



## Your Personal Health Information

*Why it's important...and how to access, manage, and protect it*

A community-based public education campaign

### Objectives

To increase public awareness and understanding of the issues surrounding personal health information and health records.

To provide individuals with the information they need to better manage their personal health information and to encourage them to maintain a personal health record (PHR) in order to help improve the quality of care they receive.

To create greater public awareness of the HIM profession and the important role HIM professionals play in effective management of personal health information needed to deliver quality healthcare to the public.

### Background

Personal health information is a valuable resource to individuals, their families, and the doctors, nurses, and other healthcare professionals who provide treatment and care. Yet, even as advances are being made in development of electronic medical records systems, it is still almost universally the case that a complete record of any individual's personal health information cannot be found in any single location or consistent format. The various elements of any one person's health information are likely scattered across several healthcare providers, possibly in different cities, states, or even countries and are kept in various combinations of paper-based and electronic record-keeping formats.

This reality means that individuals need to recognize that they are the most effective source of their own complete medical history and that by managing their own health information they can help improve the quality of care they receive.

### Description

AHIMA Consumer Education Campaign is a public service initiative that draws upon the unique expertise of AHIMA and its 50,000 members. This campaign will allow Health Information Management (HIM) professionals to share their knowledge of health information and medical

records directly with the public—at the community level—in order to help them better understand how to access, manage, and protect their personal health information.

As part of the campaign, AHIMA will provide training and materials to members in order to create a uniform national campaign that can be delivered at the local level and extend the Association's mission to provide effective management of personal health information needed to deliver quality healthcare to the public.

## AHIMA Responsibilities

1. Provide Consumer Education kits for members to use in delivering community-based education presentations. The presentation kit will include the following components:
  - Scripted 30-minute PowerPoint presentation that can be customized to include state-specific information
  - A 3-4 minute animated introductory video: "Your Health information—who sees it and where does it go?"
  - Tips to help the speaker obtain, promote and deliver an effective presentation
  - Audience participation tips and tools including a "brainstorming" outline to encourage discussion/participation
  - Handouts/Surveys/Collateral materials
    - "Your Personal Health Information: Why It's Important" brochure
    - "How to create your Personal Health Record" brochure
    - "Reproducible" survey for audience to determine their knowledge and opinions before and after the presentation
    - Sample "adult" and "child" health information tracking forms
    - Sample request form to obtain copies of medical records
2. Provide collateral educational materials to CSA's for presentation attendees
3. Host campaign community education coordinator and presenter sessions as needed
4. Provide additional training and support based on need and availability
5. Provide periodic updates/modifications to presentation materials as needed
6. Develop national partnerships with voluntary health and consumer organizations that provide presentation opportunities at the community level
7. Conduct a national media awareness campaign
8. Provide additional information and tools for consumers through [www.myPHR.com](http://www.myPHR.com)

## CSA Responsibilities

1. Appoint at least one (a maximum of three) State Consumer Education Coordinators (CEC) and report their name to Kathleen Hayman, Manager, Strategic Communications, AHIMA, [kathleen.hayman@ahima.org](mailto:kathleen.hayman@ahima.org).

2. Provide financial and operational support for:
  - a. Travel/lodging/meals expenses to AHIMA train-the-trainers meeting
  - b. Additional in-state training sessions for interested members
  - c. Any costs associated with conducting consumer presentations
    - i. e.g., printing, mailing, mileage reimbursement
3. Work with the CEC to set annual goals for number of members to be trained/number of presentations to be delivered

## **Consumer Education Coordinator Responsibilities**

### **Description**

The Consumer Education Coordinator (CEC) will lead their state association's public outreach and education efforts. The CEC will build a statewide network of volunteer trained presenters to deliver community-based education presentations and will serve as a liaison between the state association and AHIMA.

The CEC should possess a strong interest in working directly with the public as well as demonstrated public speaking and presentation skills.

This position will be appointed by and report to the CSA Board of Directors. Length of term to be determined.

### **Responsibilities**

1. Attend AHIMA Communication Education Coordinator training session
2. Serve as liaison between CSA and AHIMA
3. Conduct presenter training session(s) for interested CSA members at annual state association meeting and/or other times/locations during the year
4. Coordinate statewide tracking and reporting of the following performance measures:
  - a. Number of members trained
  - b. Number of consumer presentations delivered
    - i. Date
    - ii. Location
    - iii. Hosting organization
    - iv. # of attendees
    - v. # of evaluation surveys returned to AHIMA
5. Identify state and local partnership organizations that provide opportunities for members to deliver the consumer presentation
6. Ensure timely collection and return of completed participant surveys to AHIMA for tracking and aggregation.
7. Coordinate with State PR Coordinator to generate local media coverage for consumer outreach efforts.

## **Community Presenter Responsibilities**

1. Attend Community Presenter training session
2. Deliver educational presentations in your community
3. Track and report the following performance measures:
  - a. Number of consumer presentations delivered
  - b. Date
  - c. Location
  - d. Hosting organization
  - e. # of attendees
4. Administer, collect, and return completed participant surveys to AHIMA for tracking and aggregation
5. Actively participate in Community Education Campaign CoP