Advancing Care Through Health Information Technology

Ketchum
break **through**

Challenge

Persuade skeptical and resistant health care providers to adopt electronic health records (EHRs)—the core component of health information technology (IT)

Goals

The HITECH portion of the American Recovery and Reinvestment Act (ARRA) seeks to realize the potential of health IT to transform the nation's health care delivery, improving:

- Quality of care and patient engagement
- Health care outcomes for individuals and populations
- Administrative efficiencies to reduce costs

The Office of the National Coordinator for Health IT (ONC) is charged with coordinating nationwide efforts to implement and use the most advanced health IT and the electronic exchange of health information.

Objectives

Develop and implement a communications campaign that drives health care providers to understand, adopt, and leverage the power of health IT, starting with meaningful use of EHRs

Barriers

- Technical and regulatory requirements can appear daunting for busy providers
- Perception of some clinicians that government is "mandating" how they provide care
- Major cultural shift for many established clinicians to move from paper-based to electronic record keeping
- Privacy/security concerns

AUDIENCES

Audience Segmentation

Primary Audiences

- health care providers
- health care professionals

Two major health care provider sub-segments
- Hospital-based
- Outpatient

Providers further sub-segmented many ways
- EHR adoption status
  - Early adopter | Majority | Laggard
- Type of clinician/administrator
- Medical specialty
- Practice/organization size
- Eligibility for Medicare or Medicaid EHR incentive programs

Secondary Audiences

- patients and families
- policymakers
- researchers

Audience Influencers/Intermediaries

- Crucial physician influencer: peers
- Beacon Communities Program
- Vendors
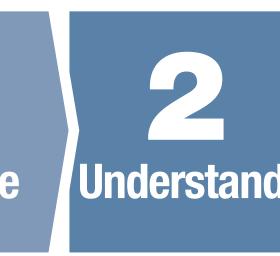- Regional Extension Centers
- Medical/trade associations

COMMUNICATIONS APPROACH

Phased Messaging

Advance spread of innovation with phased messaging about health IT and EHRs that leads audiences to

1	2	3	4	5
Be aware	Understand	Take action	Sustain action	Influence peers

Activate Influencers

- Peer-to-peer communications, especially for physicians
- Recognize early adopters
  - Meaningful Use Vanguard (MUVers)
  - Beacon Communities Program
  - Trade and local media placements

Putting the "I" in Health IT Campaign

- The "I" overcomes adversity to achieve personal triumph
- Addresses concerns about health IT mandate by
  - Placing the individual in control
  - Making public policy personal and relevant

Channels/Tactics

Conduct Keyword Research
- Identify provider FAQs about EHRs
- Mine questions to develop web content, videos, testimonials

Create HealthIT.gov Online Portal
- Houses all campaign assets
- Tailored paths for providers, patients/families, and policymakers

Identify a Mix of Provider Testimonials
- Success stories show change is doable
- Early adopters bring along the majority

Establish Social Media Presence
- YouTube
- Twitter
- Flickr
- Scribd
- LinkedIn
- *Health IT Buzz* blog
  - Platform for diverse voices
  - Mobile-ready for easy access

Promote Content Through
- Link-building to optimize *HealthIT.gov* for search engines
- Social media postings
- Outreach to trade publications
  - Interviews with campaign spokespeople
  - Paid print placements

RESULTS

Campaign Metrics

1 million	100,000	100,000
visits to HealthIT.gov and ONC's policy website over 3 years	visits to Health IT Buzz blog	people reached through other social media platforms

EHR Adoption Rates

EHR use among office-based physicians rose[1]

- 2010: 51%
- 2013: 78%

CMS EHR Incentive Programs

- Number of **eligible hospitals** that have received payment for **meaningful use of EHRs**: 91%
- Number of **eligible professionals** who have registered for **EHR incentive programs**: 88%

CONCLUSION

Providers respond well to testimonials from peers who have adopted EHRs.

Developing a portal and multiple online channels to share those stories helped providers with varying abilities to access information to adopt health IT.

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[1]National Center for Health Statistics