



Blue Button  
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My Data

## Data Holders Pledge Next Steps

Data Holders are those who manage or maintain individually identifiable health data such as providers, hospitals, payors, and retail pharmacies.

 **Look** for our emails.

- As a Pledge member, you have been added to our listserv where we frequently inform members about upcoming webinars and events.

 **Adopt** Blue Button+.

- While the Blue Button logo and phrase represent the movement of greater consumer engagement in health via technology, Blue Button+ enables the medical record to be shared in a structured format that allows a consumer to do everything from printing a copy to sharing it with a third party application to better manage medications or set and meet personal health goals. In addition, Blue Button+ satisfies the Meaningful Use Stage 2 requirements. To get started, visit the Blue Button+ Implementation Guide on [bluebuttonplus.org](http://bluebuttonplus.org).
- Join the Standards & Interoperability Framework community that is developing standards on the cutting-edge of consumer access to their data. Learn more at <http://wiki.siframework.org/Automate+Blue+Button+Initiative>.

 **Spread** the word about Blue Button.

- **Use the logo and phrase** “Blue Button” to mean that you can get electronic access to your own health information. The Blue Button logo can be downloaded here: <http://goo.gl/gJjdv>. Please ensure that you follow our logo guidelines.
- **Link or embed** our “Health IT for You” animated video ([www.healthit.gov/4uvideo](http://www.healthit.gov/4uvideo)) which helps communicate to your audience the benefits of Health IT and online access to their information.
- Be on the look out for the release of our Public Service Announcement and the Hub which will help consumers find and use their health records.

 **Share** with ONC your fulfillment of the Blue Button Pledge ([pledgeIT@hhs.gov](mailto:pledgeIT@hhs.gov)), what you need from us to be successful, and consumer testimonials that we can highlight. We also encourage you to tweet your successes at [#BlueButton](https://twitter.com/BlueButton).

## Additional steps you can take as a...

 **Health Care Provider**

- Talk to at least one patient per day about their health data.
- Build discussions with patients into your clinical workflow.
- Use the [Patient Engagement Framework](#) to help you strengthen your patient engagement strategies through the use of eHealth tools and resources.