

## 2016 Defense Health Information Technology Symposium

### Telling the Story:

*How to use communication tools and narrative to inform and explain complex technical projects*



This is th

- This is
- Other contractor trying to a mission

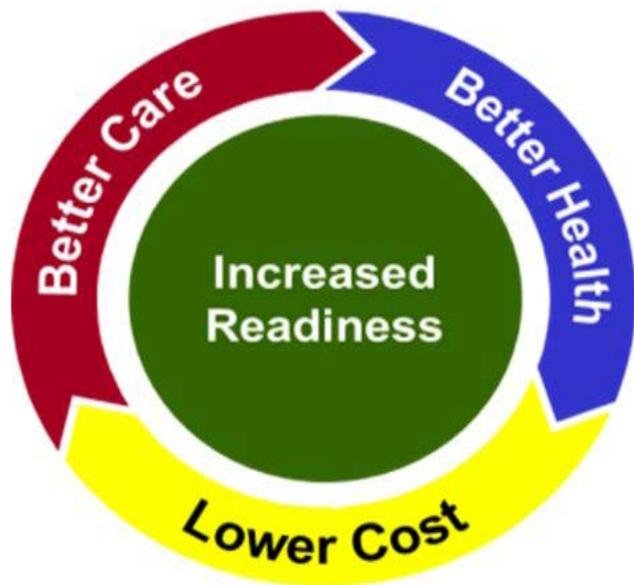
contractor  
to a

*“Medically Ready Force...Ready Medical Force”*

# Learning Objectives

- Understand how to communicate technical information in a simple and effective way.
- Learn how to tie health IT messaging into broader MHS mission, goals, and narrative.
- Recognize the tools available to support communication efforts.
- Understand the importance of quick, candid feedback

# The End Goal



- Better Readiness
- Better Health
- Better Care
- Lower Cost

## THROUGH

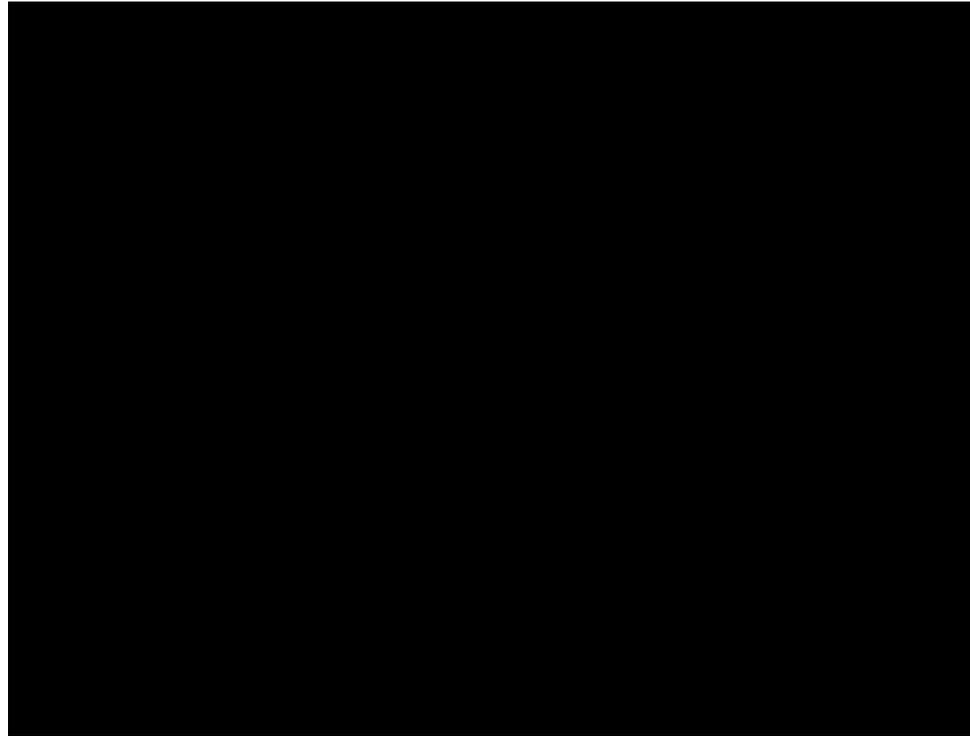
- Greater Patient Engagement
- Greater Transparency

# Readiness at the core of what we do

- Readiness is the fundamental product that we as an MHS must deliver
- Health IT is critical to our ability to do so effectively and with agility
- **Our challenge:** How do we provide context for readiness that makes it real for our audience?



*“Medically Ready Force...Ready Medical Force”*



# MHS GENESIS & Other IT Innovations

- Tools **do not** make a craftsman and EHR's do not make a medical provider
  - But they **do** enable opportunities to connect more effectively with the end user

Our mission is to **educate, not sell. Inform, not convince.**



***“Medically Ready Force...Ready Medical Force”***

# MHS GENESIS & Other IT Innovations

- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



# MHS GENESIS & Other IT Innovations

- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:
  - **Engagement.** Ensure patients know how to access their medication list



# MHS GENESIS & Other IT Innovations

- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



- **Engagement.** Ensure patients know how to access their medication list
- **Engagement:** Encourage patients to ask questions about their prescriptions through secure messaging

# MHS GENESIS & Other IT Innovations

- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



- **Engagement.** Ensure patients know how to access their medication list
- **Engagement:** Encourage patients to ask questions about their prescriptions through secure messaging
- **Action.** Enable easy, online Rx refill

# MHS GENESIS & Other IT Innovations

- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



- **Engagement.** Ensure patients know how to access their medication list
- **Engagement:** Encourage patients to ask questions about their prescriptions through secure messaging
- **Action.** Enable easy, online Rx refill
- **Action:** Make it easy for patients and civilian providers to order from MTF or Mail.

# MHS GENESIS & Other IT Innovations

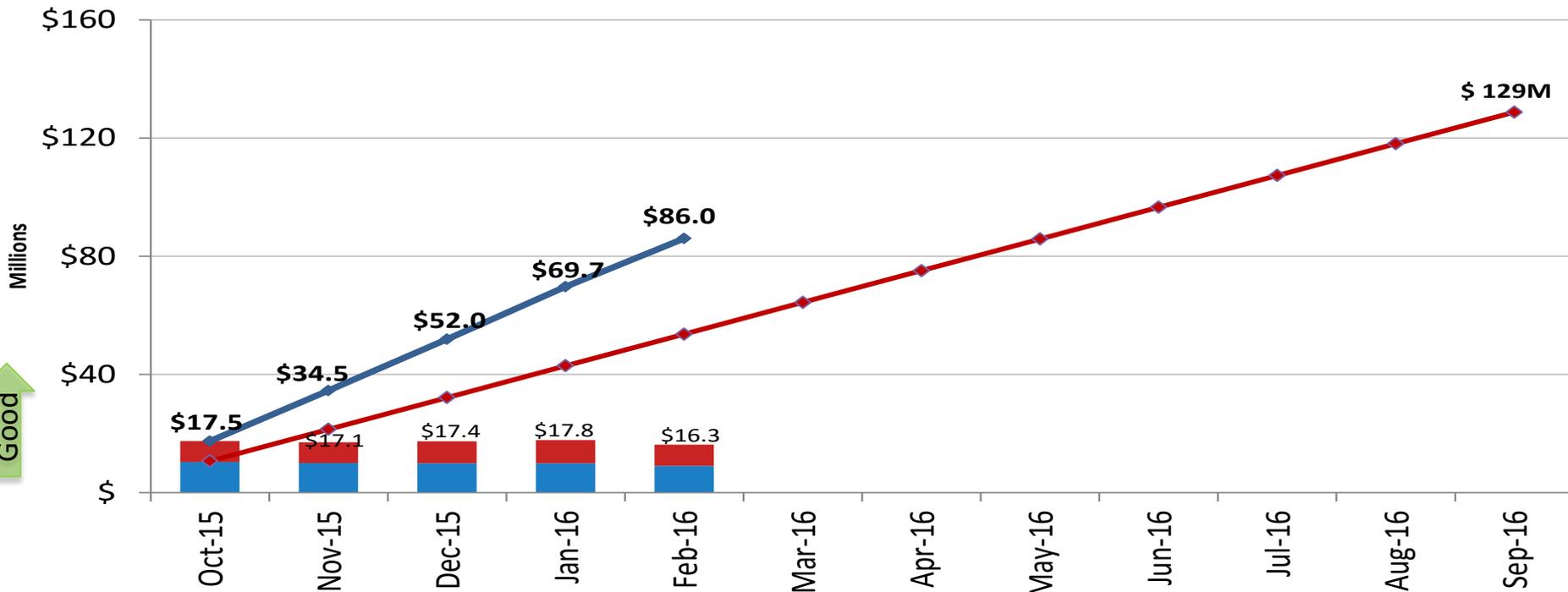
- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



- **Engagement.** Ensure patients know how to access their medication list
- **Engagement:** Encourage patients to ask questions about their prescriptions through secure messaging
- **Action.** Enable easy, online Rx refill
- **Action:** Make it easy for patients and civilian providers to order from MTF or Mail.
- **Cost-Effectiveness:** Encourage generic over brand name where appropriate

# Retail Rx to Mail/MTF Estimated Cost Savings

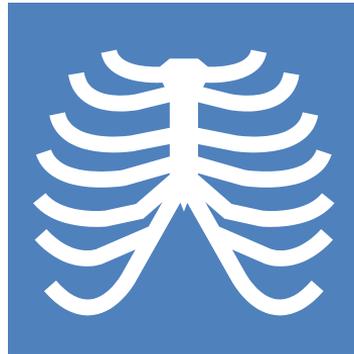
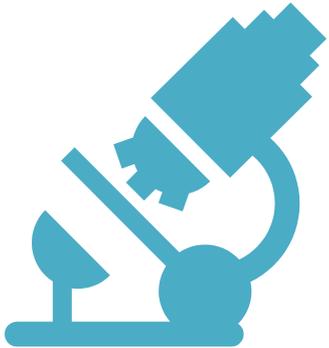
Over 65 Under 65 FY 16 Cumulative Savings FY16 Target



*"Medically Ready Force...Ready Medical Force"*

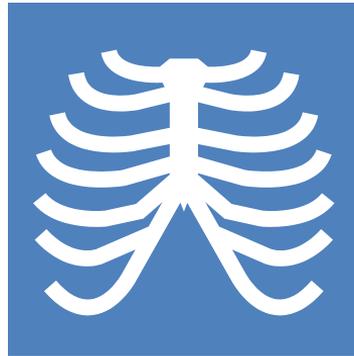
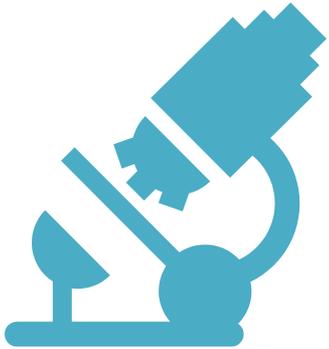
# MHS GENESIS & Other IT Innovations

- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



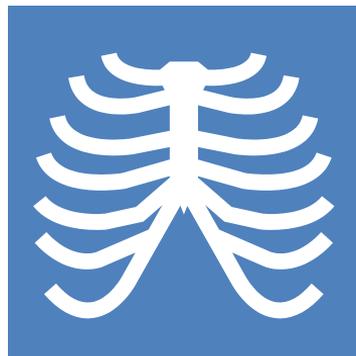
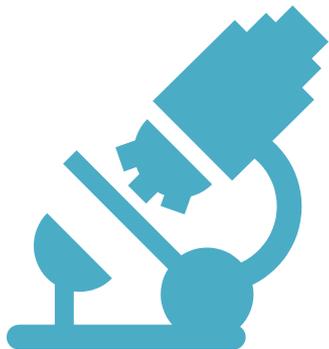
# MHS GENESIS & Other IT Innovations

- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:
  - **Engagement.** Easy access to lab / rad history for patients and providers.



# MHS GENESIS & Other IT Innovations

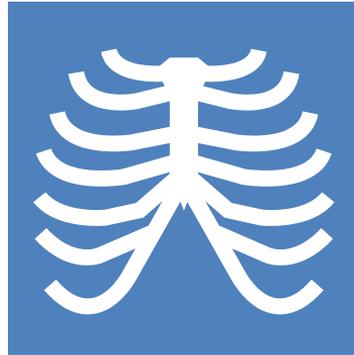
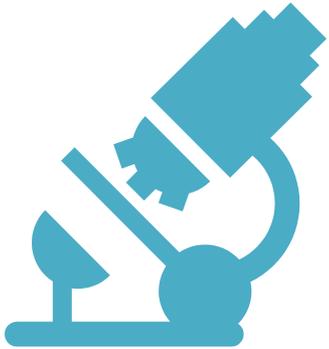
- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



- **Engagement.** Easy access to lab / rad history for patients and providers.
- **Engagement.** Automated process for patient notification of new results – along with opportunity to query provider .

# MHS GENESIS & Other IT Innovations

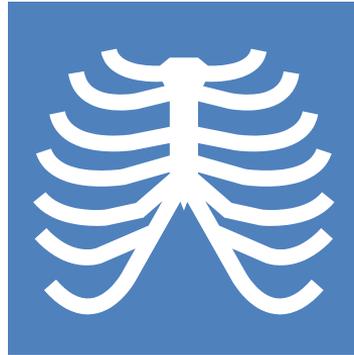
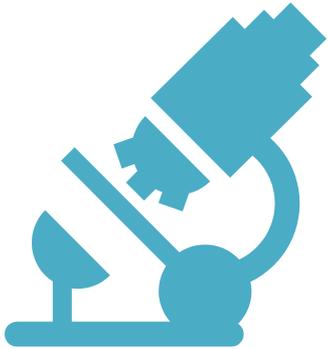
- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



- **Engagement.** Easy access to lab / rad history for patients and providers.
- **Engagement.** Automated process for patient notification of new results – along with opportunity to query provider .
- **Action.** Use online resources to answer common questions and get patients to adjust behaviors and improve health

# MHS GENESIS & Other IT Innovations

- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



- **Engagement.** Easy access to lab / rad history for patients and providers.
- **Engagement.** Automated process for patient notification of new results – along with opportunity to query provider .
- **Action.** Use online resources to answer common questions and get patients to adjust behaviors and improve health
- **Action:** Enable sharing of information with specialty and network providers.

# MHS GENESIS & Other IT Innovations

- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



# MHS GENESIS & Other IT Innovations

- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



- Improve access to care for beneficiaries

# MHS GENESIS & Other IT Innovations

- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



- Improve access to care for beneficiaries
- Encourage / Drive patients to contact their providers through online resources

# MHS GENESIS & Other IT Innovations

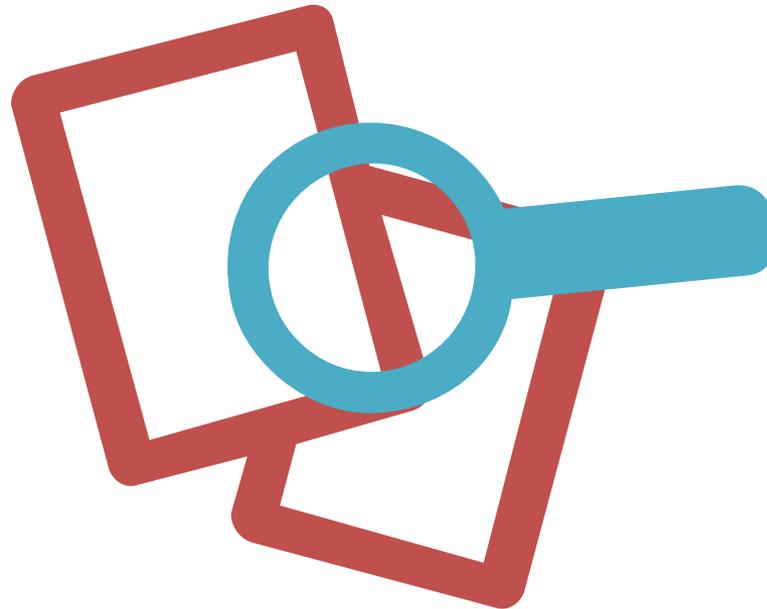
- MHS GENESIS and other IT programs give us opportunity to discuss important issues for our **patients**:



- Improve access to care for beneficiaries
- Encourage / Drive patients to contact their providers through online resources
- Reduce unnecessary in-person visits whenever possible.

# MHS GENESIS & Other IT Innovations

- MHS Genesis and other IT programs give us opportunity to discuss important issues for our **patients**:



# Measures for Public Display



2016 Defense Health Information Technology Symposium

## Health Outcomes

- Number of Babies Delivered
- Elective Delivery < 39 weeks
- Surgical Case Morbidity

## Patient Safety

- Safety Events (by Degree of Harm and Event Type)
- Sentinel Events (by Event Type)
- Wrong Site Surgery (Non-Dental)
- Unexpected Retained Foreign Objects
- Catheter-Associated Urinary Tract Infections (CAUTI)
- Central Line – Associated Blood Stream Infection (CLABSI)

## Patient Satisfaction

- Health Survey of DoD Beneficiaries (MHS level only)
- Service Surveys (Satisfaction with seeing a provider when needed) (JOES when avail)
- TRISS (patient would “recommend hospital” to others)
- Access: Average days to 3<sup>rd</sup> next primary care 24 hr. and 3<sup>rd</sup> next primary care future

## Quality of Care

- Well-Child Visits in the First 15 Months of Life
- Breast, Cervical, Colorectal Cancer Screening
- Upper Respiratory Infection, Pharyngitis, Low Back Pain
- Diabetes Testing and Control
- Follow-up After Hospitalization for Mental Illness (7/30 day)
- Select Measures chosen by MTF
- Accreditation Status

***“Medically Ready Force...Ready Medical Force”***

# Transparency

1. Links from left navigation and in body of page
2. Introduction text includes call for feedback
3. All reports available on main page without having to drill down

The screenshot displays the Health.mil website interface. At the top right is the DHA logo with the text "Defense Health Agency" and "2016 Defense Health Information Technology Symposium". The main navigation bar includes "Topics", "Training", "Policies", "Reference Center", "News", and "About Us". The page content is titled "Patient Portal for Quality, Patient Safety and Access Information". A left sidebar lists navigation options: "Access, Cost, Quality, and Safety", "Patient Portal for Quality, Patient Safety and Access Information", "Patient Satisfaction and Access to Care", "Health Outcomes", "Patient Safety", "Quality of Care", "Clinical Quality Management", "Fruit Information", "Access to Healthcare", "Health Care Program Evaluation", "Military Health System Review Report", "Quality and Safety of Healthcare", and "Rates & Reimbursements". The main content area features an introduction to the portal, a "Feedback" section with a "Send us an email" link, and a "You also may be interested in..." section with filters for "All (12)", "Reports (11)", and "Spotlight Pages (1)". Below this, two reports are listed: "MTF Sentinel Events Report April 2016" and "PCM Continuity Report April 2016", each with a "Report" button.

***“Medically Ready Force...Ready Medical Force”***

# Transparency



Defense Health Agency

2016 Defense Health Information Technology Symposium

1. Each measure includes a plain-language explanation of why the information is important to the patient
2. Explanation of what is measured and how to read the report are in collapsible fields that can be opened and closed as needed
3. Each report (or link) is under the “How do I read the report” section and will open a file or take user to the page with the information

The screenshot displays the Health.mil website interface. At the top, there is a navigation bar with links for Home, Topics, Training, Policies, Reference Center, News, and About Us. A search bar is located on the right. The main content area is titled "Patient Satisfaction and Access to Care" and includes sections for "Service Survey—Satisfaction with Seeing a Provider When Needed", "TRISS 'Recommended Hospital'", "Health Care Survey of DoD Beneficiaries", and "Primary Care Manager Continuity". Each section provides a brief description and links for "What do we measure?" and "How do I read the report?". A "Download Report" button is visible under the Primary Care Manager Continuity section.

***“Medically Ready Force...Ready Medical Force”***

# Transparency

1. DHA developed a widget for each MTF website that will take users to the Health.mil transparency pages
2. Instructions included use of DMIS ID in URL so we can update to provide MTF specific measures in Phase II
3. Instructions provided for adding accreditation logos to MTF sites



Defense Health Agency

2016 Defense Health Information Technology Symposium

The screenshot shows the Health.mil website interface. At the top, there is a navigation bar with links for Contact Us, FAQs, Gallery, and TRICARE. Below this is a search bar and social media icons. The main navigation menu includes Topics, Training, Policies, Reference Center, News, and About Us. The current page is titled "Military Health System (MHS) Transparency" and features an "Overview" section. The overview text states that President Obama signed the Fiscal Year 2016 National Defense Authorization Act on Nov. 25, 2015, which includes instructions for the Military Health System to begin sharing publicly information about the performance of its direct care services. It also lists requirements for the transparency data, such as being updated no less than quarterly and being available on the primary website of the Department and on the MTF website. A sidebar on the right titled "See How We're Doing" lists links for Health Outcomes, Patient Safety, Patient Satisfaction, and Quality of Care. The bottom of the page contains information about adding accreditation logos, including instructions for the Joint Commission and the Association of Ambulatory Health Care.

**Health.mil**  
The official website of the Military Health System and the Defense Health Agency

MHS Home > MHS Transparency

## Military Health System (MHS) Transparency

### Overview

President Obama signed the Fiscal Year 2016 National Defense Authorization Act on Nov. 25, 2015. This year's NDAA included instructions for the Military Health System to begin sharing publicly information about the performance of our direct care services. Section 712 of the legislation gave the department 180 days to publish on a public website data on measures the department uses to assess patient safety, quality of care, patient satisfaction and health outcomes. This data must be:

- Updated no less than quarterly
- Be made available on the primary website of the Department, and
- Be available on the website for the MTF for which the data applies

The Transparency Initiatives Group, which was established as part of the MHS Review to provide support for public display of performance data, had its charter extended to assist the MHS Governance organizations in identifying which performance measures were right for public display and assisting the Services and the Defense Health Agency (DHA) in meeting the requirements.

Because Military Treatment Facilities (MTFs) have differing levels of support for website management, the Services agreed that the performance measure information would be housed on the Health.mil website, and that the DHA would develop a widget that the MTFs could use on their websites to provide patients with links directly to the data.

The deadline for making this information available on the public website is May 23, 2016. We will publish the pages the widget points to no later than May 23, but will try to deliver that earlier if possible. Currently, the widget links point to a temporary holding page with a notice stating information will be available May 23. You can add the widget to your site earlier than May 23, but be aware you will be sending users to an "under construction" page until we have published the final transparency data pages.

### Updating Your Page

In the sections below you will find instruction regarding how to add the Transparency Widget to your MTF page layout. Additional instruction is provided regarding where you can get a copy of your MTF's accreditation logo which you may care to add above or below the Transparency Widget.

### Adding the Transparency Widget

1. Insert the following div element into the html of your home page where you want the widget to appear, replacing "###" with your DMIS ID number: `<div id="military-health-transparency-container" data-dmis="###" data-domain="www.health.mil" style="width:250px;"></div>`
2. Insert the following script element near the bottom of your home page: `<script src="http://www.health.mil/js/HealthTransparencyWidget.js" type="text/javascript"></script>`
3. Save and Publish the Updated Page

Not familiar with the DMIS ID for your site? Try looking it up here:  
<http://www.health.mil/Military-Health-Topics/Technology/Support-Areas/Geographic-Reference-Information/DMIS-ID-Tables>

Persons with questions or requiring assistance may reach out to the Health.mil Web Team: [dha.ncr.info-deliv.mbx.idd-wwb-services-sitecore@mail.mil](mailto:dha.ncr.info-deliv.mbx.idd-wwb-services-sitecore@mail.mil)

### Adding Accreditation Logos

- If you are accredited by the Joint Commission, follow their instructions for use of the gold seal on your website. Instructions can be found at: [http://www.jointcommission.org/accreditation/goldseal\\_downloads.aspx](http://www.jointcommission.org/accreditation/goldseal_downloads.aspx)
- If you are accredited by the Association of Ambulatory Health Care, you are entitled to use the Accreditation Association logo on your marketing materials. The logo is available in an electronic format, and was included on the Marketing CD that you received with your survey report. If you have additional questions regarding the use of this logo, please contact the AAHC Manager, Marketing and Communications Coordinator at 847.853.6060

#### See How We're Doing

Visit the Health.mil transparency pages to compare Military Health System hospitals and clinics.

- Health Outcomes
- Patient Safety
- Patient Satisfaction
- Quality of Care

***"Medically Ready Force...Ready Medical Force"***

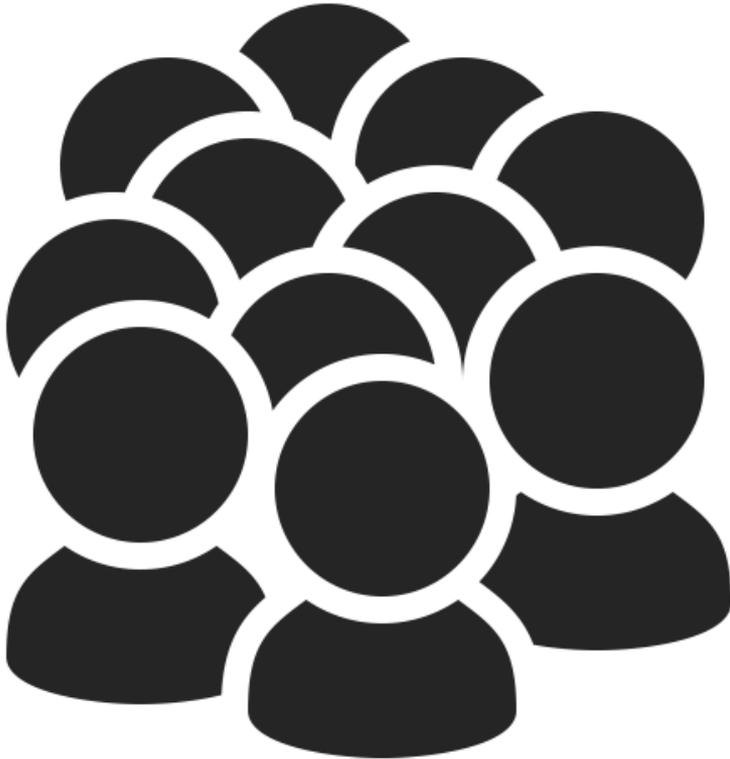
# Video

- Locket



***“Medically Ready Force...Ready Medical Force”***

# How are we supporting this effort?



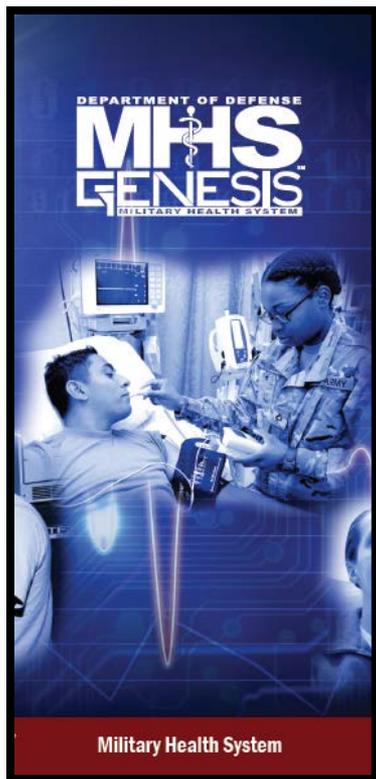
***“Medically Ready Force...Ready Medical Force”***

# How are we supporting this effort?



***“Medically Ready Force...Ready Medical Force”***

# How are we supporting this effort?



*“Medically Ready Force...Ready Medical Force”*

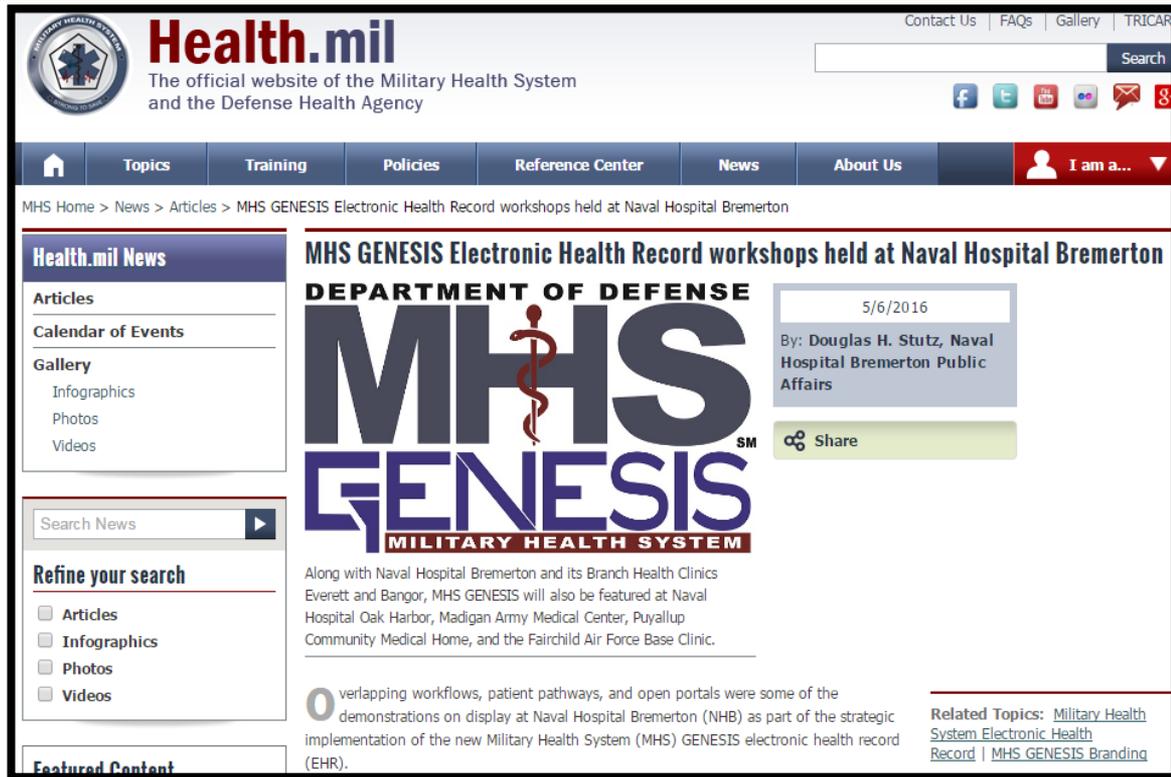
# How are we supporting this effort?



**DHMS Military EHR** @DHD\_EHR  
#EHRs help your doctors coordinate care, protect your safety, & reduce unnecessary tests. [bit.ly/2audUJf](https://bit.ly/2audUJf)



**MilitaryHealth** @MilitaryHealth  
The new #EHR will be used as an "enabler to more efficient and effective health care," says @DHADirector. #HIMSS16



**Health.mil**  
The official website of the Military Health System and the Defense Health Agency

Contact Us | FAQs | Gallery | TRICAR

Search

Home Topics Training Policies Reference Center News About Us I am a...

MHS Home > News > Articles > MHS GENESIS Electronic Health Record workshops held at Naval Hospital Bremerton

### Health.mil News

Articles  
Calendar of Events  
Gallery  
Infographics  
Photos  
Videos

Search News

#### Refine your search

- Articles
- Infographics
- Photos
- Videos

## MHS GENESIS Electronic Health Record workshops held at Naval Hospital Bremerton

DEPARTMENT OF DEFENSE

# MHS GENESIS

MILITARY HEALTH SYSTEM

5/6/2016

By: Douglas H. Stutz, Naval Hospital Bremerton Public Affairs

Share

Along with Naval Hospital Bremerton and its Branch Health Clinics Everett and Bangor, MHS GENESIS will also be featured at Naval Hospital Oak Harbor, Madigan Army Medical Center, Puyallup Community Medical Home, and the Fairchild Air Force Base Clinic.

Overlapping workflows, patient pathways, and open portals were some of the demonstrations on display at Naval Hospital Bremerton (NHB) as part of the strategic implementation of the new Military Health System (MHS) GENESIS electronic health record (EHR).

Related Topics: [Military Health System Electronic Health Record](#) | [MHS GENESIS Branding](#)

***"Medically Ready Force...Ready Medical Force"***

# What can you do?



***“Medically Ready Force...Ready Medical Force”***

# What can you do?



- Share early, share often

***“Medically Ready Force...Ready Medical Force”***

# What can you do?



- Share early, share often
- Improve use of digital outreach to educate and engage

***“Medically Ready Force...Ready Medical Force”***

# What can you do?



- Share early, share often
- Improve use of digital outreach to educate and engage
- You are the owners of the best possible feedback

***“Medically Ready Force...Ready Medical Force”***

# Good feedback and agile response

- What does good feedback look like and how does it help us provide a better product?
  - Candid
  - Quick
  - Listen to patients/providers (customer)
- How it improves comms
  - Fills gaps quickly
  - Ensure customer feels like we are listening to their concerns, etc

Send communications  
feedback, requests,  
complaints, and  
comments to

**DHACommunications@  
mail.mil**

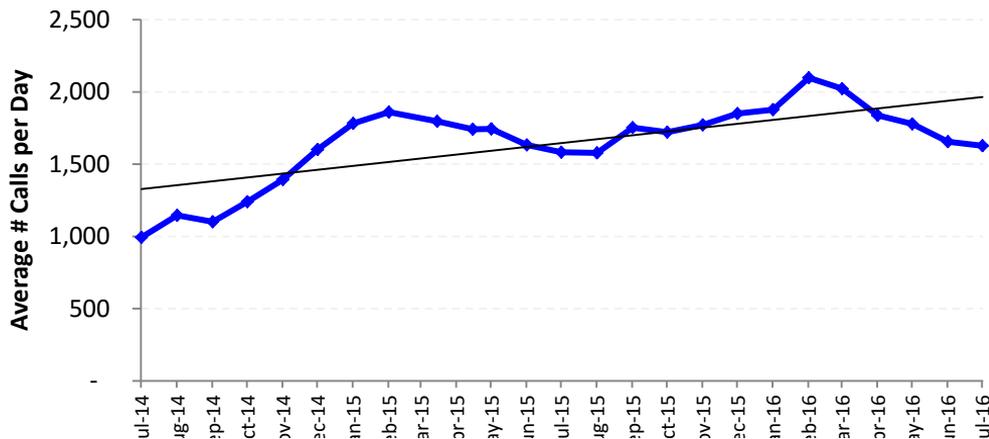


- Not chasing communication for communication's sake
- Have to tie measures of communication effectiveness to real, operational outcomes.

# Measures

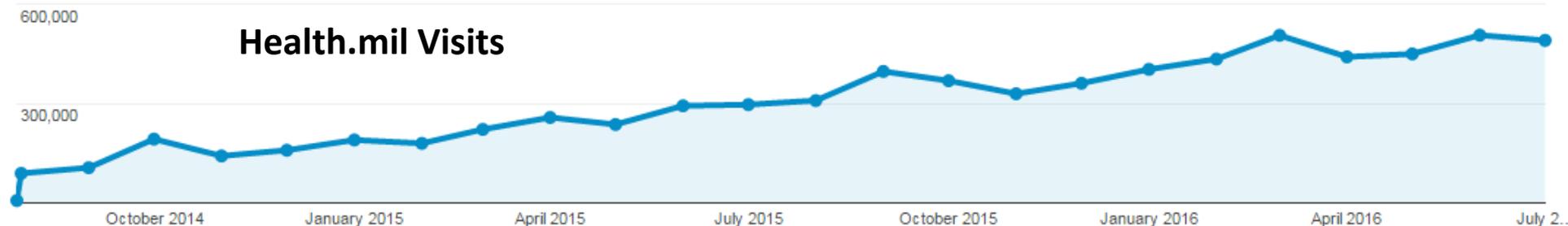
- Communications campaigns are targeted to deliver real results.
- Success builds on itself, driving people to communication sources for future information

### Average # of NAL Calls per Day



● Sessions

### Health.mil Visits



# Case Study: Puget Sound MHS



*“Medically Ready Force...Ready Medical Force”*

# Case Study: Puget Sound MHS

## Pediatric SPECIALTY CARE

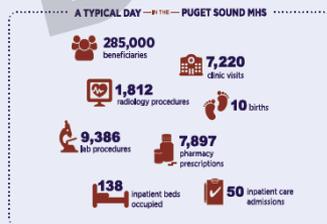
MADIGAN ARMY MEDICAL CENTER  
NAVAL HOSPITAL BREMERTON  
NAVAL HOSPITAL OAK HARBOR

## Meet the Puget Sound Military Health System Partners

There are four key partners within the Puget Sound Military Health System:

- Madigan Army Medical Center
- Naval Hospital Bremerton
- Naval Hospital Oak Harbor
- The 62<sup>nd</sup> Medical Squadron Joint Base Lewis-McCord

Thanks to joint market efforts, you have access to a full spectrum of care, close to home.



## Madigan ARMY MEDICAL CENTER

Located in south Puget Sound on Joint Base Lewis-McCord, Madigan maintains 212 inpatient beds and can expand to more than 300 for urgent needs. The hospital's medical mall complex handles nearly one million outpatient visits annually. Madigan has a strong reputation as an academic institution, modern research platform and offers 35 graduate medical and nursing education programs.

**SPECIALTIES:**

<ul style="list-style-type: none"> <li>Allergy</li> <li>Audiology</li> <li>Spinal Rehabilitation</li> <li>Blood Center Center</li> <li>Cardiology</li> <li>Onciatrics</li> <li>Clinical Psychology</li> <li>Community Health</li> <li>Dermatology</li> <li>Developmental Pediatrics</li> <li>Childcare</li> <li>Emergency Services</li> <li>Family Advocacy</li> <li>Family Health</li> <li>Family Medicine</li> <li>Geriatrics</li> <li>Health Promotion</li> <li>Immunizations</li> <li>Infectious Disease</li> <li>Internal Medicine</li> <li>Neurology</li> <li>Nephrology</li> <li>Neurology</li> </ul>	<ul style="list-style-type: none"> <li>Nuclear Medicine</li> <li>OB/GYN</li> <li>Oncology and Hematology Services</li> <li>Occupational Health</li> <li>Occupational Therapy</li> <li>Ophthalmology</li> <li>Optometry</li> <li>Orthopedics</li> <li>Otolaryngology (ENT)</li> <li>Plastic Surgery</li> <li>Podiatry</li> <li>Psychiatry</li> <li>Psychology</li> <li>Radiology</li> <li>Stroke Work</li> <li>Substance Abuse</li> <li>Surgery</li> <li>Traumatic Brain Injury</li> <li>Urology</li> </ul>	<ul style="list-style-type: none"> <li>Perinatology</li> <li>Physical Medicine</li> <li>Physical Therapy</li> <li>Podiatry</li> <li>Physiology</li> </ul>
--	--	---

**Secured/Targeted Army medical treatment facility**

- Level 1 Trauma Center: One of only three in Army Medicine, One of four in Washington State
- Member of Tacoma Trauma Trust, providing care to non-military trauma victims
- National site of the "100 Best Workplaces and Health System"
- Only DOD hospital awarded the Environmental Leadership Circle Award

**PUGET SOUND MILITARY HEALTH SYSTEM**

## Puget Sound Military Health System

- Open access** to any of our primary or specialty care clinics
- Primary Care Manager (PCM)** committed to your care
- Patient shuttle** between Madigan Army Medical Center and Naval Hospital Bremerton
- Priority Access** to appointments, including same-day
- SecureMessaging** to connect you with your PCM and clinic staff
- Nurse Advice Line** for 24/7 access to a registered nurse
- Free prevention and wellness** classes and resources

Nurse Advice Line: 1-800-TRICARE (874-2273)  
Puget Sound Military Appointment Center: 1-800-404-4506

**“Medically Ready Force...Ready Medical Force”**



# MHS GENESIS



Defense Health Agency

2016 Defense Health Information Technology Symposium

DEPARTMENT OF DEFENSE  
**MHS**  
**GENESIS**<sup>SM</sup>  
MILITARY HEALTH SYSTEM

MHS GENESIS is a trademark of the Department of Defense, Defense Health Agency. All rights reserved.

**MHS GENESIS Brand Style Guide**  
Version 9.0

DEPARTMENT OF DEFENSE  
**MHS**  
**GENESIS**<sup>SM</sup>  
MILITARY HEALTH SYSTEM

*Your Medical Records  
Whenever ... Wherever ...  
You need them!*

More information on MHS GENESIS is available at: <http://www.health.mil/EHR>

What's  
Missing  
???

***“Medically Ready Force...Ready Medical Force”***

# Stakeholder Engagement

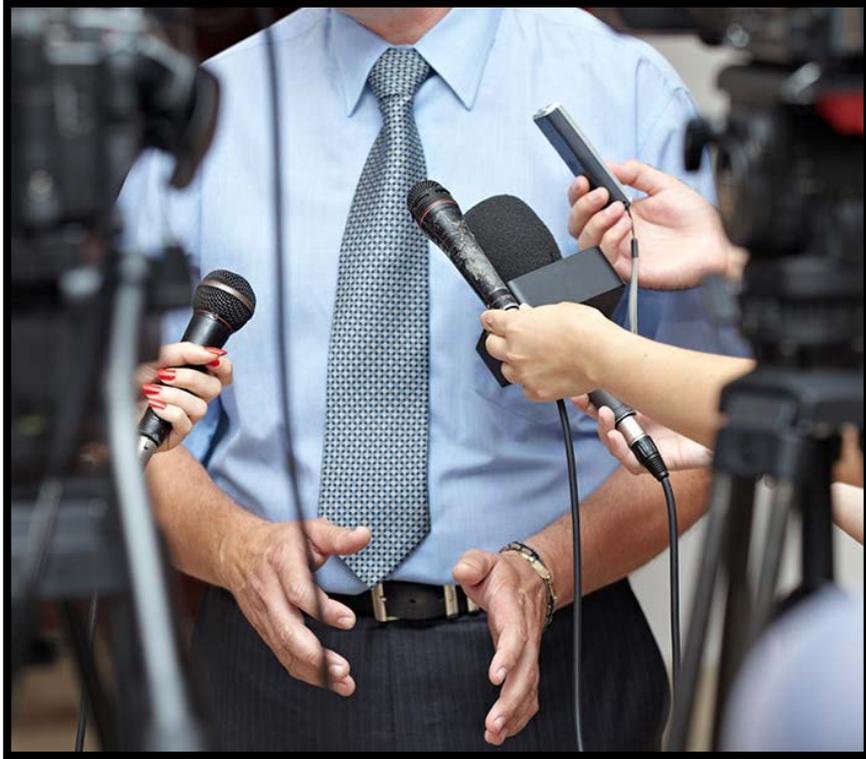


- Engaging stakeholder groups can help amplify message.
- Stakeholders can provide perspective and unique feedback.
- We can help engage at national level, but don't overlook local engagement.



***“Medically Ready Force...Ready Medical Force”***

# Media Engagement



- Press & media are great resource for telling the **story** of what you do & why it's important.
- Engage your communications / public affairs office & enlist them to help tell your story.
- All news is local – engage MTF, installation, local, & regional publications.

**YOUR PRIVACY  
IS PROTECTED**

**WE DO NOT USE ELECTRONIC MEDICAL RECORDS**

## Chicago Tribune

Washington-area MedStar hospital chain paralyzed by hackers' virus attack



U.S. News & World Report

## MedStar Struggles to Work Around Computer Hacking Crisis

For now, doctors are back to using pens and paper instead of pixels to record health care data.

- Crisis planning must begin before things go wrong
- Engage your leadership early and identify role you play in event of a crisis.
- Developing communications channels, skills, messaging, and relationships in advance will help navigate

# Getting the Message Out

- You are our experts, eyes, and ears in the field
- Feedback is key – identifying gaps and best practices quickly improves comms for everyone
- We are here to support you. You support the end user.

# Questions?

- E-Mail us at: [DHACommunications@mail.mil](mailto:DHACommunications@mail.mil)
- Follow us at:

 /MilitaryHealth

 /DefenseHealthAgency

 @MilitaryHealth

 @DoD\_DHA

 @DrGuiceMHS

 @DHADirector

Richard Breen

 703-681-1770

[richard.h.breen.civ@mail.mil](mailto:richard.h.breen.civ@mail.mil)

Defense Health Agency

7700 Arlington BLVD, Suite 5101

Falls Church, VA 22042

- Please complete your evaluations

1. Evaluate Rich Breen's presentation in your own words.

