



# Consumer Engagement: Connecting Consumers To Their Health Information

Presented By:

FHIMA's Consumer Engagement Committee

# This Presentation Will Examine:

- ❑ What is Consumer Engagement?
- ❑ Consumer Engagement Topics
- ❑ The HIM Professional's Role in Consumer Engagement
- ❑ Resources to support Consumer Engagement

# What is Consumer Engagement?

Diverse activities, include:

- ❑ Interacting with healthcare providers
- ❑ Seeking health information
- ❑ Maintaining a personal health record
- ❑ Playing an active role in making decisions in regard to personal healthcare

# AHIMA's Strategic Objective: Consumer Engagement

- ❑ **Connect** consumers to their health information.
- ❑ **Partner** with other's to directly reach consumers.
- ❑ **Educate** others and ensure they understand their rights relative to accessing their health information.
- ❑ **Become** recognized as the “**trusted voice**” across the health information environment.

# FHIMA Consumer Engagement Model: Inform, Engage, Partner

- ❑ **Inform** – Educate HIM Professionals
- ❑ **Engage**-Directly interact with patient's & their families
- ❑ **Partner**- Collaborate with Healthcare Facilities and Healthcare Providers to educate, empower, and engage patient's and their families.

# Consumer Engagement Topics

- ❑ Personal Health Records
- ❑ Patient Portals
- ❑ Accessing & Amending Medical Records
- ❑ Privacy & Security Concerns
- ❑ mHealth Applications
- ❑ Patient Generated Health Data (PGHD)

# What is a Personal Health Record (PHR)?

- ❑ A collection of information about your health.
- ❑ May be in paper format or electronic format
- ❑ Not the same as electronic health records or electronic medical records
- ❑ Benefits: Organized way to track, access & management health

# Healthcare Consumers become engaged by:

## Maintaining a list of:

- ❑ Active problems
- ❑ Pertinent personal medical and surgical history
- ❑ Pertinent family medical and surgical history
- ❑ Medications
- ❑ Medical records updates, e.g. Lab reports.



# What information goes into a personal health record?

- ❑ Your primary care doctor's name and phone number
- ❑ Allergies, including drug allergies
- ❑ Your medications, including dosages
- ❑ Chronic health problems, such as high blood pressure
- ❑ Major surgeries, with dates
- ❑ Living will or advance directives
- ❑ Results of screening tests
- ❑ Cholesterol level and blood pressure
- ❑ Exercise and dietary habits
- ❑ Health goals, such as stopping smoking or losing weight
- ❑ Family history
- ❑ Immunization history

# What is a Patient Portal?

- ❑ A secure online tool (i.e., website, mobile app), to personal health information
- ❑ 24/7 accessible anywhere an internet connection is available.
- ❑ Can include doctor visits, medications, immunizations, allergies, & labs.
- ❑ NOT the entire medical record.
- ❑ Can incorporate secure communications

# Patient Portal Benefits



- ❑ A patient portal improves an organization's patient-provider relationship
- ❑ Fostering stronger patient-provider communication
- ❑ Empowers patients with healthcare data and information
- ❑ Supports patient-provider care between office visits
- ❑ Promotes the goal of improving patient engagement to ultimately achieve successful outcomes.

# Patient Portal Trends

- ❑ Personalization
- ❑ Mobile device access
- ❑ Wearable technology devices
- ❑ Communications

# Patient Portal Implementation Considerations

- ❑ Is the portal on a secure network?
- ❑ How are invitations to join a portal sent (i.e., in person vs. e-mail)?
- ❑ Is it password protected?
- ❑ Are proxies permitted?
- ❑ How are passwords reset?

# Who owns the Patient Portal?

- ❑ Health record is typically the property of the healthcare facility
- ❑ Patient owns their information in their health record, not the portal itself.
- ❑ Provider is responsible for the portal and all information uploaded

# Patient's Rights According to HIPAA

The Health Insurance Portability and Accountability Act of 1996 grants patients the right to:

- ❑ Obtain copies of their health information
- ❑ Make sure the health information is correct (Amend)
- ❑ Know who has access to it and who views their information
- ❑ Right to file a complaint

# Patient's Rights Continued



Patients have a right to:

- ❑ Receive a notice that informs them of how their health information will be used and shared
- ❑ Decide on whether or not they would like to give permission for their health information to be shared by the provider. For example: for marketing purposes.
- ❑ Obtain a report stating when and why their health information was shared for certain purposes



# Accessing & Amending Medical Records

Patients can access their PHI maintained by a covered entity or its business associate

- ❑ Access must be granted within 30 days
- ❑ One 30-day extension
- ❑ HITECH provides the right for patients to receive their information
- ❑ Providers may deny patient access to medical records in certain circumstances
- ❑ Patient's can request a change or amendment to their health record
- ❑ Provider responsibility to respond within 60 days

# Provider's Responsibility

- ❑ The healthcare provider must respond to your request no later than 60 days after the request is received;
- ❑ If the healthcare provider created the information, he/she must amend inaccurate or incomplete information;
- ❑ If the provider does not agree to the request, you have the right to submit a statement of disagreement and the provider must add the statement to your medical record.

# What is a Mobile Health Application?

- ❑ Aka: mobile health or mHealth
- ❑ The use of devices in the practice of medicine
  - Tablets
  - Smartphones
- ❑ The downloading of health-related applications or “apps”
- ❑ Helps with the flow of information over a mobile network
- ❑ Can improve communication between patients and providers

# The mHealth Market

## mHealth Therapy Fields



# When considering a mobile app, JUST THINK APP.

- ❑ Advice - what you should consider before downloading a mobile health app.
- ❑ Privacy - what you should know about the privacy and security of a mobile health app.
- ❑ Personal - what you should think about in terms of your personal health information when using a mobile health app.

# Advice: Looking for the Right App?

- ❑ Why are you considering this app?
- ❑ Did your doctor recommend this app?
- ❑ Will the app help you reach your health goal?
- ❑ Is the app helping you learn more about your personal health?
- ❑ Have you checked user reviews before downloading?
- ❑ Is the app easy to use?
- ❑ Are there any user concerns or problems with this app?

# Privacy

- ❑ Ensure the privacy of personal health information
- ❑ Review privacy policy and settings of both the app and mobile device.
- ❑ Look for a sign of certification such as the TRUSTe® seal.



# Secure your Privacy

- ❑ Utilize password protection and encryption where provided.
- ❑ Record your phone's identifier somewhere safe.
- ❑ Use a locator service, such as the GPS capability on your smart phone.
- ❑ Use a remote wipe, which lets you erase your handheld's data in case it is lost or stolen.
- ❑ Don't share confidential and personal health information.





# Patient Generated Health Data (PGDH)

## Resources

PGHD is data created, recorded, gathered, or inferred by or from patients or their designees..

- ❑ Health questionnaires
- ❑ Data points such as blood pressures or glucose levels
- ❑ Self-management diaries
- ❑ Patient/family health histories,
- ❑ Healthcare directives.

# Patient Generated Health Data (PGDH)

## Resources

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# Patient Generated Health Data (PGDH)

## Resources

Areas likely to play a significant role:

- ❑ Consideration and integration of behavioral health and mental health
- ❑ Role of health plans as significant stakeholders in the engagement process
- ❑ Role of employers as drivers for creating a culture of health
- ❑ Emergence of new technologies that will facilitate patient, family and provider interactions; health education; treatments and overall engagement
- ❑ Role of social media as a means to enhance communication and networking with individuals and communities

# HIM Professionals should:

- ❑ **Provide resources and information to consumers**
- ❑ **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**

# AHIMA's Recommendations for Management of PGHD Generated by Mobile Health Technology:

- ❑ Create a strategic information governance framework
- ❑ Include PGHD as part of an overall organizational information governance initiative.
- ❑ Develop policies and procedures
- ❑ Identify and define the intended use and reliability of the technology that is used to collect PGHD and incorporate it into the existing EHR system.
- ❑ Work with information technology leadership and EHR vendors
- ❑ Identify and evaluate technology solutions

# AHIMA's Recommendations for Management of PGHD

## Generated by Mobile Health Technology:

- ❑ Establish an inventory of the various types of the most frequently used mobile health devices.
- ❑ Define policies for clinical documentation requirements.
- ❑ Update legal health record definition to include PGHD that is used for decision making.
- ❑ Establish workflows to ensure review and validation for the use of PGHD by clinicians.
- ❑ Review and update existing coding workflows

# AHIMA's Recommendations for Management of PGHD

## Generated by Mobile Health Technology:

- ❑ Require HIM involvement.
- ❑ Review capabilities with EHR vendor.
- ❑ Determine the need for data tags or notations within the EHR
- ❑ Work closely with compliance and risk management.



# **AHIMA's Recommendations for Management of PGHD Generated by Mobile Health Technology:**

- ❑ The development of regulations and standards.
- ❑ Complete gap analysis for privacy and security of PGHD integrated with the EHR.



# **CURRENT ENGAGEMENT CHALLENGES FOR CONSUMERS AND PATIENTS**

- ❑ Lack of Patient & Consumer Involvement**
- ❑ Cost Considerations**
- ❑ New Way to Interact with Healthcare Team**
- ❑ Privacy and Security Concerns**
- ❑ Health Information Exchanges & Interoperability**
- ❑ Emerging Technology and Technological Advances**



# The HIM Professional's Role in Consumer Engagement

“Traditionally the clinical care team played the major role in the patient experience, but the change in the way patients consume their health information means today's HIM professional plays an important role in giving healthcare consumers the tools needed to make all interactions and communications with their providers meaningful and efficient.”

AHIMA CEO Lynn Thomas Gordon

# Health Information Management Professional's Role

Our Role as HIM Professionals....

“**H**”- Helping

“**I**”- Individuals

“**M**”- Manage their health information

....in a private and secure environment.....

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# How can HIM professionals continue the trend of increased confidence among patients?

- ❑ HIM professionals can...stay abreast of current patients perspectives
- ❑ Know patient's rights and how they use their health information
- ❑ Facilitate ongoing training on privacy, security, and confidentiality within the work-force
- ❑ Utilize various toolkits and resources on privacy and security provided by AHIMA

# HIM Professional's Role Continued

- ❑ Study the HIPAA standards
- ❑ Identify policies, procedures, and processes.
- ❑ Become knowledgeable about other applicable federal laws and regulations.

# HIM Professional's Role Continued

- ❑ Links to state laws and regulations web sites.
- ❑ Other resources worth consulting include:
  - component state health information management associations'
  - confidentiality or release of information manuals.
  - legal counsel

# HIM Professional's Role Continued

- ❑ Establish policies and procedures
- ❑ Ask legal counsel to ensure that new and revised policies and procedures comply with all federal and state laws and regulations.
- ❑ Train members of the work force on policies and procedures with respect to protected health information.



# HIM Professional's Role Continued

- ❑ Maintain appropriate documentation.
- ❑ Review contracts with any business associates.
- ❑ Monitor compliance and implement corrective action where indicated.

# HIM Professional's Role Continued

Encourage non-covered entities that maintain individually identifiable health information to construct policies and procedures:

- ❑ Information obtained or disclosed is the minimum necessary
- ❑ Work force is trained about the importance of privacy and confidentiality

# HIM Professional's Role Continued

## Ensure that consumers are:

- ❑ Informed about the organization's information practices
- ❑ Provided access to their own health information
- ❑ Provided a mechanism to make amendments
- ❑ Asked for an authorization for disclosures not otherwise allowed by law
- ❑ Allowed access to and copies of disclosure logs

# Resources

- ❑ AHIMA Toolkits
- ❑ FHIMA Consumer Engagement & Awareness Committee Brochures & Handouts
- ❑ AHIMA Patient Bill of Rights
- ❑ Patient Portal FAQs Videos
- ❑ Weblinks

**Please email questions to:  
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