

AccessMyHealth.org - Pilot Coordination Plan

This document was created based on the assumption that the Health Care Authority (HCA) is engaged in two parallel and related activities:

- The design and funding of Health Record Bank (HRB) pilots to encourage the use of health information technology that will improve sharing of health information.
- The creation of AccessMyHealth.org (AMH) to inform and activate patients to be better partners in their health care as well as educate, represent, and protect consumers in the area of personalized online health information tools.

This plan is intended to describe the interaction between the two initiatives over the period of September 2008-June 2009.

Role	Proposed functions where AMH can provide value/assistance:	Recommendation:
Design Feedback Aug-Dec 2008	<ul style="list-style-type: none"> • Facilitate focus groups with targeted patient groups <ul style="list-style-type: none"> ○ Begin the conversation/peak interest ○ Field questions ○ Initial ratings of which functions are of highest value • Review identity management processes <ul style="list-style-type: none"> ○ Understand and explain to potential patient participants • Perform user agreement reviews and privacy policy for pilots <ul style="list-style-type: none"> ○ Readability ○ Level of access control provided 	<ul style="list-style-type: none"> • Project staff, the technical/privacy/security committees, and AMH will all have a role in reviewing pilots on these critical aspects, prior to patient enrollment. AMH will focus on the “patient” review of privacy and security and integrate this through the process developed by HCA to share information with the pilots. • Focus groups will be an offer, not a mandate. Budget for this activity will be divided among pilots who are interested.
Communications Aug 08- June 09	<ul style="list-style-type: none"> • Communications strategy/timeline <ul style="list-style-type: none"> ○ Identify standards for communicating (required versus optional communications) ○ Integrate pilots’ communications - recruitment plans • Common language and branding of project across pilots <ul style="list-style-type: none"> ○ Pilot Fact Sheet/Key Messages • News media relations <ul style="list-style-type: none"> ○ Editorial board briefings, press release, etc. • Stakeholdering <ul style="list-style-type: none"> ○ Share survey results and HRB concept with patients, providers, and others at the community level ○ Newsletter to all pilot participants to give updates on each pilot, AMH, and HIIAB activities 	<ul style="list-style-type: none"> • Rather than HCA HRBs, pilots should be branded as part of the project using an <i>AMH Partner</i> logo. • Require initial meeting with pilots on 8/27 to: <ul style="list-style-type: none"> ○ Clarify the roles of AMH and other HIIAB Committees ○ Establish processes to support a learning environment ○ Specify what level of coordination will be required by HCA • Capture these requirements in the grant contract.
Patient Recruitment Support Dec 08 - March 09	<ul style="list-style-type: none"> • Direct prospective participants to pilots <ul style="list-style-type: none"> ○ Provide invitation to participate, introductions (see next role) • Marketing / materials templates 	<ul style="list-style-type: none"> • AMH is responsible for creating the general communication templates; tailoring the templates is the responsibility of the pilot community. • AMH/HCA will do a red-flag review of all final (tailored) marketing materials.

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Advocate/ Ombudsman Dec 08 - June 09	<ul style="list-style-type: none"> • Serve as a resource to answer three types of questions: <ul style="list-style-type: none"> ○ Help patients learn which pilots are available to them <ul style="list-style-type: none"> ▪ Understand the differences (cost, level of access control, security) ○ Route patients to pilot help desk to resolve user issues in using the HRB ○ Triage disputes/issues for resolution by HCA 	<ul style="list-style-type: none"> • Patients should have a have a way to address questions and concerns with HCA/AMH in addition to receiving user support from the pilots' help desks. • A process should be developed early on in the project including analysis of needed resources and costs to do this.
Evaluation of Patient/Provider Experience April - July 09	<p style="text-align: center;">AMH will evaluate the pilots using the following criteria:</p> <p><u>For patients:</u></p> <ul style="list-style-type: none"> • Usability (easy to use) • Utility (right functions, data) • Patient healthcare activation scale (using patient activation measurement tool) • User metrics (actual patient use of the HRB) • Privacy and security (features and perceptions) • Pilot customer service <p><u>For doctors:</u></p> <ul style="list-style-type: none"> • Patient activation (Did you notice more activation in the patient?) • Workflow integration (How did the information from the HRB fit into workflow?) • Value perception (What is your opinion of the HRB pilot? Has it changed?) • HRB promotion to patients (Did the pilots promote use of HRB with their patients? How?) • Barriers to use (Workflow issues, printed page layout, etc.) • Value creation (What would increase value to you?) • Enhanced functionality (What other functionality would you like to see performed by the HRB or information feeds supplied by your system?) <p>*Methods may include surveys, focus groups, and other innovative approaches to information gathering.</p>	<ul style="list-style-type: none"> • Pilots provide assistance to HCA/AMH in surveying their participants (patients and providers). • Require pilot contracts to include the patient and provider experience evaluations and be included in the larger evaluation that answers other questions such as: <ul style="list-style-type: none"> ○ Did the pilots deliver what was described in the proposal? ○ What did this pilot help us learn with respect to technology, the value of data sharing, privacy and security (from both the patients and providers), etc.?

Jul 30 - HIIAB makes recommendations on decisions in right column to HCA

Aug 7 - HCA gives AMH final decisions to implement

Aug 27- Proposed Pilot Coordination meeting