



## Consumer Education and Engagement Collaborative

Colorado

Georgia

Kansas

Massachusetts

New York

Oregon

Washington

West Virginia

### Challenge Addressed

Recognizing that electronic health information exchange and health information technology (health IT) in general may be new concepts to many of the health care consumers in their states, the Consumer Education and Engagement Collaborative formed to develop a series of coordinated, state-specific projects to educate consumers about privacy and security.

### Approach Developed

To better inform health care consumers about the privacy and security aspects of electronic health information exchange and health IT, eight states are working together to develop templates, tools, and processes that highlight risks and benefits as well as address common consumer concerns. A key approach taken by the collaborative is to develop many of their materials using plain language principles. Materials developed by the collaborative will be produced in various media (video, print, web-based) and will be tailored to the unique concerns of diverse demographic groups, including urban and rural populations, racial and ethnic groups, consumers with varied literacy levels, and specific populations such as those with mental health or chronic health conditions. All state-specific project products will be available, in addition to a set of common collaborative tools. Other resources include guidelines and lessons learned for customization and implementation by other states and organizations.

### Target Audience

- Health care consumers
- Entities and organizations that interact with consumers

### Expected Final Deliverables

- Consumer-focused glossary of health IT terms
- Health IT fact sheets
- Web-based electronic health information exchange videos tailored to specific populations
- Web-based, self-directed tutorial on privacy/security of sensitive information
- Materials tailored for non-English speaking, behavioral health, and chronic care populations
- Brochures, posters, and radio/TV public service announcements
- Consumer/provider guidelines for initiating physician-patient conversation about privacy and security, electronic health records, and electronic health information exchange
- Evaluation and measurement tools
- Consumer-focused websites
- Inventory of personal health record (PHR) characteristics and guidelines for consumer PHR choice
- Frequently Asked Questions (FAQs) for sensitive information
- Compilation of Education Collaborative states' consumer-focused educational resources
- Template for Consent Materials and Guidelines for Adoption
- Education and awareness materials and guidelines for conducting educational forums
- Methods for literacy control
- Inventory for Consumer Education material