



ILHIE Consumer Education Workgroup

In person participants:

Mary Rasmusson	Consultant
Patricia Joseph	Prospex Information
Larry Boress	Midwest Business Group on Health
Elizabeth McKnight	Alliance of Chicago & CHITREC
Cory Verblen	OHIT
Esther Sciammarella	Chicago Hispanic Coalition
Danny Kopelson	OHIT

Participants via phone:

Theresa Walunas	CHITREC
Gina Baxter	Gen. Mngr. Connected Living, Inc.
Phil McCann	Education/Outreach IL-HITREC
Valerie Brown	Alliance of Chicago

Mary Rasmusson – Welcome, role call and Introductions, Minutes from August 21, 2012 were approved. Welcome new workgroup member Larry Boress, Present and CEO Midwest Business Group on Health.

Elizabeth McKnight – Provided an overview of the National e Health Consortium Conference where she presented. Health IT is all about empowering the consumer to engage in their own health. Patient-centered care. Barriers to health IT are lag in Smart phone apps, language barriers, reading levels, digital desserts. Elizabeth Introduced the Smart Chicago Collaborative. Much is going on in Illinois; we all just need to find one another and link.

Mary Rasmusson – Read the **Strategy Statement**. We're close to defining who our targets are. Target list - We removed Walgreens and the state due to complications with engagement.



Larry Boress – Targets - An influencer is a physician. Medical groups and primary care practices. Work colleagues, peers, unions as employees do not necessarily trust their employers. Chamber of Commerce. Schools, nurses and teachers. Kids bring what they learn home to their families.

Mary Rasmusson – Let's outreach to any physician groups who are willing to collaborate in efforts to communicate with patients about eHealth."

Esther – Dept. of Insurance

Larry Boress – Navigators of insurance know all about health IT. Trained to find the right health insurance for consumers. Host a meeting with a number of different groups.

Cory Verblen – Webinars are a good option.

Toolkit

Gina Baxter – Let's test things out, she has a 4 month timeline to begin to develop a Pilot.

Phil McCann – Seniors get support from their children who know technology

Mary Rasmusson and Gina Baxter will take conversations offline about a Pilot.

Review of Survey

Danny Kopelson – What items will we want to produce? We have a little consumer information posted on the ILHIE website. How to talk to patients about health IT etc. Will take an inventory and perhaps have a creative brief to present at the next meeting in regard to producing something.

Elizabeth McKnight – What is being developed throughout the state now? Let's all investigate

Larry Boress – Brought up the Blue Button project.