



The Office of the National Coordinator for
Health Information Technology



Accelerating Blue Button

Blue Button Pledge Community Webinar
July 15, 2013

Putting the **I** in Health**IT**
www.HealthIT.gov



Agenda



- Introductions
- Progress & Evolution
- September 16th, 2013 – We Need You!
- Discussion

Consumer eHealth Team



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#momentum

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e-Health



Nayan Jain

Science &
Technology

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Blue Button Ecosystem



Blue Button Pledge

To Empower Individuals to Be
Partners in Their Health Through Health IT

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Action



68 committed organizations defined the Blue Button+ guidelines



Blue Button In Action



iBlueButton® "Consumers in Control" of their Own Health Information



June 27, 2013

Cerner supports Blue Button + to engage individuals for better health

By: **Andy Heeren**, director, Cerner

As health care in the United States continues to digitize, we're seeing a shift in the way people perceive their role in their own health and care. Accurate information about diseases and conditions are available at the click of a mouse (or the tap of a touchscreen), while people, as paper charts increasingly become a relic of a bygone era, have the ability to access information about their own care. But, work remains to enable different aspects of a person's engagement.

#BlueButtonAction



TRAMAL
DAYT29
09 Mar 2011
URINARY RETENTION
DRUG
NON-OPIOID ANALGESICS
ORICAL
worsening difficulty em
cause pt. reported pai

Quantity: 240
Days Supply: 60
Pharmacy: DAYTON
Prescription Number: 2718960

Medication: INSULIN, GLARGINE, HUMAN 100 INT/M
CTIONS: INJECT 10 MI

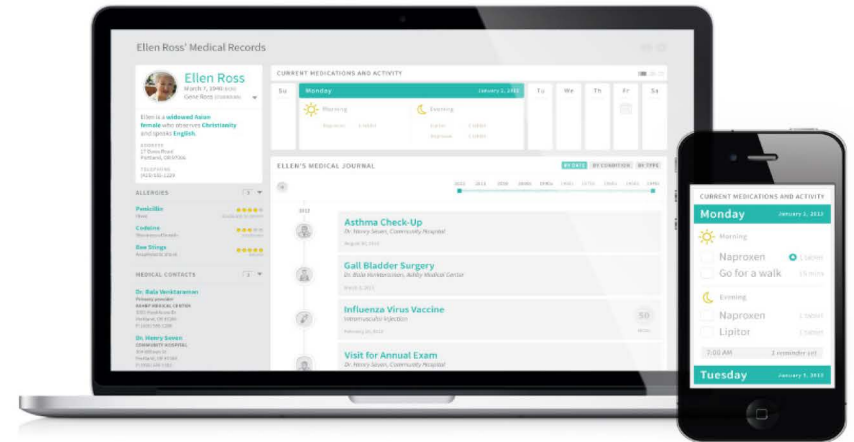
Body Map



Condition

- 01 Glaucoma**
Medications: Latanoprost
Updates: Glaucoma damages the optic nerve through increased pressure in the eye. The goal of treatment is to reduce eye pressure.
- 02 Insomnia**
Medications: Zolpidem
Updates: If you continue to have difficulty falling asleep, or if you find you are using medications more than 4 times per week, please call your doctor.
- 03 Diabetes Mellitus, Type II**
Medications: Insulin Glargine
Updates: Your most recent A1C test: 7.8% (Your goal is

Please record your blood sugar at least 3 times per day (before/breakfast, before lunch, and after dinner) and to



<http://www.healthdesignchallenge.com>

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National Agenda



- One of ten priority White House initiatives—run out of ONC
- Make “Blue Button” a universally recognized symbol and brand for “electronic access to my health data”
- Advance technical capabilities so consumers can “set it and forget it”
- Get more organizations to offer Blue Button and more consumers to demand it and use it

#strategy

Raising Awareness



“There’s no better time for consumers to be more engaged with their health.”

– Ryan Panchadsaram

#momentum

HealthAffairs

Robert Wood Johnson Foundation



Health Policy Brief

FEBRUARY 14, 2013

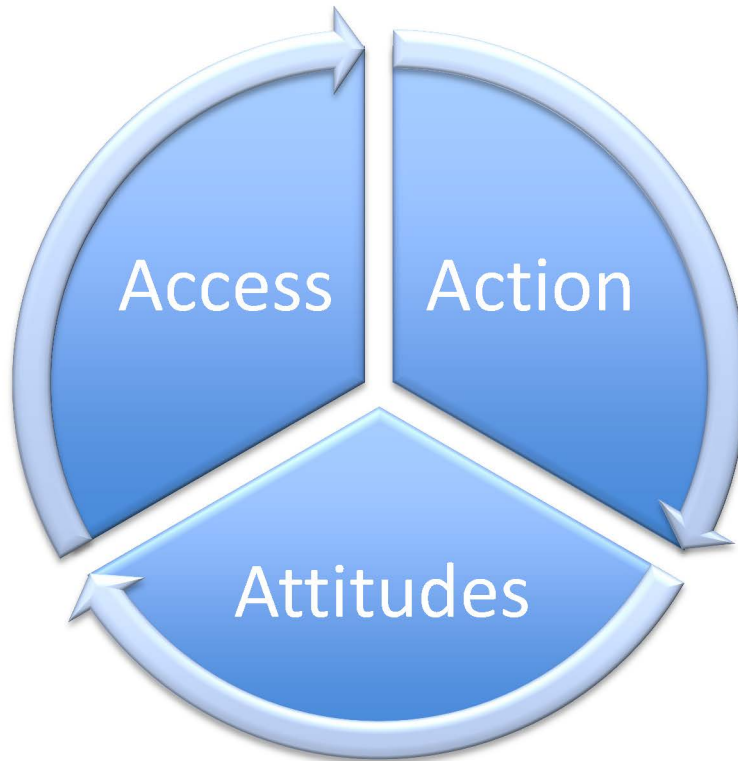
Patient Engagement. People actively involved in their health and health care tend to have better outcomes—and, some evidence suggests, lower costs.

“Patients are the blockbuster drug of the century.” - Leonard Kisch



INFORMATION	HARLEM LINE
STATION CLOSURE	10:25 25th St. Platform
TRAIN DELAYED	10:55 34th St. Platform
TRAIN CANCELLED	11:25 24th St. Platform
TRAIN CANCELLED	11:45 1st St. Platform

Three A's



- Increase consumer **Access** to their health information
- Enable consumers to take **Action** with their information
- Shift **Attitudes** to support patient-provider partnership

#strategy



What is Blue Button?

1. The symbol of a growing movement for patient empowerment through technology
2. A technical function that lets you get easy, electronic access to your own health information “at the click of a button”



Blue
Button

Why do we need a symbol for Blue Button?



- It's a rallying cry for the “tribe” of thought leaders invested in the movement
- It represents a new activity – consumer access to health data – in a simple and consistent way
- It's already widely recognized among thought leaders and a growing number of consumers
- Conceptually similar symbols:



The Eliza Corp's Survey Results



- The Blue Button logo is intuitive and easy to recognize
- 8% have familiarity with Blue Button and what it can do for them
- 60% report that the Blue Button symbol would provide a feeling of security when accessing EHRs.



Potential High Value Use Cases



1. Check for medical record errors
2. Care coordination
3. Locate specific medical history/record as needed
4. Medication management / Prescription refill

*Research Conducted by Eliza Corporation

Design to test the Blue Button Value Proposition

#BlueButtonAction

Consumer Health IT Summit



September 16, 2013
Washington, DC

We need you to be a part of it...



How do I get my information?

Your health information comes from physicians, hospitals, pharmacies, insurance providers, and more. Start by searching or clicking on company names below that are a part of your healthcare team. To get a complete record of your health information, you may need to retrieve it from more than one source.



Physicians

John Smith, MD
Jane Smith, PA
John Smith, NP



Hospitals

Kaiser Permanente
Cleveland Clinic
Mayo Clinic



Pharmacies

Walgreens
CVS
Walmart



Lab companies

Quest
LabCorp



Insurance companies

Aetna
United Healthcare
Blue Cross Blue Shield
Medicare



How do I use my information?

Once you have your health information, plug it into apps that help you reach your health goals, analyze trends, and receive recommendations to keep you at your best. Find an app that works for you.

Browse

View All

I Want To...

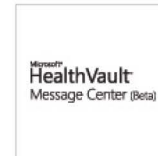
- Connect with a health provider
- Improve fitness
- Keep track of medications
- Manage lab tests
- Manage medical records
- Meet a health goal
- Organize your health history
- Prepare for an emergency
- Track health conditions

Categories

- Aging
- Allergies
- Asthma
- Cancer
- Diabetes
- Heart disease
- Hypertension
- Mental health
- Other conditions
- Pregnancy
- Weight management
- Wellness



Diabetes 24/7
[LEARN MORE](#)



Microsoft HealthVault
Message Center
[LEARN MORE](#)



My CVS/pharmacy
Prescriptions
[LEARN MORE](#)



My Family Health
Portrait
[LEARN MORE](#)



HealthManager
[LEARN MORE](#)



Aetna Personal Health
Record
[LEARN MORE](#)

Give Us Your Data



*Over **1.5 million people** across the country
have downloaded their health record*

Today, over 88 million Americans can access their clinical or claims data (CMS, Dept. of Defense, Aetna, United, etc.)

#strategy



www.impatientmovement.org

Reader

impatient

my health depends on IT

why share? find your voice take action who's in who's talking blog

**patients and providers.
technology and tools.
working together for
better health now.**

There is no shortage of opinions about what's troubling our healthcare delivery system, but the one thing everyone can agree on is this: communication is critical. Technology – from interactive websites and Personal Health Records, to iPhone and iPad apps – is making it easier than ever for doctors and patients to communicate and share information, and the imPatient Movement is about helping everyone involved take an urgent and active role in getting (and keeping) the conversation going.

- [Portable electronic data: our health depends on IT](#)
- [Collaboration is key](#)
- [Sounds great! What are we waiting for?](#)
- [It's time to join the imPatient Movement!](#)

#BlueButtonAction



Why Blue Button?



Relieve the pressure of remembering



Find the right health information when you need it



Focus on getting well

What can I do with my Blue Button health information?



Share

with your doctor, while traveling, considering surgery, moving, or switching insurance.



Check

the accuracy of your records, monitor changes, and stay aware of your health history.



Reference

your history to be reminded of when you had your last shot or the exact date of a procedure.

Follow up



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