



## ILHIE Consumer Education Workgroup

### In person participants:

|                 |  |
|-----------------|--|
| Mary Rasmusson  | Consultant   |
| Patricia Joseph | Prospex Information                                  |
| Valerie Brown   | Intern, Alliance of Chicago" (Smart Health Centers). |
| Saroni Lasker   | OHIT   |
| Cory Verblen    | OHIT   |
| Danny Kopelson  | OHIT   |

### Participants via phone:

|                  |                                      |
|------------------|--------------------------------------|
| Lawrence Johnson | CEO iCare Health Informatics         |
| Gina Baxter      | Gen. Mngr. Connected Living, Inc.    |
| Phil McCann      | Education/Outreach IL-HITREC         |
| Peter Eckart     | Director, IL Public Health Institute |

Roll call was taken.

Workgroup approved the minutes from the 7/24/2012 meeting.

Patricia Joseph - Introductions

**Target** - Review of who our defined target is; mostly those who are living with chronic and life threatening conditions. Senior population

- Undeserved communities
- HIV/AIDS
- Behavioral Health
- Users with medicated conditions
- State workers – Group Health Organization?
- English as a Second Language groups
- Disabled
- Caretakers (Parents & Children)



- Peter Eckart – Suggested State of IL Continuity of Care & Aging organization for care giving groups

Gina Baxter – IL.COC.Org care giving networkers

Peter Eckart – Add Judith ??? from IL partners for advocacy services to this group

For Cyber IT Patricia Joseph suggested – Elizabeth McKnight, Valerie Smart Centers work with Health IT Navigators. Gina Baxter low income seniors health and wellness. 5,000 people online connected living programs.

**Educators** - Review of Trusted Provider/Consumer Educators list submitted by workgroup members. We need to populate this list before our next meeting. Need Jennifer Creasey to submit her list of providers, Esther to provide English as a Second Language contact, ILHIE to provide Walgreen's contact and state contacts, and exact behavioral health association contact

Gina Baxter – Need to translate materials in to 5 languages, Spanish, Polish, Korean, Russian and ??

Peter Eckart – Organizations may be able to translate into other languages if they choose.

**Strategy Statement** - The workgroup worked on how to best fill in the blanks of a strategy statement. Important to quantify our activity to ensure we are meeting targets.

Patricia Joseph – Need to finalize research defining organizations and contacts then we need to discuss what they will need from us to educate their clients. What kind of materials will new need to develop?

Peter Eckart & Phil McCann – Create credible materials that can be adapted by different memberships.

### **Messages from Workgroup Survey**

Patricia Joseph reviewed workgroup messages rankings. Will provide an updated list of results to workgroup.

Phil McCann – Develop 8<sup>th</sup> grade reading level materials.

Gina Baxter – Many illiterate families. Need family members to assist them in understanding materials



## **Beliefs from Workgroup Survey**

Patricia Joseph – Patricia Josepha reviewed workgroup messages rankings. Will provide an updated list of results to workgroup.

Peter Eckart – For consent the consumer must be knowledgeable about privacy and Security.

Cory Verblen – Working with the states Privacy & Security group.

Danny Kopelson spoke to the workgroup having a budget to attend exhibits, advertise in program books etc. Group needs to define opportunities and ILHIE can pay. There is not a budget to cover mass media spending. Must use Public Relations efforts to spread the message to a broader audience.

Cory Verblen reviewed Google Docs. Group discussed what types of materials would be stored in Google Docs.

Danny Kopelson mentioned that 3 out of 5 people with behavioral health issues are also living with chronic conditions.

Mary Rasmusson – Develop a Partner Toolkit, Videos, brochures, fact sheets, talking points etc.

We need Illinois stories and testimonials!