



HITSP

Healthcare Information Technology Standards Panel

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

Co-Chairs:

- Walter G. Suarez, MD, Kaiser Permanente
- Rebecca Kush, PhD, CDISC

Arlington, VA | July 8, 2009

ECO Committee Progress to Date

- ❑ Realignment of priority tasks in response to ARRA, HITSP Tiger Team work
 - Held an ECO F2F planning session in May
 - Defined short-term priorities (May-August, 2009)
 - Defined longer-term priorities (Remaining of 2009 and 2010)



Short-Term Priorities

(May-August 2009)

- ❑ Coordination of communications regarding HITSP realignment efforts
- ❑ Expansion of outreach efforts through a HITSP eNewsletter
- ❑ Address emerging communication topics including HITSP and ARRA, HITSP and Meaningful Use



Short-Term Priorities

(May-August 2009)

- ❑ Realignment of Webinar Series to include HITSP Tiger Team efforts
- ❑ Development of a communications and outreach strategy for disseminating Tiger Team products
- ❑ HITSP Website updates



Longer-Term Priorities

(Remaining of 2009 and 2010)

- Develop and deliver an update of the 2008 HITSP ECO Plan to the Panel
- Implement ECO strategy for Tiger Team product communication/dissemination
- Fully implement the HITSP eNewsletter



Longer-Term Priorities

(Remaining of 2009 and 2010)

- ❑ Continue Webinar Series
- ❑ Continue Website Updating
- ❑ Explore Expansion of HITSP Education Programs
 - Opportunity to develop a formal training program and establishing a Certification for HITSP Professionals (“Certified HITSP Professional” concept)



ECO Highlights - Webinars

2009 WEBINAR ARCHIVES			PRESENTER(S)
January	Advances in Sharing Information in Healthcare IT <ul style="list-style-type: none"> • Webinar description 	Audio: (wmv) Presentation: (.pdf) Steve's Story Part One	John Halamka
February	Personalized Healthcare Interoperability Specification (IS 08) <ul style="list-style-type: none"> • Webinar description 	Audio: (wmv) Presentation: (.pdf) (.ppt) Steve's Story Part two	Keith Boone, Mollie Ullman, Allen Hobbs, Mike Glickman
March	Consultations and Transfers of Care Interoperability Specifications (IS 09) <ul style="list-style-type: none"> • Webinar description 	Audio: (wmv) Presentation: (.pdf) (.ppt) Steve's Story Part three	Mike Lincoln, Suzi Hines
April	NHIN Real World Sites <ul style="list-style-type: none"> • Webinar description 	Audio: (wmv) Presentation: (.pdf) Steve's Story Part four	NCHICA – Geoff Lawson, Jeff Odell, Mike Mathews SSA – Martin Prah
June	HITSP eTown Hall I with Dr. John Halamka <ul style="list-style-type: none"> • Webinar description 	Audio: (wmv) Presentation: (.pdf) (.ppt)	John Halamka



ECO Highlights - Webinars

- ❑ Between 100-150 attendees at each Webinar
- ❑ HITSP eTown-Hall attended by close to 300 people
 - First in a series of similar upcoming Town-Hall-format webinars
 - Focused on HITSP Realignment, TT Work



ECO Highlights – Upcoming Webinars

2009 WEBINAR SERIES *

* Recent schedule changes reflect HITSP's response to new efforts in HIT based on the ARRA Stimulus bill provisions. Further changes are possible due to priority changes and availability of speakers.

PRESENTER(S)

July	Health Information Exchange (HIEs) in the Real World <input checked="" type="checkbox"/> Register HERE <ul style="list-style-type: none"> • Webinar description 	July 9, 2009 2:00 — 3:30 pm (Eastern)
August	HITSP eTown Hall II	August 27, 2009 2:00 — 3:30 pm (Eastern)
September	Medication Management Real World Sites	September 10, 2009 2:00 — 3:30 pm (Eastern)
October	HITSP EHR Centric Interoperability Specification	October 8, 2009 2:00 — 3:30 pm (Eastern)
November	Security, Privacy and Infrastructure	November 12, 2009 2:00 — 3:30 pm (Eastern)
December	Real World Sites - TBA	December 10, 2009 2:00 — 3:30 pm (Eastern)

KeyHIE – Jim Younkin; VITL – Noam Arzt;
 MA-Share – Laurance Stunz

John Halamka

Ken Majkowski, SureScripts; Peter Kaufman, DrFirst; J. Marc Overhage, IHIE

Michael Nusbaum, Manick Rajendran,
 Corey A. Spears

John Moerhke, Glen Marshall, Jonathan Coleman

TBD



ECO Highlights – Webinar Resources

- ❑ Library of presentation materials and templates
- ❑ Continuing Steve's Story in most webinars
- ❑ Planning to review marketing channels to expand audience/participation in Webinars and other upcoming events



ECO Highlights – eNewsletter



- ❑ Need and opportunity to expand and formalize HITSP Communications on a periodic, consistent and attractive manner
- ❑ Enough news generated by HITSP weekly/monthly
- ❑ Opportunity to highlight specific priority topics periodically
- ❑ Build upon regular weekly internal HITSP news message sent by Chair Halamka



ECO Highlights – eNewsletter



- Launch: Introduction of HITSP Newsletter scheduled for July 10!
 - Periodicity: Monthly
 - Audience: HITSP Membership and any/all outside interested parties
 - Content: updates from HITSP groups, HITSP-relevant news, regular HITSP messages plus original lead stories each issue
 - Content links to information on HITSP website



ECO Highlights – Other Efforts

- ❑ HITSP Information and Outreach
 - HITSP FAQs – Updating for use on website
 - Outreach to other organizations for HITSP participation
- ❑ Development of Communications/Outreach Strategy for HITSP Tiger Team Products
- ❑ Evaluation of 2008 ECO Plan to adjust, as needed, for HITSP ARRA activities

