Dr. Eric Topol, one of the world's foremost cardiologists is now an expert in the exploding field of wireless medicine and "this explosion," he says, "is about to make our health care better and cheaper".
Watch what he does with his cell phone…

http://www.youtube.com/watch?v=0B-jUOOrtks

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Positive Attitude

- Training and education of all staff should include:
  - The rights of patients to have access and receive copies of their health information
  - The value of the information patient engagement in their healthcare
  - The importance of patient engagement to individuals' health and healthcare

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Facilitate Consumer Access

- Organizational policies and practices produce barriers to consumers
- HIM professionals need to use their expertise to examine the most common barriers and institute best practices

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Potential Barriers

- Is the health information understandable and useful to patients?
- What formats are used to share information with patients?
- What fees are patients charged?
- What is the process for patients to submit their authorization to your organization?

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Potential Barriers (continued)

- How long does it take for patients to receive a copy of their records?
- How are requests from patients handled by staff?
  - “Is something wrong?”
  - “You’ll need to sign a form!”
  - “We won’t be able to get to it for awhile.”
  - “Why don’t you just talk to your doctor?”

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Data Quality

- To be useful, healthcare data must be:
  - Accurate
  - Complete
  - Timely
  - Understandable
  - Useful

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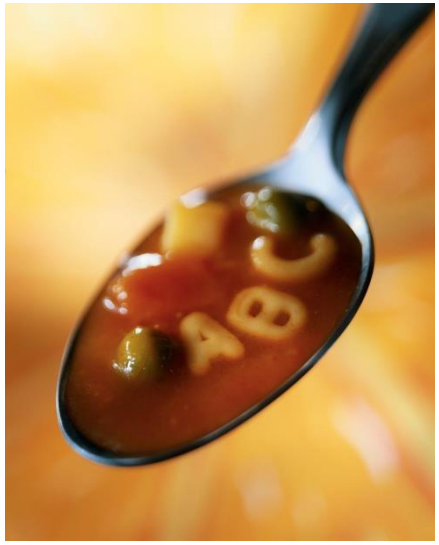
Data Quality Best Practices

- Minimum number abbreviations used
- Minimum use of HIM jargon
- Patient requests for clarification, corrections, or amendments handled in routine and timely way



- Patient portals may include explanation of:
  - Terms
  - Laboratory tests

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Data Formats

- Structured data that can be easily shared with:
  - an app on a mobile device
  - An EHR
  - A personal health record
- View-only PDFs on CD
- Readable text file
- Paper copy
- Patient portal

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Methods for Sharing Information

- In person pick-up
- Snail mail
- E-mail
  - Publicly available
  - Encrypted
  - Direct Trust
- Patient portal

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Direct Trust

Direct Trust is an organization that supports interoperable health information exchange via the Direct message protocols and trust framework.

- Exchange is between provider-to-provider, consumers/patients and their providers
- The trust uses identity proofing and regardless of end-user application
- The framework includes more than 300 EHR and PHR vendors' products, and more than 50 health information exchanges

More information at www.directtrust.org

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Considerations–Format

- Patient's preference
- Patient's technical ability
- Privacy and security of methods of sharing the information to the patient
- Multiple options to meet the various needs

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Fees Can Be Barriers

- Unreasonable fees for copies of patients' records
- Patients choose to forgo access

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Best Practices Based on the HIPAA Privacy Rule

- Costs can include copying, creating, or/and mailing a copy of health records
- Costs cannot include:
  - Cost of searching for or retrieving the information
  - Cost for online access via most patient portals, or per-page fees for electronic copies
- Patients cannot be denied their health records if they have not yet paid for services

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Fees: Additional Considerations

- What is the socioeconomic class of the patients served by the healthcare organization?
  - Will the fees be prohibitive to the patients served by the organization?
- What policy should be followed if a patient cannot pay for the copies?
- Should a flat fee be charged? (The fee cannot exceed $6.50 per request.)*

*https://www.hhs.gov/hipaa/for-professionals/privacy/guidance/access/index.html#maximumflatfee

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Authorizations–Considerations

- Availability of authorization form
  - On the organization's web site
  - At the customer service centers throughout the organization
- Transmission of the authorization form to the HIM department
  - Fax
  - Scan and e-mail
  - Completed online

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Timeliness- Considerations

- What items are required to process a request for information to the patient?
- Is the procedure clearly outlined on the:
  - Web site
  - Authorization form
  - Documents available to all staff

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Additional Barriers

- Information is not linked between providers for patient access
- Patients being required to prove their identity in person
- Providers have different policies and procedures to access patient information

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Advocate for Consumer Access

- Participate in organizational committees that are involved with consumer engagement
- Reach out to community groups as a speaker
- Assist clinicians in identifying a comprehensive set of clinical information, within the patient portal
- Establish a “one-stop-shop” for patients to access their health information

Washington, Lydia. "Enabling Consumer and Patient Engagement with Health Information" *Journal of AHIMA* 85, no.2 (February 2014): 5659.

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Encourage Consumer Access

- Update information on beginning of health encounter
- Provide summary on discharge/end of visit
  - Test results
  - Patient education
  - Next steps
- Assist in use of patient portal
  - What do consumers do when they have questions about their information?
  - What if they find an error?

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Prepare for the Future

- Making health information actionable and usable for patients
- Using health information to improve communications between clinicians and patients
- Easily linking patient information from multiple providers so that patients have one point of access
- Patient-generated health data–how to integrate it into the clinical medical record in a useful way
- Protecting patient information from breaches

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Patient Engagement Roles

- Patient Navigator
- Patient Portal Navigator
- Health Information Coordinator
- Training and Patient Engagement Project Manager
- Author
- Blogger

*Consumer Engagement Toolkit, 2016

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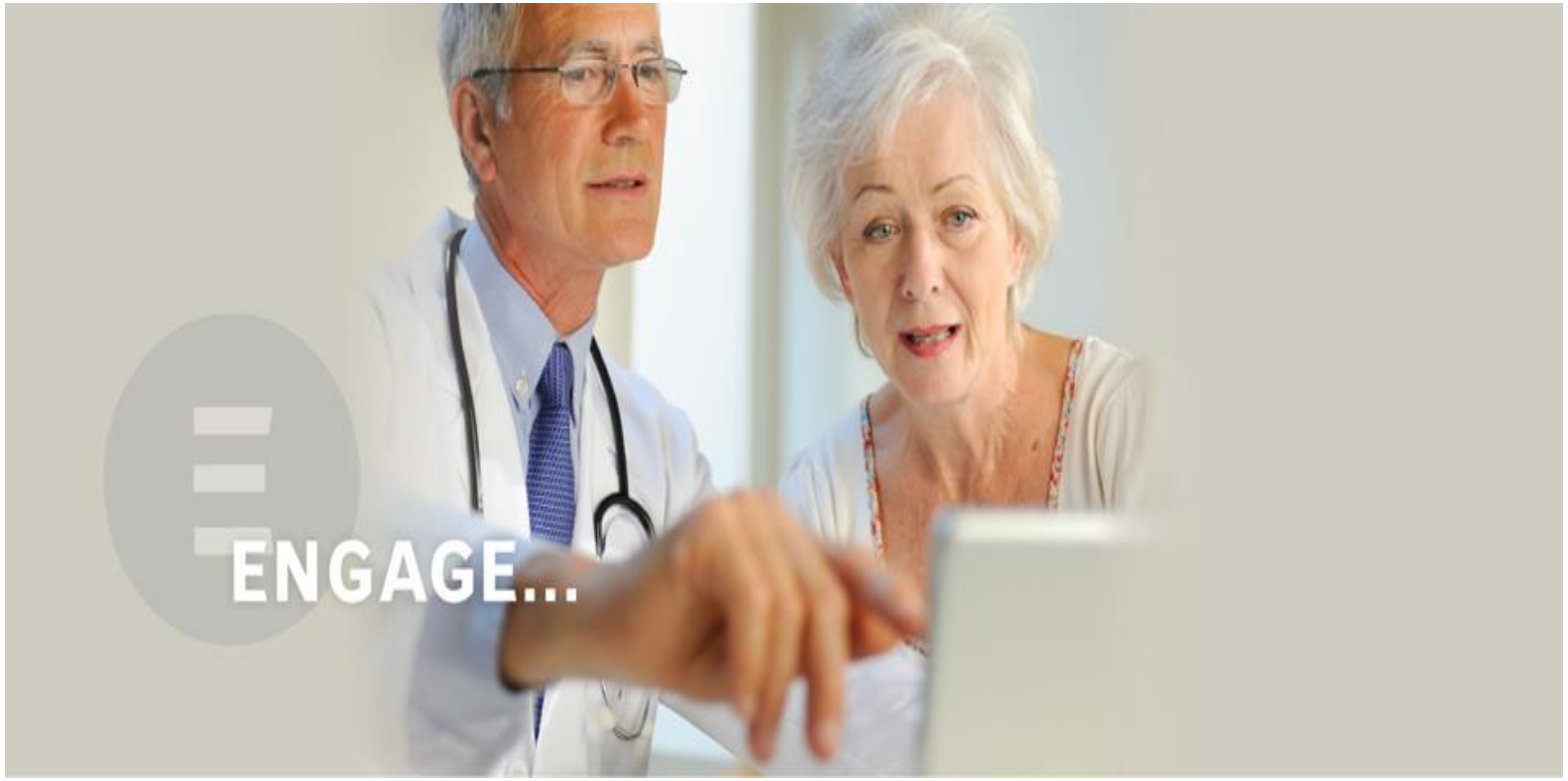
We Need Your Assistance



We are all consumers of health information

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thank you!

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