



Welcome to the AHRQ Medicaid and CHIP TA Webinar

*An Introduction to Personal Health Records for
Medicaid/CHIP Agencies*

A Workshop for Medicaid/CHIP Agencies

Monday, July 12, 2010, 3:00-4:30 p.m. EST

Presented by:

Barbara L. Massoudi, MPH, PhD, Health Informatics Program, Research
Computing Division, RTI International

Heidi Fox, MA, Administrator, Florida Center for Health Information and Policy
Analysis,
Agency for Health Care Administration

Overview

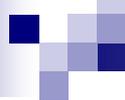
- **Welcome**
- **Introductions – Attendees**
- **Presentations**
 - ***Module 1: An Overview of Personal Health Records (PHRs)***
 - Presented by Barbara L. Massoudi, MPH, PhD, Health Informatics Program, Research Computing Division, RTI International
 - ***Module 1: Discussion***
 - ***Module 2: My Florida Health eBook***
 - Presented by Heidi Fox, MA, Administrator, Florida Center for Health Information and Policy Analysis, Agency for Health Care Administration
 - ***Module 2: Discussion***
- **Closing Remarks**



An Overview of Personal Health Records (PHRs)

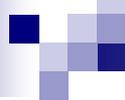
Presented by:

Barbara L. Massoudi, MPH, PhD



Session Objectives

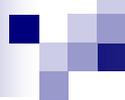
- Define PHRs and describe their key features
- Discuss some federal and nonfederal PHR initiatives
- Describe different types of PHRs in use and the kinds of functionality they offer



What is a PHR?

“An electronic application through which individuals can access, manage and share their health information, and that of others for whom they are authorized, in a private, secure, and confidential environment.”

Markle Foundation Connecting for Health, 2003



What is a PHR?

“Project HealthDesign has pushed the power and potential of personal health record (PHR) systems to move PHRs beyond functioning as static repositories of information to become dynamic, interactive applications that are a seamless and integral part of people’s daily lives.”

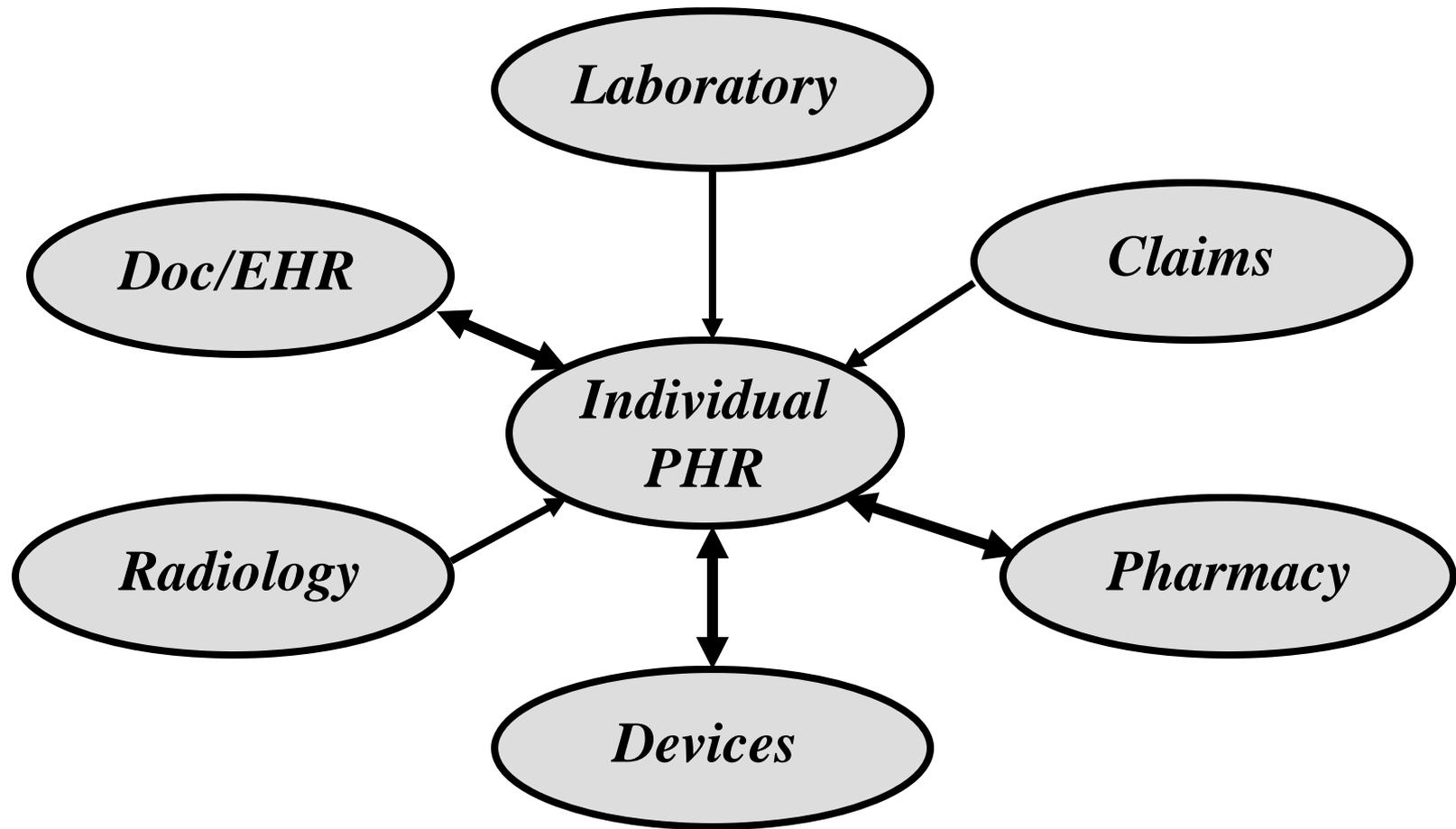
Robert Wood Johnson Foundation, 2006

EMRs/EHRs versus PHRs

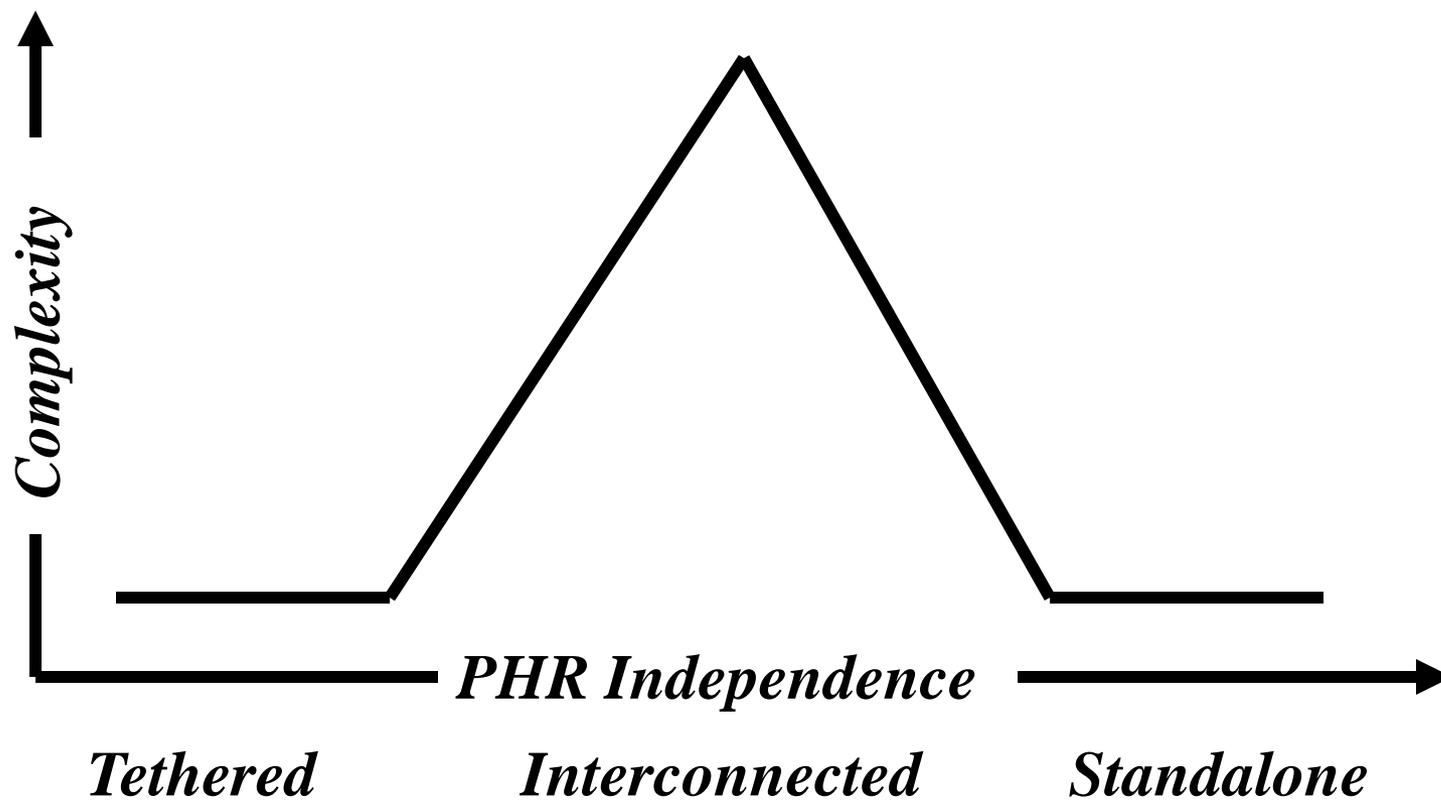
- EMRs/EHRs*—the clinician's/health care institution's record of patient encounter-related information
- PHRs—an innovative tool for individuals to improve their health and wellness, and better manage their health care

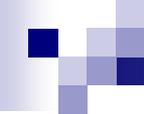
*EMRs/EHRs = electronic medical records/electronic health records

Data Sources for a PHR



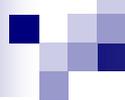
PHR Approaches





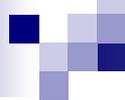
PHRs Have Been:

- Poorly defined
- Narrow range of uses (merely repositories of information)
- Proprietary in nature
- Drawbacks to both institutionally based as well as freestanding



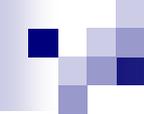
PHRs Could Become:

- Powerful systems of interoperable tools that help individuals improve their health and manage their care
- Americans need access to information about their health, but also need tools to understand and use that information to take charge of their health and health care
- PHRs can transform the way patients, health care providers, and caregivers access and respond to medical information



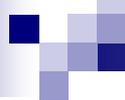
Project HealthDesign

- Robert Wood Johnson Foundation's Pioneer Portfolio
 - Supports innovative projects that can lead to fundamental breakthroughs in the health and health care of Americans
- Multidisciplinary teams of technology, health, and design experts
 - Two rounds of 14 grantees total
 - Charge: to design and test prototypes of bold innovations for PHR system applications



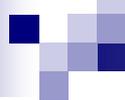
My HealtheVet I

- www.myhealth.va.gov
- Track Health
 - Recording, graphing, and journaling tools for blood pressure, cholesterol, body weight, physical activity, allergies, and immunizations
- Personal Info
 - Profile, blood type, emergency contacts
- Get Care
 - Providers, care-related health records



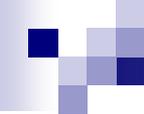
My HealtheVet II

- Pharmacy
 - Online prescription refills, prescription history, medication health log
- Research Health
 - Trusted medical and health information
- MHV Community
 - Veterans health events, news, volunteer opportunities, veterans benefits info



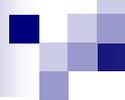
CMS PHR Pilots

- Medicare PHR Choice—AZ, UT residents
- My PHRSC—SC residents
- Medicare Advantage Plan's PHR
- Recent claims information, condition list plus self-selected tools
- Adoption lagging early on (AZ)



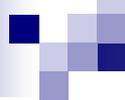
PHRs and HIPAA

- Notice of Proposed Rulemaking (NPRM)
45 CFR Parts 160 & 164 - 07/08/10
- Third-party PHR vendors covered if under contract with a health care provider or plan
- Defined as “business associates” handling personal health data on behalf of “covered entity”



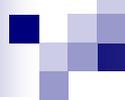
Resources I

- Tang et al. White Paper: Personal Health Records: Definitions, Benefits, and Strategies for Overcoming Barriers to Adoption. J Am Med Inform Assoc. 2006;13:121–126.
- Reti et al. Governance for Personal Health Records. J Am Med Inform Assoc. 2009; 16: 14-17.
- Nazi. Veterans' voices: use of the American Customer Satisfaction Index (ACSI) Survey to identify My HealthVet personal health record users' characteristics, needs, and preferences. J Am Med Inform Assoc. 2010; 17:203-211.



Resources II

- Kaelber et al. A Research Agenda for Personal Health Records (PHRs). *J Am Med Inform Assoc.* 2008;15:729-736.
- Roblin et al. Disparities in Use of a Personal Health Record in a Managed Care Organization. *J Am Med Inform Assoc.* 2009;16:683-689.
- Kahn et al. Personal health records in a public hospital: experience at the HIV/AIDS clinic at San Francisco General Hospital. *J Am Med Inform Assoc.* 2010;17:224-228.



Resources III

- Steinbrook. Personally Controlled Online Health Data — The Next Big Thing in Medical Care? N Engl J Med 358;16:1653-1656.
- Connecting for Health. The personal health working group final report. Markle Foundation; 2003 Jul 1.



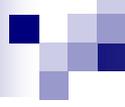
Module 1: Discussion



My Florida Health eBook

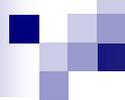
Presented by:

Heidi Fox, MA



Background

- The Agency entered a no-cost contract with Availity, LLC in April 2009 to:
 - Deliver Medicaid claims history to providers and Medicaid recipients.
 - Provide eligibility and benefits look-ups for multiple payers, claims submission, and free e-prescribing.
 - Engage and empower Medicaid recipients to take charge of their own personal health information.



Background (continued)

- This includes a subcontract with HealthTrio, LLC and Healthwise for a personal health record (PHR).
- HealthTrio, LLC provides the platform for and hosts the PHR.
- Healthwise provides Healthwise[®] knowledge base to deliver health-related content.
- The tool was rolled out in December 2009.

The Tool



myflorida
Health e Book



Sign in for Florida Medicaid Recipients only

User ID

Password

Sign In

[Register](#) | [Forgot my Password](#) | [Visitor Sign In](#) | [Customer Service](#) | 1-877-814-9909

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The Features



My Florida eBaby Book

[Home](#) | [Log Out](#)

Logged in: Baby T. Doe

[Message Center \(0 New\)](#)

My Family

Baby Doe

My Health

Health Calendar

Procedures

Medication Profile

My Plan For Health

Illnesses/Conditions

Visit Summary

Health Event Record

Family History

Wallet Card

Health Tracker

Immunizations

Allergies

Medical Care Summary
(CCR)

My Health Plan

Welcome to your My Florida eBaby Book! This tool will let you enter and access your child's medical information in an easy to view and use format.

You will be able to:

- Save your child's information and get it anytime and anywhere you have internet access
- Enter information about your child's medical care
- Keep track of appointments for your child
- See when your child should get check-ups and shots
- Look up information about your child's health and development when you have questions

If you need help getting started with your My Florida eBaby Book or you have questions about the features click the secure message link next to the envelope in the upper right corner under your child's name. This link will take you to the secure message center where you can send a message to our Personal Health Records staff.

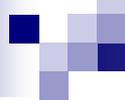
If you have questions about your Medicaid benefits or eligibility, you may call (888) 419-3456.





Challenges

- Getting claims data in the tool
- Lag for newborn enrollment
- Security issues—who can access
- Sensitive data—suppress for minors
- Ease of use
- Literacy issues
- Access



Next Steps

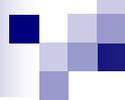
- **Functionality**
 - Claims data
 - Addressing language barriers
- **Education and outreach**
 - Providers
 - Medicaid recipients
 - Sister agencies



Module 2: Discussion

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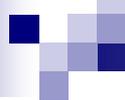
- Subscribe to the AHRQ Medicaid—CHIP listserv to receive announcements about program updates and upcoming TA Webinars and workshops.
- [Click here to subscribe to the listserv](#)—a prefilled message will open; enter your name after the text in the body of the message and send.
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 - Send an e-mail message to: listserv@list.ahrq.gov
 - On the subject line, type: Subscribe
 - In the body of the message type: sub Medicaid-SCHIP-HIT and your full name. For example: sub Medicaid-SCHIP-HIT John Doe
- You will receive a message asking you to confirm your intent to sign up.



Comments and Recommendations for Future Sessions

- Please send your comments and recommendations for future sessions to the project's e-mail address:

Medicaid-SCHIP-HIT@ahrq.hhs.gov



Project Information

Please send comments and
recommendations to:

Medicaid-SCHIP-HIT@ahrq.hhs.gov

or call toll-free:

1-866-253-1627

<http://healthit.ahrq.gov/Medicaid-SCHIP>