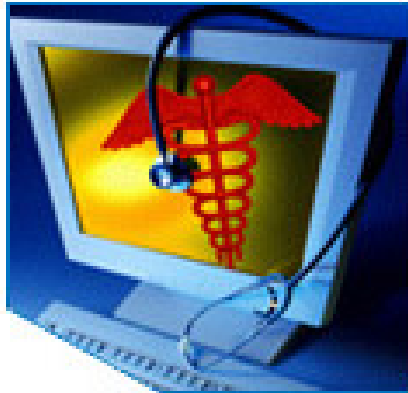


Healthcare Information Technology Standards Panel (HITSP)

Update from the HITSP Education Committee to the HITSP Perspective and Domain Committees



March 23, 2008

Status of the HITSP Education, Communications and Outreach Plan

- ▶ Committee is finalizing Version 1.0 of plan
- ▶ Draft will be presented to the Panel for review and general consensus of direction, scope and priority setting
 - Prioritized immediate/short-term activities to move forward
- ▶ Final Plan will be presented for approval to the HITSP Board and Panel at their next meeting (June, 2008)



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.



Goals of the HITSP Education, Communications and Outreach Plan

- ▶ Increase knowledge and understanding about HITSP and its value to the health care industry
- ▶ Develop and deliver education, communications and outreach activities to educate and facilitate adoption and use of HITSP products
- ▶ Document and communicate the demonstrated value of the HITSP products
- ▶ Promote the ongoing recruitment of new members to the Panel and new volunteers to its various committees and working groups
- ▶ Facilitate the effective participation and involvement of members and volunteers through the use of efficient and effective internal communications



Components of the Plan

▶ The HITSP Education Plan will address the following elements:

- Internal and external communications, education and outreach audiences (*the 'who'*)
- Themes, topics, messages (*the 'what'*)
- modes, methods and media (*the 'how'*)
- Short term and longer term education and outreach priority activities, products and services (*the 'when'*)
- HITSP resources related to education and outreach
- Communication coordination opportunities with other national initiatives and other national groups
- Coordination with current support provided by ANSI's public relations staff on behalf of HITSP



Components of the Plan

TIMEFRAME ↗ AUDIENCES ↓	SHORT TERM (<12 MONTHS)	LONG TERM (>12 MONTHS)
EXTERNAL TO HITSP	Plan will focus primarily on top priority external audiences, themes and opportunities	Plan will describe longer-term strategies for all external audiences
INTERNAL TO HITSP	Plan will identify the top priority communication needs for internal audiences	Plan will present longer-term strategies for addressing needs of internal audiences



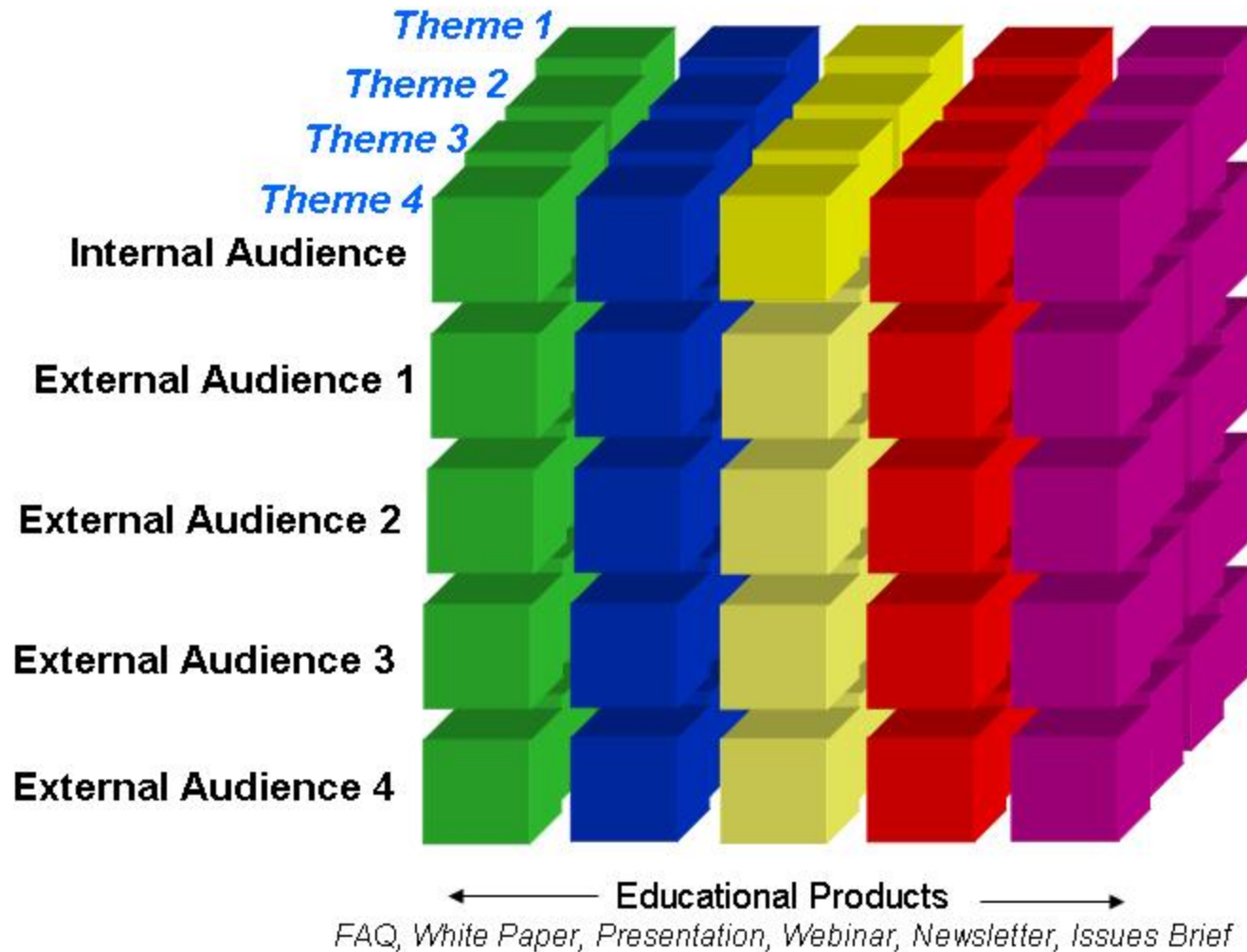
Coordinating Process

▶ Four core components:

- Guiding Principles: to serve as reference points for all HITSP education-related content development and delivery
- Defined Roles and Responsibilities for HITSP Internal Resources: balancing the demands and expectations posed on internal resources for developing and delivering the actual HITSP products and 2) participating, assisting with and doing the HITSP education-related content development and delivery
- Defined Roles and Relationships with HITSP External Partners: coordinating with external partners the education-related work that HITSP is and will be undertaking
- Guidance and Templates for Internal Resources and External Partners: to assist them identify, develop and deliver education-related efforts



Relationship of Audiences, Themes and Methods in the Development of the HITSP Education Plan



Workplan and Timeline (1)

TIMEFRAME ↘ AUDIENCES ↓	SHORT TERM (0-12 MONTHS)	LONG TERM (>12 MONTHS)
COMMITTEE (ADMINISTRATIVE)	<ul style="list-style-type: none"> ■ Finalize Education Plan ■ Establish baseline information on education and outreach activities done to-date ■ Create and establish guidelines and templates for the development of educational messages ■ Establish process for review and approval of outreach activities, including creation of an Editorial Review Team ■ Form partnerships with external organizations for education and outreach purposes ■ Develop an Evaluation Plan for HITSP Education efforts 	<ul style="list-style-type: none"> ■ Conduct evaluation of plan (once a year) ■ Periodically update plan (once a year)



Workplan and Timeline (2)

TIMEFRAME ↘ AUDIENCES ↓	SHORT TERM (0-12 MONTHS)	LONG TERM (>12 MONTHS)
INTERNAL TO HITSP	<ul style="list-style-type: none"> ■ Develop a plan for improving internal communications and resource availability (including HITSP Members Only Portal) ■ Organize and present the HITSP Library – Internal (changing with new website design) 	<ul style="list-style-type: none"> ■ Implement strategy for improving internal communications



Workplan and Timeline (3-A)

TIMEFRAME ↘ AUDIENCES ↓	SHORT TERM (0-12 MONTHS)	LONG TERM (>12 MONTHS)
EXTERNAL TO HITSP	<ul style="list-style-type: none"> ■ Revamp HITSP External Portal ■ Design HITSP Logo ■ Develop and publish HITSP Newsletter ■ Establish a HITSP Education Calendar (including monthly/periodic webinar offerings) ■ Establish a HITSP Speakers Bureau ■ Develop and maintain a HITSP FAQ (initially on selected topics, but progressively growing and expanding) ■ Organize and present the HITSP Library – External (changing with new website design) ■ Develop on-demand introductory training on HITSP topics 	<ul style="list-style-type: none"> ■ Ongoing review and update/improvement of HITSP Portal ■ Maintenance of all HITSP education products (presentations, FAQs, Fact Sheets, etc) ■ Continue preparation and publication of newsletter, new fact sheets, issues briefs and other ■ Annual Conference/Event ■ Possible implementation of HITSP RSS, Blog, WIKI, other outreach methods ■ Develop and implement a train-the-trainer strategy



Workplan and Timeline (3-B)

TIMEFRAME ↘ AUDIENCES ↓	SHORT TERM (0-12 MONTHS)	LONG TERM (>12 MONTHS)
EXTERNAL TO HITSP	<ul style="list-style-type: none"> ■ Identify and pursue HITSP educational opportunities at non-HITSP venues ■ Identify opportunities and prepare and issue press releases, as needed ■ Develop and publish at least five HITSP one-pager Fact Sheets on selected topics ■ Develop and publish at least three one-pager Issue Briefs on selected topics ■ Prepare at least three articles for publication in peer review journals ■ Identify, develop and document Case Studies on the applicability of HITSP products and deliverables to different sectors of the health care industry ■ Consider organizing a HITSP Annual Conference/Event 	<ul style="list-style-type: none"> ■ Expand on partnership opportunities with external organizations ■ Reach out health care educational institutions ■ Expand on academic and peer-review professional publications related to HITSP ■ Other (TBD)



Role and Relationship with HITSP TCs

- ▶ TC member participation critical to success of Committee
- ▶ TCs are the source of HITSP's products and deliverables
- ▶ Content-expertise needed to develop education and outreach documentation, information and resources resides within TCs
- ▶ Expectations from TCs:
 - Cross-participation: 2-3 individuals from Technical Committees participate in the Education, Communications, and Outreach Committee
 - Cross-communication: Periodic communication between TCs and HITSP Education Committee on identified opportunities, needs and requests for education initiatives
 - Cross-collaboration: Developing educational proposals and delivering (when available and as appropriate) education initiatives



Template for Documenting HITSP TC Education proposals

- ▶ Purpose – to identify and document the core elements and characteristics of any potential HITSP-initiated education offerings being proposed by TCs
 - Not intended to be used in other offerings, such as a request for a speaker/presentation from a non-HITSP conference/event, or a request for a full session on HITSP from a non-HITSP conference/event
 - A different, simpler template will be develop to document such requests



TEMPLATE FOR PREPARING PROPOSAL FOR HITSP TECHNICAL COMMITTEE EDUCATION INITIATIVES

Draft Ver. 0.9 – 03/20/2008

The purpose of this template is to assist HITSP Technical Committees prepare and document proposal for their education and outreach initiatives, for review by the HITSP Education, Communications and Outreach Committee. Please submit completed proposal to Michelle Maas Deane at mmaasdeane@ansi.org

ORIGINATING COMMITTEE:

Instructions: Click on the text box and type in the title of the originating committee and contact person name/em ail.
Example: "HITSP Population Perspective TC – Contact: John Adams, john.adams@foundingfathers.us"

TITLE OF PROPOSAL:

Instructions: Click on the text box and type in the title of the proposal.
Example: "NHIN 2 Training on Population TC Constructs"

ABSTRACT/GOAL OF THE EDUCATION/OUTREACH INITIATIVE

Instructions: Click on the text box and type in the overall goal you propose for this initiative.
Example: "To explain and demonstrate how the Population TC Constructs are to be used in reporting Public Health data"

LEARNING OBJECTIVES

Instructions: Click on the text box and type in the audience learning objectives of this initiative

Example: "Upon completion of this webinar, participants will be able to:

- 1) Recognize and explain the importance of standards harmonization for interoperability of HIEs.
- 2) Describe the various types of standards that exist in the marketplace
- 3) Explain the HITSP interoperability specifications applicable to Population Health
- 4) Discuss the value of certification of health IT products based on compliance with national interoperability standards

TIMEFRAME:

Instructions: Click on the text box and type in the proposed timeframe for delivery. If exact date/time is known, please provide.
Examples: "April-June 2008" or "April 21, 2008 – 2:00-3:30 pm Eastern Time"

TARGET AUDIENCE:

Instructions: Click on text box and type in the intended audience of the initiative. Describe both type of entities & type of individuals.
Example: "1) Entities: Vendors offering EHR solutions; Providers that are implementing EHRs; State and Local Public Health Agencies; 2) Individuals: Product engineers, software architects, EHR project managers, managers of public health reporting unit"



HITSP Education, Communications and Outreach Committee

1

Proposed Template for Developing Education/ Outreach Proposals (1)



Proposed Template for Developing Education/ Outreach Proposals (2)

LEVEL AND AUDIENCE REQUIREMENTS:

Instructions: Click on the text box and type in the technical level of the content (i.e. the degree to which initiative is a high-level overview, a general technical introduction, a technical review or an in-depth technical analysis) and the expected technical requirements, background and expertise level of the audience. Provide clarifications if needed.
Examples: "General technical introduction. Technical knowledge and working experience with covered standards needed"

DELIVERY MODE AND FORMAT:

Instructions: Click on the text box and type in the proposed format and delivery mode. If more than one session being proposed, describe each one separately. Include session duration, format of session, and other logistical details, as appropriate. If offering being coordinated with other events, please provide details.
Examples: "Webinar format with a duration of 90 minutes. Two speakers 30-minutes each and 30-minutes of open, moderated Q&A session" or "Three-hour in-person session (with phone/web access available) offered as pre-conference session of XYZ Annual Conference"

CONTENT OUTLINE:

Instructions: Click on the text box and type in the proposed content to be covered. Include bulleted items of various topics being addressed during the offering.

Example: "The session will cover the following topics:

- Role of HITSP, relationship with standards development organizations
- Credibility of HITSP IS & Constructs
- Scope and use cases addressed by HITSP specifications
- HHS acceptance: Executive Order
- Adoption/demonstration: e.g. HIMSS Interoperability Showcases
- Early adopters, Implementation Scenarios, outstanding gaps
- Testing Environment"

SPEAKERS:

Instructions: Click on the text box and type in the proposed speakers, if known. If not know, please provide names of the types of speakers suggested.

EVALUATION:

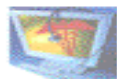
Instructions: Click on the text box and type in the proposed evaluation methods and metrics to be used with the offering. Attach copy of evaluation form.

Example (for a Webinar offering): "The session will be evaluated using a standard evaluation form distributed to participants along with presentation materials. Forms will be collected via email after completion of offering"

NOTE: HITSP Education, Communications and Outreach Committee will be adopting standard evaluation methods and metrics, including standard evaluation forms.

SPECIAL INSTRUCTIONS/NOTES:

Instructions: Click on the text box and type in any additional information, special instructions, or notes related to the proposed offering that are relevant to the process, content, marketing, or evaluation of the initiative.



Immediate Education Priorities

- HITSP TCs

- ▶ Prospective and Domain TCs should look at the template and use it to develop their priority education proposal (webinars and sessions) for the coming three (3) months
- ▶ Look at proposal being offered by CE-TC
- ▶ Intent would be to launch the HITSP Education Webinars component of the plan with an initial offering of between 4-6 offerings
- ▶ Consider spending some time during this F2F meeting to identify and discuss educational offerings the TC would like to put forth
 - Submit proposals as soon as possible to the HITSP Education Committee



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