Advancing Care Through Health Information Technology

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

**Goals**
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

**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**

**Primary Audiences**
- Health care providers
- Health care professionals

**Secondary Audiences**
- Patients and families
- Policymakers
- Researchers

**Channels/Tactics**
- Conduct Keyword Research
  - Identify provider FAQs about EHRs
- Create HealthIT.gov Online Portal
  - Houses all campaign assets
- Identify a Mix of Provider Testimonials
  - Success stories show change is doable
- Establish Social Media Presence
  - YouTube
  - Twitter
  - Flickr
  - Scribd
  - LinkedIn
- Promote Content Through
  - Outreach to trade publications
  - Outreach with campaign spokespeople
  - Paid print placements

**RESULTS**

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

**EHR Adoption Rates**
- EHR use among office-based physicians rose
  - 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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