Partner Engagement Webinar

Thursday, September 5, 2019
Overview & Background

U.S. National Health IT Week is a nationwide action week focused on catalyzing change within the U.S. health system through the application of information and technology. Founded by HIMSS and the Institute for e-Policy in 2006, the weeklong celebration comprises partner-driven activities and events led by the efforts of national health stakeholders. Participants include the administration; congressional, federal and state agencies; providers; non-profit organizations and more. In Washington, DC and beyond, stakeholders collaborate toward actionable outcomes that demonstrate the power that information and technology have to transform health in the U.S. and around the globe.
Goals:

– Take action to catalyze change in the U.S. health system through the power of information and technology
– Elevate the conversation around the value, opportunities, and challenges of health IT.
– Celebrate our accomplishments in policy and practical implementation of Health IT.
– Expand our grassroots and grasstops engagement.
What to look forward to during 2019 NHIT Week

• 500 partners celebrating the 14th Anniversary
• Activities and events across the U.S.
• Official recognition by federal, state, and local officials
• NHIT Week Partners Reception and HIT Leadership Awards ceremony
• Social Media and Virtual March Campaigns
Theme: Supporting Health Communities

Points of Engagement:

– **Advancing Public and Population Health:** Advancing public health and population health efforts will be critical to overcoming the problems that drive poor health outcomes and in turn will facilitate supporting healthy communities.

– **Modernizing the Public Health Infrastructure:** The development of a state of the art, fully interoperable public health data system will save lives and get ahead of chronic, emerging, and urgent threats to our public health.

– **Accelerating Workforce Development:** A modern, well-trained public health workforce is essential to harness new technologies that promote better, faster public health data.

– **Expanding Access to Broadband and Telehealth:** Broadband access, which is critical to economic and educational opportunities, also supports innovative technologies such as telehealth that improve healthcare access, coordination and outcomes.

– **Addressing Social Determinants of Health:** We must address and support the social determinants of health, the conditions under which people are born, grow, live, work, and age, to improve our overall health ecosystem and support healthy communities.
2019 Leadership Awards

- Congressional Award
- Federal Award
- State Award

2018 Award Winners:
- Congressional – Congressman Phil Roe, MD (R-TN) & Congressman Tim Walz (D-MN)
- Federal – Colonel Kevin Seeley, DHA
- State – Cynthia Green-Edwards, Michigan Department of HHS
Virtual March on Washington

• **2019 Virtual March on Washington**
  • Our 2019 Virtual March on Congress will focus on our theme of Supporting Healthy Communities, particularly around efforts to modernize our public health data infrastructure.

• **2018 Virtual March on the States**
  • Over 400 letters were sent to elected state officials to highlight steps the states can take to enact policies that effectively use information and technology to combat the growing opioid crisis
  • The letter included recommendations on the following issues: e-prescribing of controlled substances, PDMP-EHR integration, increased telehealth access.
Welcome

HIMSS mobilizes its members around the country and seeks to inform multiple levels of outreach activities to members of Congress and their staff through a variety of initiatives, providing accurate information about health information technology (IT) to help them make effective public policy decisions.

Your voice matters! Join us to share your health IT stories with colleagues and policymakers. To learn more about HIMSS Public Policy activities and how you can participate, please visit www.himss.org/policy and subscribe to the free weekly Health IT Policy Update e-newsletter.

About HIMSS

HIMSS is a global, cause-based, not-for-profit organization focused on better health through information technology (IT). HIMSS leads efforts to optimize health engagements and care outcomes using information technology. Learn More.
HIMSS Government Relations Team

- Tom Leary, Vice President, Government Relations
- Samantha (Sam) Burch, Senior Director, Congressional Affairs
- David Gray, Senior Manager, Congressional Affairs
- Josh Roll, Associate Manager, Congressional Affairs
- Jeff Coughlin, Senior Director, Federal and State Affairs
- Eli Fleet, Director, Federal Affairs
- Valerie Rogers, Director, State Government Affairs
- Ashley Delosh, Senior Manager, Federal Affairs
- Alana Lerer, Associate Manager, State Government Affairs
- Evan Dunne, Coordinator, Federal & State Affairs

policy@himss.org
www.himss.org/library/health-it-policy
U.S. National Health IT Week Partners

• Partners are organizations committed to action to support healthy communities and transform health. There are a number of ways to participate with varying levels of commitment.

• Who are National Health IT Week Partners?
  – Associations & Non-profits
  – Colleges & universities
  – Corporations and companies of all sizes
  – Government organizations
  – Healthcare providers
  – State Organizations

https://www.healthitweek.org/partners-list/all
Where do I sign up?

• Sign up at www.healthitweek.org

• Provide your organization name, description (500 character limit), and website.

• Provide your organization logo - *All logos must be (or not exceed): 180px X 100px on white or transparent background. Allowed file types: png gif jpg jpeg.*
Actions for Organizations

✓ Show Your Commitment as Partner

✓ Host activities – external or internal, or incorporate into previously planned events.

✓ Build Awareness - highlight the work your doing via communications campaigns.

✓ Recognize staff, provide training or education, and celebrate successes.

✓ Local Advocacy – work with your HIMSS Chapter.

✓ Promote individual ways to take action to your network. Encourage engagement with raffles/contests.
Planning Resources

Plan Activities
Events and celebrations bring needed attention to the role of information and technology in transforming health. See the guides below to assist you in planning your event.

- **Host** a singular event around U.S. National Health IT Week
- **Incorporate** activities and actions into an already planned event.
- **Internal Celebrations** to recognize staff and grow employee engagement.

Advocate for Health Information and Technology
Advocate for federal and state policies around the Points of Engagement

- **Write** to your legislators through the Virtual March. Look for details on the [HIMSS Policy Center](https://www.healthitweek.org/partner-activities) soon.
- **Proclaim** U.S. National Health IT Week 2019 with your city or state

Partner Resources: [https://www.healthitweek.org/partner-activities](https://www.healthitweek.org/partner-activities)
Promotional Materials

[Image]

https://www.healthitweek.org/marketing

www.healthitweek.org
Actions for Individuals

✓ Join the Virtual March – reach out to legislators and make your voice heard
✓ Use the #IHeartHIT Avatar as your profile picture during the week
✓ Share your #IHeartHIT Story – yearlong storytelling initiative

✓ Attend Events:
  ✓ SEP 23 - HIMSS Webinar - How Smart is Your Community? Defining the Role of Health IT Modernization in the Smart Communities-Cities Movement
  ✓ SEP 25 - Partners & Awards Reception, Rayburn House Office Building, Washington DC
  ✓ Many local events and virtual activities
Ideas for your organization

• Market suppliers, technology providers
  – Showcase thought leadership via articles, blogs, and webinars
  – Employee recognition and motivation, bringing meaning and context to the work that staff members are doing.
  – Networking events such as happy hours or luncheons
  – Social media campaign or integration into communications

• Associations, Non-Profits, and State Organizations
  – Strategic launch period for sharing resources
  – Educational events
  – State proclamations
Ideas for your organization

• Healthcare providers
  – Educate hospital staff on how integral IT is in everything they’re doing, showcase different departments and integration
  – Create awareness in the community – educate patients on how they can better leverage IT and the benefits
  – Internal recognition events, facility tours with stakeholders, displaying posters or sharing improvements

• Colleges & Universities
  – Marketing around health IT programs, discounts or waiving application fees
  – Wellness or job fairs with health IT focus
  – Student spotlights or other articles featuring program successes
Sample Local Activities: Health IT Week in Austin 2018

- Organized series of talks on health IT topics in each major city in Texas
  - Austin’s talk was a legislative update on HIT bills
  - Invited representatives from the legislature
  - TMA, State Health IT Coordinator, staffers and many others attended
- Received declaration of Texas Health IT Day
- Social media
- Set us up for the state health IT day at the capitol
Sample Local Activities: Health IT Week in Austin 2019

- 2019 Texas Health IT legislative summary talk planned in Austin that week
- Social media
- Member outreach
- Plan is to schedule legislative visits in local offices
Your Social Media Guide to National Health IT Week

James Teats
Coordinator, Digital Marketing
HIMSS

@James_Teats
https://www.linkedin.com/in/james-teats-29b37595/

#NHITweek  #IheartHIT
Know Your Hashtags

#NHITweek
Raising awareness and helping the collective cause by recognizing the value of health IT in all areas of healthcare.

#HITworks
Establishing a structure and vocabulary to discover and communicate the value of health IT for all stakeholders.

#IHeartHIT
Highlighting meaningful stories that illustrate human outcomes for health IT end users.

#GovHIT
Bringing the public policy conversation to the forefront and showcasing legislative interests.

www.healthitweek.org
Be an HIT advocate – Change your social profile images
Engage & involve your audiences

Creatively integrate #IHeartHIT and #NHITweek themes in to office, community activities and content development efforts to engage in-person & social communities.

How and Why to Share Your #IHeartHIT Story

#IHeartHIT Story Criteria

Tell a personal story of how health IT has made a profound impact in your life as a professional, patient or caregiver.

- Craft a 300 word blog post
- Record a 60 second video
- Cannot be promotional in nature
- Post a personal healthcare journey milestone photo or include a 1024 x 512 px image with your story
- Once published, share your story via social media using #IHeartHIT
- Integrate #IHeartHIT angle into events, your office, conversations with friends, family, colleagues

Follow HIMSS

HIMSS will be very engaged in NHITweek activities.

Stay connected with us via:

Facebook: www.facebook.com/himsspage
Twitter: www.twitter.com/himss
LinkedIn: https://www.linkedin.com/company/himss
LinkedIn Group: https://www.linkedin.com/groups/93115
National Health IT Week Content: http://www.himss.org/news
#IHeartHIT Stories: http://www.healthitweek.org/stories
Partner Updates & Questions

Contact info@healthitweek.org