



## Provider Education Collaborative

Florida

Kentucky

Louisiana

Michigan

Missouri

Mississippi

Tennessee

Wyoming

### Challenge Addressed

In HISPC phase 1, many states reported provider misunderstandings of the capabilities and benefits of electronic health information exchange, as well as concerns regarding data security within electronic health record systems. The Provider Education Collaborative was formed to create a toolkit for providers to increase their awareness of the privacy and security requirements for and benefits of electronic health information exchange and health information technology (health IT).

### Approach Developed

Using information gathered through discussions with 124 provider organizations (e.g., American Medical Association, American Nursing Association, etc.), to understand current perceptions of health IT adoption, including privacy and security concerns, readiness for adoption of health IT and preferred communication channels for the dissemination of information to their constituents, the eight members of this collaborative plan to develop and pilot test a joint public relations campaign.

Through the use of a toolkit with several different components, the collaborative will reach out to primary care physicians to test which materials work best and which are accepted within each state's stakeholder group. The collaborative also plans to work with national professional medical associations, societies, and educational organizations to disseminate their materials after they have been revised based on the testing. The collaborative's goal is to disseminate consistent, educational information to health care providers about the benefits of electronic health records and electronic health information exchange with a focus on privacy and security to help encourage health IT adoption and electronic health information exchange.

### Target Audience

- Trade associations representing provider community, including:
  - General and family physicians,
  - Medical group managers, and
  - Individual providers and health care organizations.

### Expected Final Deliverables

- Summary report of provider group's interest levels and partnership activities
- Provider education toolkit to prepare provider organizations for electronic data storage and exchange.
- Summary report of provider interest level
- Stakeholder relationship summary report