

Health Information Infrastructure Advisory Board

Health Record Bank Evaluation Plan**1. Evaluation Goals**

A. Overall

1. "test the feasibility and usefulness of online health record bank accounts to see if they offer a useful way for consumers to maintain, track and use their personal health information" (from the press release announcing the HRB pilots, 8/20/08)
2. "closely monitor the usage and benefits of the health record bank pilots" (from the press release announcing the HRB pilots, 8/20/08)
3. "test key HRB concepts, determine feasibility, and learn to guide next steps" (from HRB Straw Concept document, 2/14/08)

B. Specific

1. Determine consumer interest
2. Determine provider interest

2. Consumers

A. Awareness

1. Survey level of consumer awareness (before/after)

B. Participation

1. Measure number of consumers with HRB accounts (ongoing tracking)
2. Correlate enrollment with other relevant factors
 - a. Health status
 - b. Age
 - c. Frequency of medical encounters
 - d. Marketing activities

C. Usage

1. Measure amount and type of usage of consumers with HRB accounts
2. Correlate usage with other relevant factors
 - a. Health status
 - b. Age
 - c. Frequency of medical encounters

D. Trust

1. Survey level of consumer trust (before/after)

E. Perceived value

1. Survey perceived value of HRB (before/after)
 - a. Usefulness
 - b. Comparison to other health care services
 - c. Willingness to pay

3. Providers

A. Awareness

1. Survey level of provider awareness (before/after)

B. Usage

1. Measure amount and type of usage of HRB data by providers
 - a. Provider reporting
 - b. Patient reporting
2. Correlate usage with other relevant factors
 - a. Specialty
 - b. Health status of patient
 - c. Frequency of medical encounters
 - d. System features

C. Trust

1. Survey level of provider trust (before/after)

D. Perceived value

1. Survey perceived value of HRB (before/after)
 - a. Reliance on HRB information for clinical decisions

4. Scalability

A. Server load measurements