Community Betterment Through HIE

“Engaging Community Stakeholders to Create a Sustainable, Large-Scale HIE”

Kentucky eHealth Summit
September 18, 2012
NeHII’s Consumer Awareness Campaign

- Statewide Effort to Educate and Engage the Consumer
- Realized Need to Standardize Messaging
- Connect the “Docs”
- Variety of Media Channels, But Limited Funding
- Developed Through the Consumer Advisory Council and Infuze Creative
Consumer Awareness Campaign

- Connect the “Docs”
- Sharing Information For Better Health Care
- Review Current Consumer Education Brochure to Address Public Health Reporting Requirements and Secondary Use of Data
Consumer Awareness Campaign

- Graphic Standards Guide
- Print Ad
- Public Service Announcement Media Kit
- Patient Information Brochure
- YouTube Video, TV/Radio PSA
- Consumer Microsite
- Window Clings for PDMP Support
Consumer Awareness Campaign

- YouTube Video & PSA
Connect the “Docs” Sample

Connect the “Docs”

Sharing information for better health care

Nebraska Health Information Initiative
Consumer Microsite
NeHII Website – www.nehii.org
NeHII Consumer Awareness Campaign

- NeHII Supporter Campaign For Physician Offices
  - Window Clings
  - Counter Cards
NeHII Contact Information

- Dr. Harris Frankel (President, NeHII Board of Directors)
- Deb Bass (Chief Executive Officer, NeHII)
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