HITSP

Healthcare Information Technology Standards Panel

Report from the HITSP Education, Communication and Outreach (HITSP-ECO) Committee

Co-Chairs:

• Walter G. Suarez, MD, Institute for HIPAA/HIT Education and Research

• Rebecca Kush, PhD, CDISC

Washington, DC | 18 December 2008

Overall Purpose of the Education, Communications and Outreach (ECO) Committee

❑ To develop, implement and maintain a comprehensive and well-coordinated Education, Communications and Outreach Strategy and Plan for the Healthcare Information Technology Standards Panel.

Note: The overall success of HITSP as a national initiative is directly related to the success of this Plan.

Goal of the HITSP Education, Communications and Outreach Initiative

To ensure the understanding, adoption and use of all HITSP products by the health care industry, in particular those that have been accepted and recognized by the U.S. Secretary of Health and Human Services

HITSP-ECO Committee Objectives

❑ Increasing the understanding of HITSP and its value to the healthcare industry and its stakeholders

❑ Promoting and facilitating the ongoing recruitment of new members to the Panel and new volunteers to its various committees and working groups

❑ Facilitating the effective participation and involvement of members and volunteers through the use of efficient and effective internal communications

❑ Documenting and communicating the demonstrated value of the HITSP products

❑ Developing and delivering education, communications and outreach activities to build awareness and understanding of HITSP products for the purpose of facilitating adoption and implementation of those products

HITSP ECO Committee

❑ The HITSP-ECO Committee brings together a diverse group of individuals with knowledge in the areas of marketing, communications, and education. Its members also have general expertise in the areas of standard-setting and specific expertise in the work of the Panel.

❑ The Committee includes members of the HITSP Board of Directors, HITSP Committees and Panel.
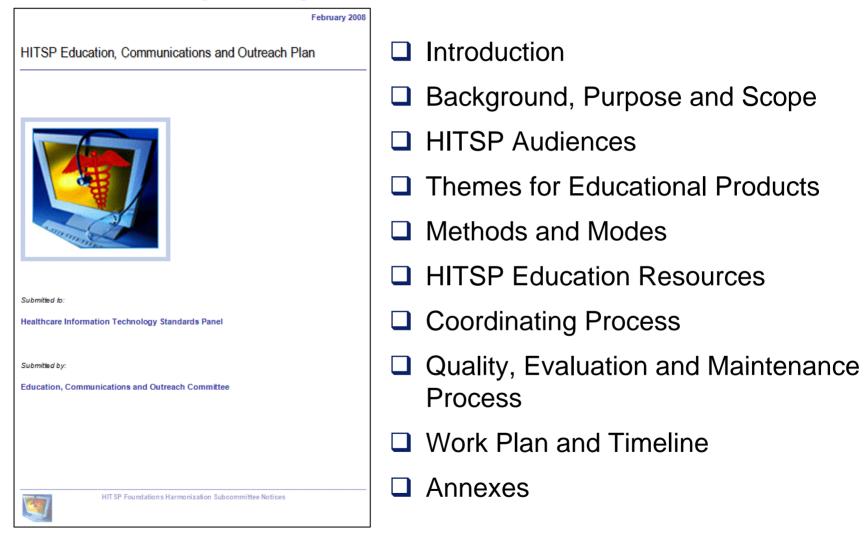
Purposes of the HITSP Education, Communications and Outreach Plan

❑ Identify, describe and prioritize the HITSP primary and secondary audiences, the types of themes and educational products to be delivered to those audiences, the methods and modes for efficiently and effectively delivering those themes, and the metrics for measuring success

❑ Develop and describe the process for coordinating internal responsibilities within HITSP to develop the content and deliver the messages to the HITSP audiences through appropriate mechanisms and vehicles

❑ Develop and present a work-plan and timeline for implementation over the next 12 months and beyond

❑ Identify and describe the support and resources needed to achieve the goals and objectives of the HITSP-ECO Plan

HITSP Education, Communications and Outreach (ECO) Plan: Table of Contents

February 2008

HITSP Education, Communications and Outreach Plan

Submitted to:

Healthcare Information Technology Standards Panel

Submitted by:

Education, Communications and Outreach Committee

HITSP Foundations Harmonization Subcommittee Notices

- ❑ Introduction
- ❑ Background, Purpose and Scope
- ❑ HITSP Audiences
- ❑ Themes for Educational Products
- ❑ Methods and Modes
- ❑ HITSP Education Resources
- ❑ Coordinating Process
- ❑ Quality, Evaluation and Maintenance Process
- ❑ Work Plan and Timeline
- ❑ Annexes

ECO Committee Progress to Date
Full Committee

❑ Created ECO Committee

❑ Completed ECO Plan; approved by Panel June 2008

❑ Established three workgroups to address primary areas of the ECO Plan; initiated work per Plan

❑ Provided input to program management on ECO-related needs and priorities for FY09

– Significant work done prioritizing and quantifying resource needs

– Budgeting for FY09

❑ Ongoing HITSP Website Review and Improvement

– ECO members providing input and support

ECO Committee Progress to Date
Full Committee

❑ Established Baseline ECO Information

  – Gathering/collecting materials related to education and outreach and related presentations

  – HITSP Education site (folder) on the internal HITSP portal, to locate ECO-related documents (materials, templates and guidelines to assist with HITSP education, communication and outreach efforts)

❑ Established Webinar Schedule for 2009; January webinar will be an overview of HITSP 2008 and plans for 2009 and beyond to be presented by Dr. John Halamka

ECO Workgroups

❑ **Workgroups1 & 2**: Committee Administrative and Internal Communications - Finalize plan, establish process for review and approval of education and outreach activities and develop plan for internal communications, including resource availability

– Co-Chairs – Lyle Schofield, Frank Din

❑ **Workgroup 3**: Outreach Tools: Establishing HITSP Newsletter; Establishing HITSP Calendar; Establishing HITSP Speakers Bureau; Developing HITSP FAQs

– Co-Chairs – Joyce Lofstrom

❑ **Workgroup 4**: Webinars, Conferences, Partnerships – Initial and ongoing series of HITSP-sponsored Webinars (working with TCs and HITSP implementation sites); identify other venues; develop 'partnerships' with other organizations

– Co-Chairs – Joan Duke, Virginia Lorenzi

Webinar Series

ECO-Workgroup 1 & 2: Committee Administrative and Internal Communications - Finalize ECO Plan, establish review processes, internal communications plan

Lyle Schofield and Frank Din, Co-Chairs ECO Workgroup 1 & 2
HITSP Education, Communications and Outreach Committee

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ECO Committee Progress to Date
Joint Workgroup 1&2

- ❑ Development of ECO-related Templates
  - – Basic templates and guidelines being created to assist those involved with education and outreach efforts

- ❑ HITSP Process for Review/Approval of education and outreach activities
  - – Significant amount of education efforts related to HITSP underway (by TC Leadership, Management, others)
  - – A process delineating the review, assistance and approval of external communications related to HITSP is being developed
  - – A feedback process for measuring quality and effectiveness has been drafted

ECO Committee Progress to Date
Joint Workgroup 1&2

❑ Form Collaboration Partnerships

- – Collaboration partnerships already established with entities such as HIMSS, ANSI, HL7 and IHE

- – Other being explored (particularly those with member organizations and national professional and trade associations)

❑ Internal Communications

- – Improvement plan currently under development

- – Launching a HITSP e-Newsletter currently being explored

- – Related Web Site improvements identified and planned

Webinar Series

ECO-Workgroup 3: Outreach Tools:
HITSP Newsletter; Calendar; Speakers Bureau; HITSP FAQs

Joyce Lofstrom, Chair ECO Workgroup 3
HITSP Education, Communications and Outreach Committee

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ECO Committee Progress to Date
Workgroup 3

❑ **Completed HITSP Speakers' Bureau Information Online Form**

- To provide data form for speakers

- To simplify recruitment and evaluation of potential speakers

❑ **Developing monthly articles on HITSP Technical Committees**

- For HITSP Web site "news" page

- With updates on TC activities

ECO Committee Progress to Date
Workgroup 3

❑ **Reviewing newsletter options**

– For HITSP audiences

– To follow available ANSI staff and volunteer resources

❑ **Developing FAQs**

– To update HITSP web site

– To expand information offered

Webinar Series

ECO-Workgroup 4: Webinar Series, Conferences and Partnerships

Joan Duke and Virginia Lorenzi, Co-Chairs of Workgroup 4
HITSP Education, Communications and Outreach Committee

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HITSP-ECO 2008 Webinar Series

❑ Free audio/video events presented over the Internet, allowing participation from virtually anywhere

❑ Presentations included both live audio and video presentations and time for the audience to ask questions and receive answers

❑ Sessions were recorded; archives are made freely available online at **www.HITSP.org/webinars**

Methodology

- ❑ **Designed an Introductory Series of Nine (9) Webinars**

  - –Purpose:

    - ❿ introduce HITSP and explain its first set of work products – which are known as Interoperability Specifications (IS) encourage interest in the value of HITSP and avoid the notion that it is only a technical exercise

  - –Designed to be understandable to an outside audience

    - ❿ Avoidance of "HITSP-speak"

"Standard" Agendas

❑ Define Learning Objectives

❑ A segment of "Steve's Story" . . .
a "before and after" scenario to demonstrate the problem and
solution achieved through health care interoperability

❑ Explanation of an Interoperability Specification (IS)

   – Use Cases

   – Transactions and Transaction Packages

   – Components

❑ How to get involved with HITSP

❑ Question and Answers

2008 Webinars

Webinar 1 **Standardizing How We Share Information in Healthcare: An Introduction to HITSP** Thursday, June 5, 2008 — 2:00-3:30 pm EDT	**Webinar 6** **Quality** Tuesday, October 2, 2008 — 2:00-3:30 pm EDT
Webinar 2 **HITSP Foundational Components** Thursday, June 19, 2008 — 2:00-3:30 pm EDT	**Webinar 7** **Security, Privacy and Infrastructure** Thursday, August 21, 2008 — 2:00-3:30 pm EDT
Webinar 3 **Consumer Access to Clinical Information** Thursday, June 26, 2008 — 2:00-3:30 pm EDT	**Webinar 8** **EHR and Emergency Response** Thursday, September 4, 2008 — 2:00-3:30 pm EDT
Webinar 4 **Biosurveillance** Thursday, July 10, 2008 — 2:00-3:30 pm EDT	**Webinar 9** **Medication Management** Thursday, September 18, 2008 — 2:00-3:30 pm EDT
Webinar 5 **Electronic Health Record (EHR) and Lab Reporting** Thursday, July 24, 2008 — 2:00-3:30 pm EDT	**Available in audio and video at** www.HITSP.org/webinars

2008 Webinar Series: Participation

❑ Averaged over hundred attendees on each webinar.

❑ Types of participants:

- Hospitals and Medical Centers

- Health Plans

- Information Technology Vendors

- Medical Services such as Lab services, Pharma, Bio-tech

- Physician Offices & Community Health Centers

- State and Local organizations including Departments of Health

- Health Information Exchanges

- Universities and educational organizations

- Consultants

- Other organizations including AHRQ, CDC. ANSI, CCHIT, etc.

Introducing the 2009 Webinar Series

❑ Continuing free introductory webinars at the proposed rate of one per month usually the second Thursday of the month.

❑ First Webinar January 15th: John Halamka presents the State of the Panel

❑ Continuing Webinars February through December: alternating….

– Webinars of the Interoperability Specifications of 2008

– Webinars covering real world implementation case studies of HITSP

❑ Help us get the word out - Please invite people to the series and to the specific webinars.

❑ www.hitsp.org/webinars

Conferences and Partnerships

❑ Marketed webinars to and through various organizations; links on other websites

❑ FHA (regular meetings scheduled)

❑ Presentation at an HL7 Educational Summit

❑ Presentation to ANSI by Joan Duke

❑ Presentation at CDISC Interchange by John Halamka