

# Linking HIT to AF4Q: Needs Assessment & Case Example

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# Overview

- Summary of HIT Needs Assessment results
- Update on federal HIT Extension Center applicants
- HIT technical assistance example
- Q & As

# Purpose

- Baseline data re: current use of and future interest in HIT within AF4Q communities
- Create community-specific and overall HIT TA plans

# Methods

- June 09 – Online survey of Project Directors/their proxies with 17 communities
- July 09 – Semi-structured interviews with 15 communities (excluded planning grant communities)



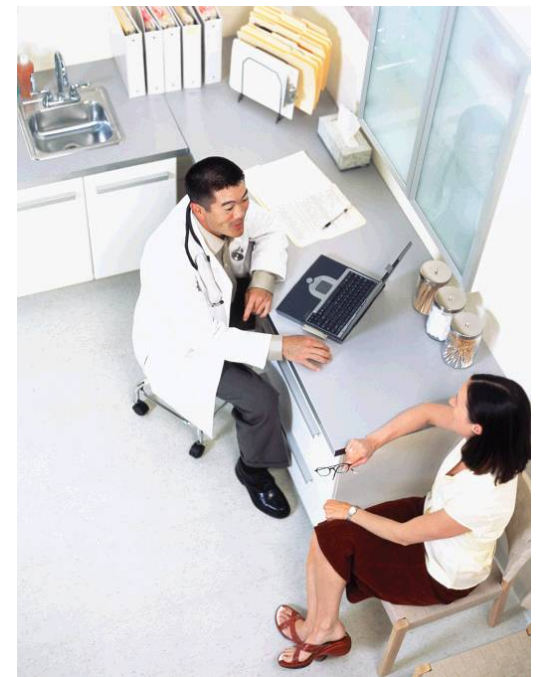
# Interpreting the Results

- Snapshot in time
- Estimates/“Don’t Know”
- Comparable data



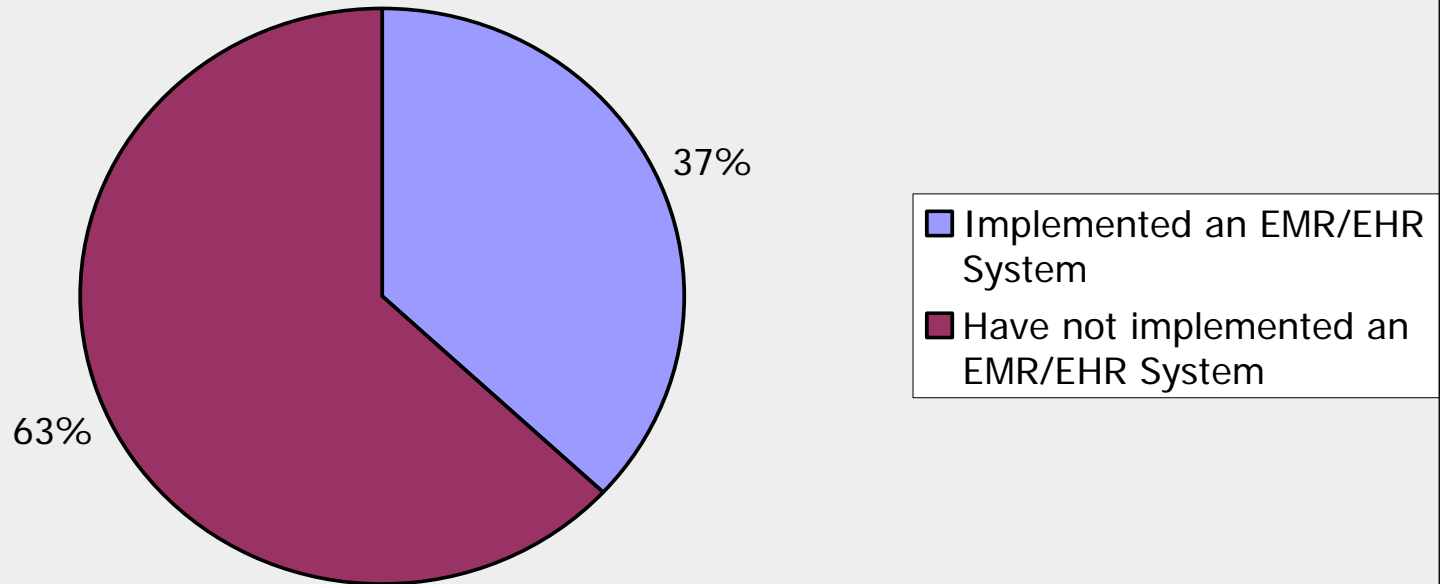
# Use of Technologies

- Nearly 400 instances of HIT use
  - 39.9% among providers
  - 19.7% among insurers/payers
  - 17.1% among consumers/  
patients/their proxies
- Leading technologies
  - Internet (18.4%)
  - e-mail (14.2%)



# EMR/EHR System Implementation (Doctors)

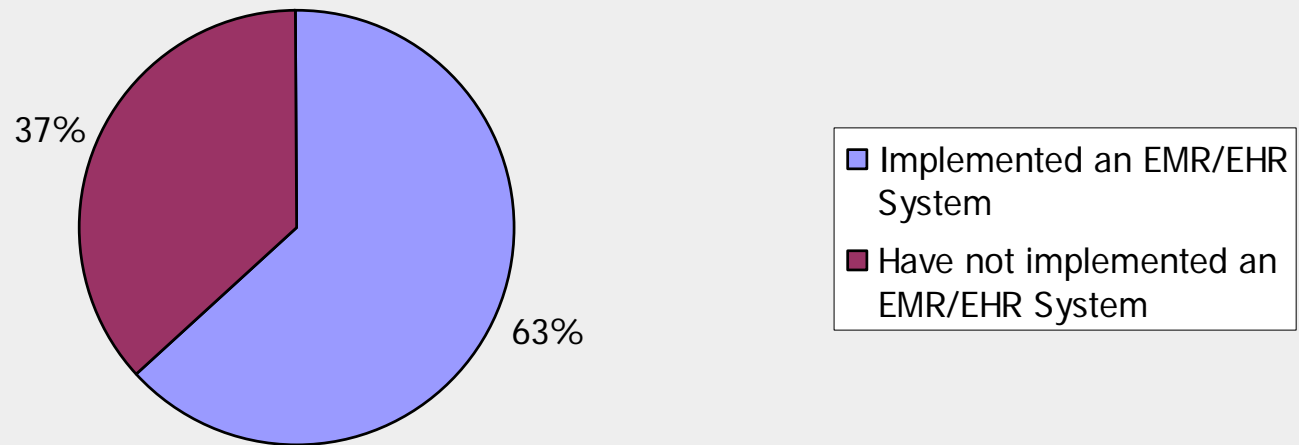
Average percent of doctors across reporting AF4Q communities that have implemented an EMR/EHR system



n=14

# EMR/EHR System Implementation (Hospitals)

Average percent of hospitals across reporting AF4Q communities that have implemented an EMR/EHR system



n=12

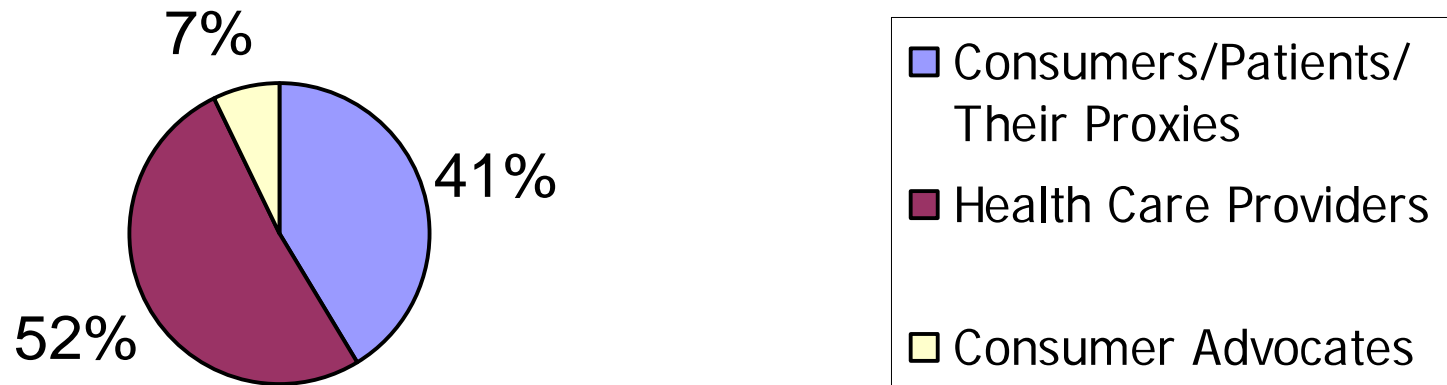
# Social Media Use

	<b>At least 1 Time/Week</b>	<b>1 - 3 Times/Month</b>	<b>Rarely or Never</b>
<b>Blogs</b>	27%	27%	47%
<b>Facebook</b>	27%	27%	47%
<b>Linked In</b>	7%	40%	53%
<b>Listservs</b>	60%	27%	13%
<b>Plaxo</b>	0%	0%	100%
<b>RSS Feeds</b>	7%	0%	93%
<b>Twitter</b>	7%	7%	87%

n=15

# Future Target Audiences

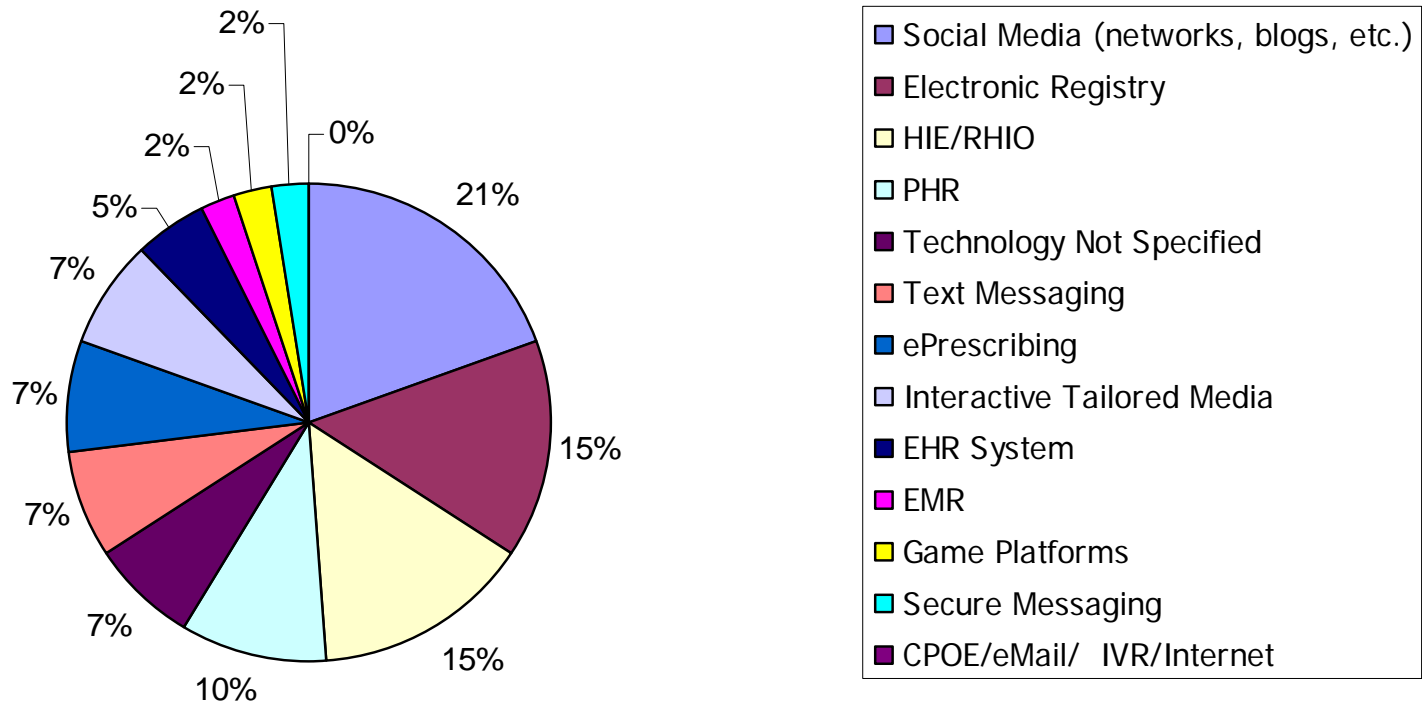
## Proposed Target Audiences in Future Potential HIT Projects



n=41

# Future Technologies

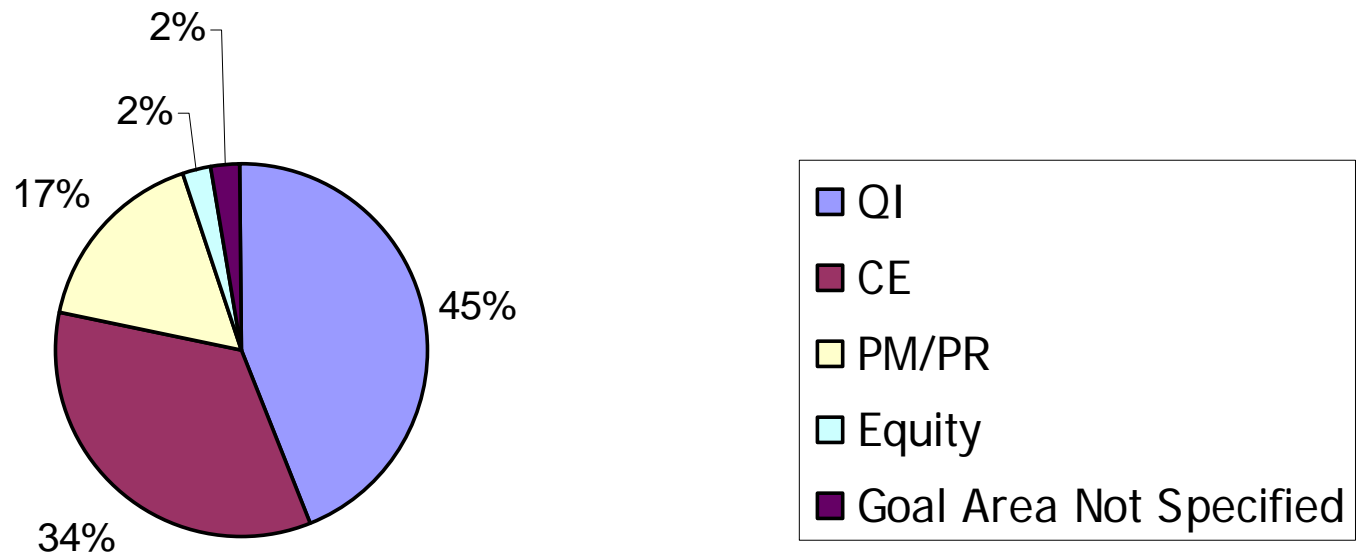
Proposed Technologies in Future Potential HIT Projects



n=41

# Future AF4Q Goal Areas

Proposed AF4Q Goal Areas in Future Potential HIT Projects



n=41

# Future Technical Assistance

- Individual TA for local HIT efforts
- Assistance with HIT-related funding opportunities (including ARRA)
- Webinars, conferences, trainings, workshops on HIT topics

# HIT Extension Center Proposal Participation

- Albuquerque
- Central Indiana
- Cincinnati
- Detroit
- Greater Boston
- Maine
- Puget Sound
- South Central PA
- Western NY
- West Michigan
- Willamette Valley
- Wisconsin



# Quality Counts for Me - Maine

- Taking Consumer Engagement “beyond the brochure” and wanted to include social media in the communications channels.
- Widely promoted an informational session and then convened a social media sub-committee.
- A quick scan by the subcommittee shows a wide range of knowledge, interest and activity in Maine.
- Leverage relationships and tools: helping members’ efforts to be more successful improves sustainability.
- Starting slow, working through control, credibility, and tone discussions.

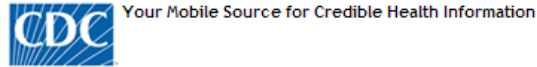
# Content Syndication and RSS

Content syndication provides a streamlined process for disseminating current and credible content in real-time on other Web sites.



- 17.19 Million views of H1N1 Content via CDC RSS Feeds
- 139,395 views of CDC H1N1 content via Content Syndication

# Mobile



## [1] H1N1 Flu (Swine Flu)

- [Daily Update](#)
- [H1N1 Flu and You](#)
- [Key Facts](#)

## [2] Features

- [Drinking Water](#)
- [Community Guide](#)
- [Disability Causes](#)
- [Mother's Health](#)

## [3] Emergency Preparedness and Response

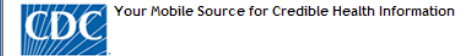
- [H1N1 Flu \(Swine Flu\)](#)
- [Hurricane Health and Safety](#)
- [Responding to Terrorist Bombings](#)

## [4] Seasonal Flu

- [Summary of Updates in 2008 ACIP Recommendations](#)
- [Key Facts About Flu](#)



**71,728 views of mobile H1N1 flu pages since April 24<sup>th</sup>**



## H1N1 Flu

- [Daily Update](#)
- [H1N1 Flu and You](#)
- [Key Facts](#)
- [Case Definitions to be Used For Investigations of H1N1 Cases](#)
- [Antiviral Drugs](#)
- [Taking Care of a Sick Person in Your Home](#)
- [Screening for H1N1 in Regions with Few or No Reported Cases](#)
- [Information for Concerned Parents and Caregivers](#)
- [Information for Child Care Providers](#)
- [Prevention and Treatment of H1N1 Influenza Virus Infection in Young Children](#)
- [EMS Management of Patients with Confirmed or Suspected H1N1 Infection](#)
- [Pregnant Women and H1N1 Influenza: Considerations for Clinicians](#)
- [Specimen Collection, Processing, and Testing for Patients with Suspected H1N1 Virus](#)
- [Care of Patients with Confirmed or Suspected H1N1 Virus Infection in a Healthcare Setting](#)
- [Test](#)

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[1] CDC Home | [2] H1N1 Flu (Swine Flu) | [3] Features |

# Metrics





# Thank You

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