

NC HISPC Privacy and Security Consumer Toolkit Framework

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ABOUT NCHICA

NORTH CAROLINA HEALTHCARE INFORMATION AND COMMUNICATIONS ALLIANCE

The North Carolina Healthcare Information and Communications Alliance, Inc. (NCHICA) is a nonprofit consortium of 200 organizations dedicated to improving healthcare by accelerating the adoption of information technology (IT). NCHICA members represent diverse sectors of the healthcare community, including providers, payers, vendors, professional societies and law firms. To see a list of members, [click here](#).

NCHICA's role is to act as a neutral forum to bring together the many sectors of the healthcare industry. Members address how best to accelerate the adoption of IT in healthcare by considering clinical needs, policy questions and technology issues.

ABOUT NC HISPC

NORTH CAROLINA HEALTH INFORMATION SECURITY AND PRIVACY COLLABORATION

In October 2005, the Office of the National Coordinator for Health Information Technology and the Agency for Healthcare Research and Quality awarded the Privacy and Security Solutions for Interoperable Health Information Exchange contract to RTI International. RTI, in collaboration with the National Governors Association Center for Best Practices, formed the Health Information Security and Privacy Collaboration (HISPC) and invited states and territories to submit proposals to participate in the project. HISPC was designed to examine privacy and security laws and business practices that affect the ability of states and territories to exchange electronic health information within themselves and among each other.

NCHICA submitted a proposal, and in April 2006, was awarded the contract to represent North Carolina. Since the project's commencement, teams of healthcare stakeholders have worked collaboratively to identify, assess and develop plans to address variations in organization-level business policies and state laws that affect privacy and security practices that may pose challenges to health information exchange (HIE).

Acknowledgements

NCHICA would like to acknowledge the following members of the NC HISPC team for their contributions to the Public Policy Campaign Toolkit:

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EXECUTIVE SUMMARY

Historical Background

[insert background]

The Importance of Privacy and Security in Healthcare

- *Topics to include*
 - Confidentiality → employers, insurers
 - Secondary data use
 - Patient ownership of health information
 - Access/permission

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PURPOSE OF THE PRIVACY AND SECURITY CONSUMER CAMPAIGN TOOLKIT

The purpose of the Privacy and Security Consumer Campaign Toolkit is to provide a trusted framework for organizations to help consumers understand the benefits and importance of health information technology (health IT) as well as take an active part in their health and care.

HOW TO USE THE PRIVACY AND SECURITY CONSUMER CAMPAIGN TOOLKIT

This toolkit contains two components:

1. The **Executive Summary** describes how this project was formed and funded and its objectives.
2. The **Privacy and Security Consumer Campaign Toolkit** includes guidance and resources to assist interested organizations in developing and/or augmenting their consumer outreach strategy and messaging.

This toolkit will be regularly updated, maintained and publicly available on the NCHICA Web site at <http://www.nchica.org>.

CONNECTING WITH YOUR AUDIENCE

It is highly recommended that all consumer-facing marketing and communications be relevant and attention-grabbing to break through mass media clutter. When messaging to consumers, one must keep in mind the education level and interest of the general public. Review successful healthcare organizations that have broken into the consumer market to determine the style in which the message is presented, then apply the same or similar approach to your campaign.

Every US healthcare consumer has different needs and concerns associated with their health and care. However, the security and privacy of their health information is a universal concern.

Consumer outreach messages should be created that resonate across a generalized audience, yet can be easily tailored to address specific stakeholder groups. These messages also should be developed in such a way that they can be used consistently across different mediums. Examples of vehicles for message dissemination include:

- Bring in an expert(s) and hold roundtable discussions, inviting local media
- Create public service announcements to pitch to local media outlets
- Collaborate with local hospitals and health systems to produce materials that can be distributed to patients regarding their privacy and security rights as well as how their information is being protected

- Endorse organizations within your state that have high health information privacy and security standards (those going the extra mile), and help publicize their efforts

COLLABORATE AND ENDORSE

- *Topics to include*
 - Identify healthcare collaborators in your community such as hospitals and other health and care organizations that would like to promote their privacy and security initiatives
 - Create privacy and security materials for your own organization's use
 - Track and measure your outreach campaign
 - Publicize successes to collaborators so they can duplicate efforts
 - Create materials that can be easily distributed to collaborators' stakeholder groups
 - eNewsletter
 - Print-ready and digital files of co-branded materials
 - Framework for a public service announcement

TACTICAL COORDINATION OF CAMPAIGN

- Create a strong messaging platform for use across all materials
- Devise a framework for a public service announcement
 - Target media outlets
 - Script
 - Production cost
 - Schedule
- Create a strong media pitch for roundtable discussion
 - Create list of desired participants
 - Identify target media contacts
 - Develop timeline
- Invite organizations to join in outreach efforts
 - 'Piggyback' off of/leverage their established communication channels including:
 - Websites
 - Email campaigns
 - Direct mail
 - Surveys
 - White papers
 - Blogs

COMMUNICATION TOOLS

Privacy and Security Consumer Outreach Campaign

NC HISPC Privacy and Security Consumer Outreach Campaign Example

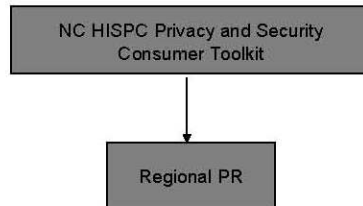


1. Distillation and Core Messaging

NC HISPC Privacy and Security Audiences

- North Carolina health and care consumers
 - Encourage membership
 - Promote understanding of privacy and security issues
 - Informing consumers about their rights

NC HISPC Privacy and Security Message Framework



NC HISPC Privacy and Security Consumer Toolkit Messaging

Message

- NC HISPC educates consumers on the importance of managing their health information
- NC HISPC Privacy and Security Consumer Toolkit provides a trusted framework for consumers to understand the benefits and risks associated with our health and care system and health IT as well as take control of their healthcare

Proof Points

- National and state
 - Hosted consumer awareness meetings with Markle Foundation, Patient Privacy Rights and Dossia
 - HISPC NC CACHI report
 - NHIN 2 trial implementations
 - Viewed as a role model nationally by other consumer groups such as Patient Privacy Rights, Health Privacy Project and AHIC Workgroup on Consumer Empowerment
- Trusted resource
 - Formed as an independent consumer forum
 - Expert panel resources include
 - Nursing Informatics Program Director, Duke University School of Nursing
 - PhD candidate, UNC Greensboro
 - Information security consultants
 - Electronic health records vendors
 - Privacy advocates
 - Started by NCHICA and supported by NC HISPC

Get Involved!

Message

- NC HISPC is a good way for consumers to become informed and empowered to take control of their own health and care and help advance the state of health and care in North Carolina by learning about the risks and rewards associated with privacy and security

Proof Points

- NCHICA charter
- Unbiased views from NC CACHI
- NC CACHI and NCHICA stakeholders
- Room on the NC CACHI Council

2. Public Relations Campaign

Public Relations Campaign

- Objectives
 - Heighten consumer awareness of privacy and security issues in health IT
- Target Audiences
 - Consumers seeking medical treatment in NC
 - Individuals who are the subject of information to be used and to be shared
- Media Audience Segmentation
 - Statewide consumer reporters
 - National general healthcare reporters

Campaign Process

- Pitches to local media (regional outreach)
 - Develop pitches focusing on importance of consumer involvement in health, care and health IT
- Public Service Announcements
 - Write, coordinate and submit public service announcements
 - Distribute public service announcements via national public radio
 - WUNC, www.wunc.org
 - WSHA, www.wshafm.org
 - WCPE, www.theclassicalstation.org
 - WNCU, www.wncu.org
- Timing and next steps
 - To be started in 2008

PRIVACY AND SECURITY CONSUMER RESOURCES

- Patient Privacy Rights
 - www.patientprivacyrights.org
- Health Privacy Project/Consumer Coalition for Health Privacy
 - www.healthprivacy.org
- AHIC Workgroup on Consumer Empowerment
 - www.hhs.gov/healthit/ahic/consumer/