

Consumer and Provider Education and Engagement Breakout Session

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Today's Session

- Background
 - WI eHealth Initiative
 - Consumer Perspectives
 - Engaging Consumers and Providers
- Goals
- Activities
 - Small group brainstorming and discussion
 - Large group report out

Background: WI eHealth Initiative

- **Education and engagement activities:**
 - Consistent area of interest for eHealth Care Quality and Patient Safety Board
 - Consumer Interests Advisory Group recommended broad education and outreach efforts for patients and providers (11/06)
 - 51.30 Workgroup recommended targeted provider education in the areas of privacy law and stigma (10/07)

Background: Wisconsin Consumer Perspectives

- ❑ Lack of consensus or clarity on what eHealth is and what it means
- ❑ Lack of awareness and understanding of current privacy and confidentiality laws
- ❑ Unfounded confidence in privacy of paper records
- ❑ Minimal awareness of benefits of EHRs (quality, efficiency, privacy)
- ❑ Concerns about privacy and security related to EHRs and exchange

Background: National Consumer Perspectives

- **Markle Foundation survey (2005):**
 - More than 7 of 10 Americans support creation of a nationwide health information exchange or network for doctors and patients
 - Americans believe an electronic exchange of health information would enhance quality and increase efficiency of the health care system

- **California Healthcare Foundation survey (2005):**
 - 67 percent of survey respondents are “concerned” or “very concerned” about the privacy of their personal medical records
 - One in eight patients reportedly engages in behavior to protect personal privacy that presents a potential risk to their health



Background: Engaging Consumers and Providers – Examples

- eHealth Initiative Engaging Consumers Toolkit
 - InformationSTAT™ Tools
 - Guide for Engaging Clinicians

- National Health Information Security and Privacy Collaborative Efforts
 - Consumer Education and Engagement
 - Provider Education

Background: Engaging and Educating in WI

- Multi-faceted campaign to educate and engage providers and consumers

- Ongoing and incremental:
 - Updated web-site
 - Informational pieces (editorials, etc.)
 - Web casts
 - Public service announcements



Goals

- Guide development of web site content
- Identify focus areas of interest
- Identify appropriate dissemination methods



Group Discussion Questions

1. What would you want to find or look up on a Wisconsin eHealth Web site?
2. Greatest benefits
3. Largest knowledge gaps
4. Greatest concerns
5. Key messages
6. Most effective methods to communicate



Next Steps

1. Share key themes with conference attendees
2. Share summary of today's discussion with web site developers
3. Seek stakeholder input through “just-in-time” workgroups and meetings



For More Information Please Contact:

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WI eHealth Care Quality and Patient Safety Board

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