

2017

Your Health In Your Hands **MEDIA KIT**



TALKING POINTS

- Historically, Louisiana has ranked among the lowest in the nation in terms of overall health status, infant mortality, preventable hospitalizations, chronic disease and infectious disease incidences. In addition, Louisiana has some of the highest per capita health costs in the nation, and shows significant geographic variations in care utilization, cost and quality that cannot be explained by demographics or geographic location.
- Recognizing these issues, for the past eight years, Louisiana has worked diligently to build a bridge that closes the gaps in its health care system. This bridge is supported by a strong health information technology (IT) infrastructure composed of electronic health record (EHR) adoption, a statewide health information exchange (HIE) and patient portals.
- The Louisiana Health Care Quality Forum, the State-Designated Entity for health IT advancements, designed a consumer-focused campaign to encourage Louisiana residents to use these health IT tools to better manage their health and health care.
- “Your Health In Your Hands” is a consumer-facing campaign focused on providing education and promoting awareness of the use of health IT to improve the overall health of Louisiana’s residents and reduce their health care costs, while at the same time promoting healthy lifestyle decisions.
- The campaign is supported by the insights, feedback and recommendations of the Health Care Consumer Advisory Council. Composed of representatives of several key organizations, the Council’s mission is to support the inclusion of Louisiana’s patients and families as central members of the health care team. The Council’s membership spans the health care spectrum and the state.
- Louisiana’s approach to patient and family engagement is multi-faceted. This approach combines traditional communications strategies such as media outreach, patient-facing educational materials and resources and public relations with grassroots and “new media” components such as social media, electronic newsletters and blogs.
- Health care providers, organizations, entities and advocates are invited to join the campaign by sharing its messaging and educational resources.

MEDIA CONTACT

For detailed information about “Your Health In Your Hands,” help with story development and/or to arrange interviews with campaign spokespersons, please contact:

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FREQUENTLY ASKED QUESTIONS

What is the goal of the campaign?

“Your Health In Your Hands” has two primary goals: one, to encourage Louisiana residents to use available tools, such as electronic health records (EHRs) and patient portals, to track and manage their health and health care; and two, to encourage residents to request and keep copies of their personal health information. The campaign is designed to empower patients and families with the ability to make better decisions about their health and to work more closely with their health care providers in developing care plans.

What kinds of health information technology (IT) are available to patients in Louisiana?

After Hurricanes Katrina and Rita left so many Louisiana residents without access to their medical histories, the state became committed to building a strong health IT infrastructure to ensure that patients’ health information would be safe even in times of disaster and could be shared quickly with health care providers regardless of location. In 2010, the state established a Regional Extension Center, or REC, to help Louisiana’s health care providers transition to EHRs, and in 2011, it launched the Louisiana Health Information Exchange (LaHIE) to enable providers to share health information. Today, many of Louisiana’s health care providers, facilities and organizations are using EHRs and are connected to LaHIE. Many of these providers also offer patient portals to provide patients with access to their personal health information.

What is the current awareness level about health information technology (IT)?

Prior to the launch of the campaign, a survey was conducted to gauge existing awareness levels. The results of that survey are as follows:

- 90 percent of respondents were familiar with electronic health records (EHRs)
- 79 percent were familiar with patient portals
- 52 percent were familiar with mobile apps that track and manage health
- 43 percent were familiar with the Louisiana Health Information Exchange (LaHIE)