The Office of the National Coordinator for
Health Information Technology

Putting Patients First
ONC's Consumer eHealth Strategy

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Overview

Consumer Engagement via Health IT

- Patient-centered care and consumer engagement are the underpinning of ONC's strategy

ONC's Three Key Strategic Areas

- Access
- Action
- Attitude

10%-20% of health outcomes are determined by health care. And the rest…?

Consumer Engagement

What does health engagement involve?

- Find safe and decent health care
- Communicate with your doctors
- Organize your health care
- Pay for your health care

- Make good treatment decisions

- Participate in your treatment
- Promote your health

- Get preventive care
- Plan for end of life care
- Seek knowledge about your health

(Source: Center for Advancing Health)

Consumer Engagement
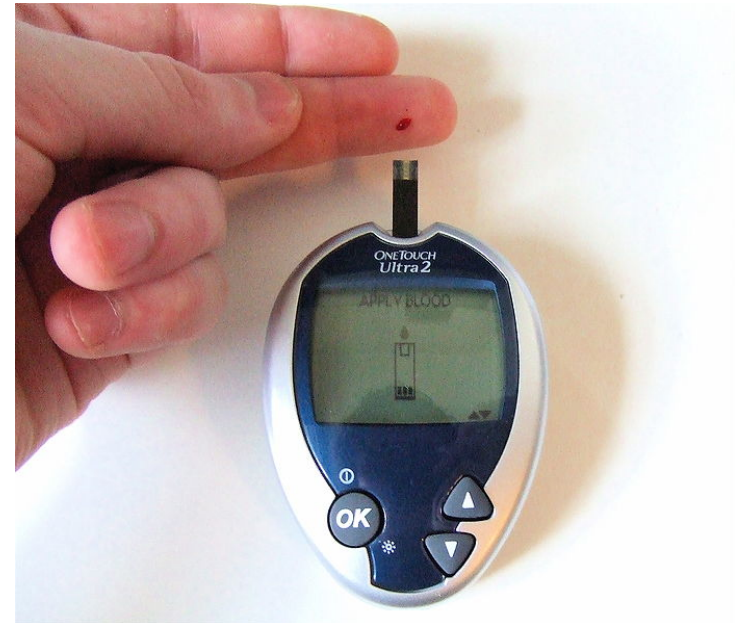
Are Americans engaged in our health & healthcare?

- 1/3 Consistently Yes
- 1/3 Consistently No
- 1/3 Inconsistent
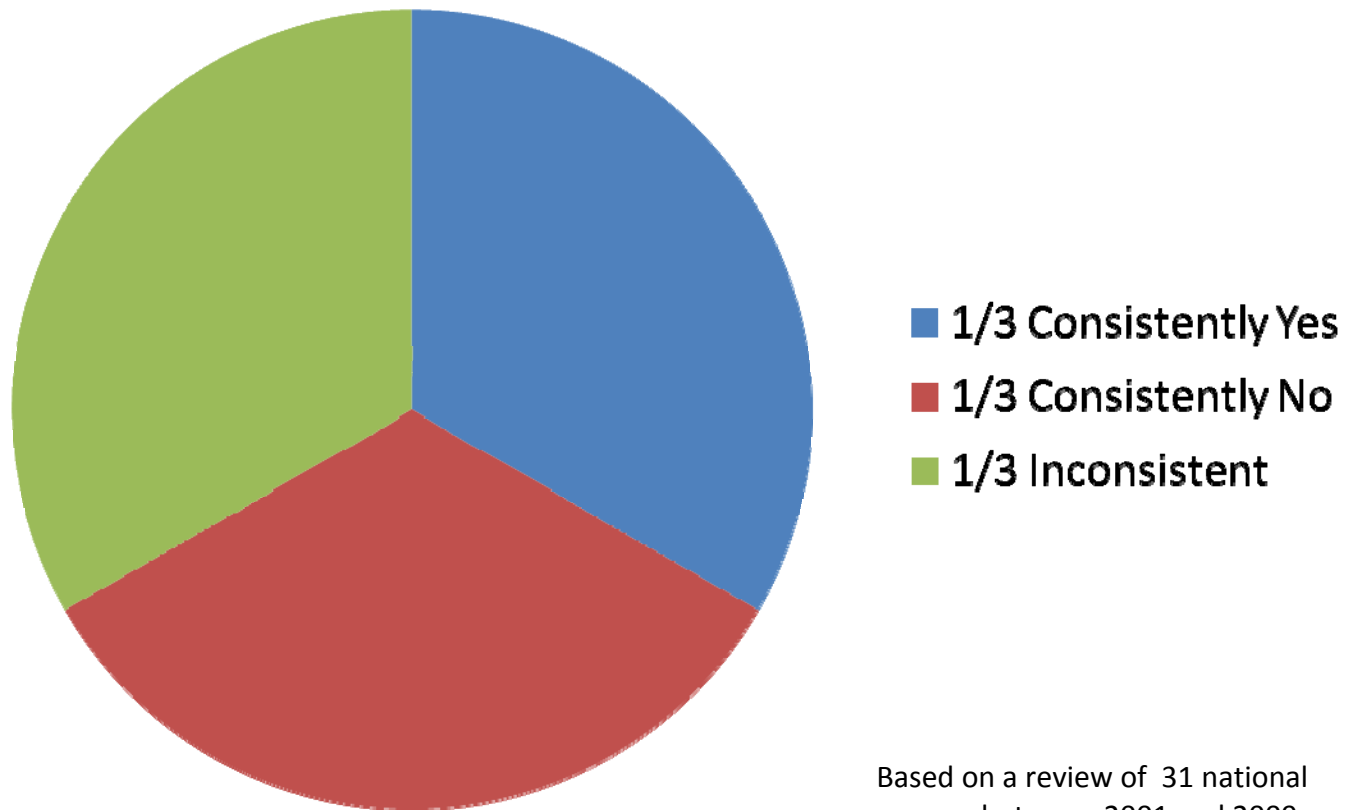
Based on a review of 31 national surveys between 2001 and 2009

Attitudes are Shifting

AMA's Code of Medical Ethics

Original (1847):

"The obedience of a patient to the prescriptions of his physician should be prompt and implicit. [The patient] should never permit his own crude opinions as to their fitness to influence his attention to them."

Today (1993):

"Patients share with physicians the responsibility for their own health care…."

Health IT is an **essential** component of patient engagement…
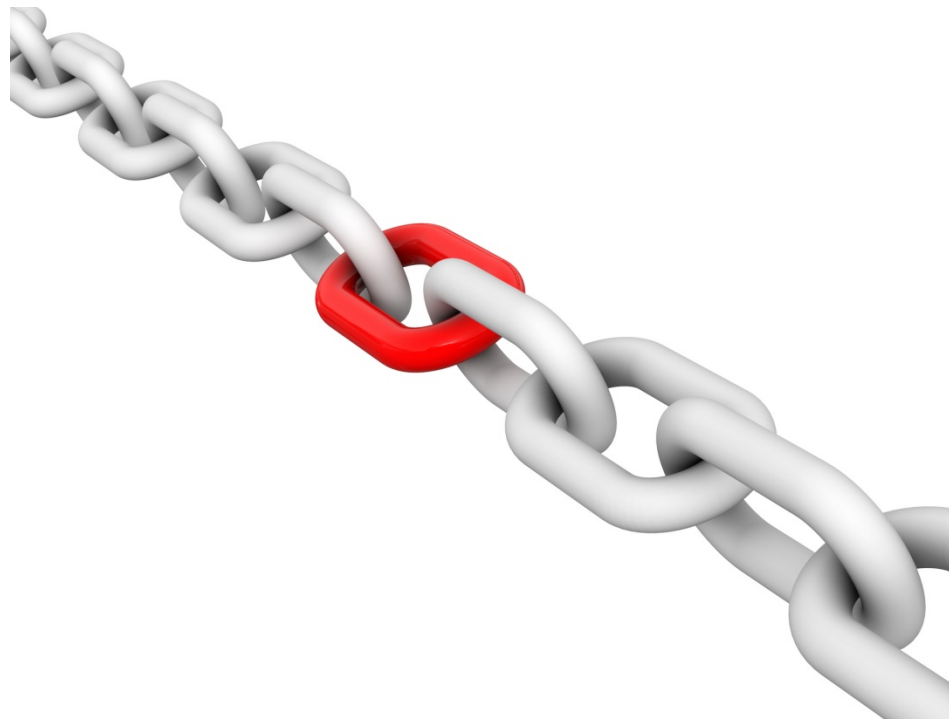
…and thus **essential** for significant change in health and healthcare.

How Health IT Fits In

- Cuts the confines of distance and time

- Connects people

- Helps make sense of data

- Customizes for individuals

- Aggregates information

- Makes it "real"

- You'll see many examples today…

In Short

Health IT enables us to strive for healthcare improvements WITH patients, not just FOR them.

ONC's Three Key Strategic Areas:
Access, Action, and Attitude

Access: Definition

1. Freeing (or creating) data that was previously unavailable, including:
- Personal clinical data
- Contextual data – costs, quality/outcomes, personal observations of daily living, genomic data, etc.

2. Building the infrastructure:
- Expanding broadband
- Expanding wireless coverage

3. Creating incentives for data sharing:
- Incentives (monetary and other) for sharing
- Protecting privacy

Access: Examples

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Within ONC:

- Meaningful Use (esp. view & download, secure messaging requirements)
- DIRECT Project
- State HIE breakthrough grants (exploring consumer as medium of exchange)

Beyond ONC:

- Health Data Initiative and related challenges from HHS
- Blue Button (VA, DoD, Aetna, Walgreens)
- FCC infrastructure development

1. Encourage development of tools that help people "take action" -- collect, organize, and use information effectively

   - Collect data (remote monitoring devices, ways to record observations of daily living)
   - Organize and interpret info (including mashing it up with other information)
   - Collaborate with providers (converse; share data bi-directionally)
   - Get motivated, track progress, modify behavior (via games, communities, etc.)

2. Ensure that vulnerable groups aren't "left out."
   Address differences/needs related to:
   - Literacy & health literacy level
   - Primary language spoken
   - Cultural orientation
   - Disability
   - Level of health engagement

Action: Examples

To support development of tools:

- Standards development

- Spurring innovation via challenges, VC events

- Research (SHARP grants, AHRQ)

- Clarifying regulatory requirements & boundaries (ONC, OCR, FDA, FTC)

- Get Up & Move (White House)

To support vulnerable populations:

- Disparities Work Group

- Literacy Guide, Work Group

- Text4Baby…

Shift attitude in the following ways:

1. Help patients increasingly see themselves as engaged participants in health/health care.
2. Help providers strive for partnership with their patients.
3. Encourage the "health system" to include consumers/patients in decision-making and implementation related to health IT and other changes

Attitude: Examples

- The ONC Strategic Plan, the National Quality Strategy, and the CMS's Notice of Proposed Rulemaking on ACOs all articulate a pro-patient engagement perspective

- ONC materials development and dissemination via ads, articles, web, etc.

- Dissemination via diverse stakeholders/partners (Consumer Consortium on eHealth)

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Putting the **I** in **Health IT**

Michael Wallensky
Family Medicine

Health IT

Meta Alonso
Jamie's Mother

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Mary Hamilton
Nurse

Professionals ›

Whether you want to learn the basics, learn how to get started or get implementation help, this site will serve the information and resources you need to move to the next step of EHR adoptions.

Consumers ›

Get information about the benefits of modernized health systems for you and your family. Also learn about the protections that safeguard your privacy and ensure the security of your medical records.

HealthITPolicy.gov

The Office of the National Coordinator for Health Information Technology

ONC is at the forefront of the administration's health IT efforts and is a resource to the entire health system to support the adoption of health information technology and the promotion of nationwide health information exchange to improve health care.

Future Opportunities

- Implementation of HITECH (it's only just begun!)
- Sharing and replicating best practices for consumer engagement
- Putting clinical information into context for consumers
- Bridging the traditional health system and the growing consumer health ecosystem
- Tackling a variety of barriers and supporting innovation...