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Clinical Informatics Insights

Advancing Patient Care through IT



September 2012

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In this Issue: How Informatics Can Influence Public Policy

This month's issue of *HIMSS Clinical Informatics Insights* comes to you at the start of [National Health IT Week](#) and uncovers opportunities for you to engage in public policy. The features provide insights on three informaticists' involvement in public policy work as well as offer tips on how to effectively engage government officials.

State of the Industry

Opportunities for Clinicians to Engage in Public Policy

By *Richard M. Hodge, MBA, MPA*



It is an understatement to say this election year is critical to the future of healthcare transformation in America. Government plays a central role in how and how fast we adopt health IT. The reality is elected and appointed government officials often do not understand potential implications of the various options and decisions they face unless professionals—healthcare providers, health IT professionals and others—educate them. They need to be continually educated on the implications, issues, and successes or failures of their decisions. [Read more](#)

Meet an Informaticist

A Clinician's Perspective on Getting Involved in Public Policy

By *Dana Alexander, RN, MSN, MBA, FHIMSS, FAAN*



Public policy is changing the healthcare market. Clinician leaders have the opportunity to influence and shape public policy because of the vast depth and breadth of their roles in healthcare. If involved with healthcare today, it is almost impossible not to be touched by public policy initiatives in some way. But how do you best engage and when? [Read more](#)

An Informaticist's Perspective on Applying Public Policy on the Job

By *Stu Rabinowitz*

Tool Box Picks

Compiled by *Cheryl D. Parker, RN, MSN, PhD, FHIMSS*



[HIMSS Public Policy Website](#)

HIMSS primary public policy focus is to provide leadership and industry direction on healthcare issues and policy related to health IT and management systems professionals in order to remove barriers and obstacles and enable implementation of solutions. This website provides valuable information on Congressional, Federal and State government relations issues.

[MGMA-ACMPE Legislation, Regulation and Advocacy Site for Healthcare Information Technology](#)

Medical Group Management Association (MGMA)-American College of Medical Practice Executives (ACMPE) provides information and advocacy. Find the latest news and current advocacy efforts surrounding the issues of: administrative simplification; e-Prescribing; EHR; HIPAA privacy and security; and 5010 and ICD-10 implementation.

[\[Video\] 2009 Lecture on Convergence of Healthcare Technology and Public Policy](#)

In this video, Patrick Balthrop, President and CEO of Luminex Corp., speaks about the convergence of healthcare technology and public policy.

Cheryl D. Parker, RN, MSN, PhD, FHIMSS, is chief nursing informatics officer at Rubbermaid Medical Solutions.



Transformational change is complex—it takes time, resources and dedication. This requires informaticists to be fluent in healthcare policy and mandates, and to be able to anticipate and adapt to policy change. Let's look at a hypothetical example of how to apply an organization's policy principles in the context of two policies. [Read more](#)

Resource in Practice

A Firsthand Experience of Delivering Testimony to HHS By Ferdinand Velasco, MD, FHIMSS



On Jan. 10, 2012, [HIMSS submitted a letter to HHS secretary Kathleen Sebelius](#) outlining nine recommendations for enhancing the development, testing and implementation of electronic clinical quality measures or eMeasures for use in federal quality reporting programs. HIMSS was subsequently invited to testify at the HHS ONC Health Information Technology Policy Committee meeting to discuss the recommendations in more detail. As the chair of the committee that oversaw the development of the letter, I had the privilege of representing HIMSS at a hearing in Washington, DC on June 7, 2012. [Read more](#)

Strategies for Success

Five Strategies for Building Successful Relationships with Elected Officials By Bradford Fitch



Building relationships with lawmakers and their staff often appears intimidating, confusing and - worst of all - a waste of time. However, a survey of congressional staff conducted by the Congressional Management Foundation showed "in-person visits by constituents" was the best strategy to influence an undecided lawmaker. But how do you do it? Here are five, basic strategies which will make you more influential that the most powerful lobbyist in Washington. [Read more](#)

HIMSS News

HIMSS Resources on Meaningful Use Stage 2 Now Available
[HIMSS' Meaningful Use OneSource](#) has published Executive Summaries of both the Meaningful Use Stage 2 Rule and the Standards and Certification Criteria Rule. An additional analysis sheet has been compiled dissecting each part of the Meaningful Use Stage 2 rule and cross-walking this with HIMSS' comments on the proposed rule. This is a living document, and will be updated periodically as different sections are compiled. A Standards and Certification Criteria living document will be published soon.

HIMSS has also scheduled a three-part Meaningful Use Regulations Overview for September. [Registration](#) is now open for the hour-long virtual briefings, which are free for HIMSS members.

HIMSS Closes National Health IT Week Celebration with Twitter Chat
HIMSS will be moderating HL7 Standards' weekly #HITsm Twitter chat to close out the [National Health IT Week](#) celebration on Friday, Sept. 14 at 11 am CT.



Join the Discussion



[What is Health IT?](#)

I know it seems like a basic question but each and every one of you has a different perception of how information technology shapes your experience in healthcare. For me, Health IT is BETTER, SAFER CARE. My provider's use of an EHR gives me some peace of mind. For Brad Tritle, HIMSS Social Media Task Force Chair, it is ACCESS. He said "Health IT is 'I will see the doctor NOW,'" in this recent HIMSS Blog Post <http://ow.ly/dyp7X>. Next week, Sept. 10-14, marks the 7th annual celebration of National Health IT Week - an opportunity for you to celebrate the myriad of improvements achieved by the meaningful use of health IT. At HIMSS, we are excited to hear from you as we collectively sound off on what health IT means to us. We invite you to participate in our National Health IT Week "Health IT is _____" celebration. Share YOUR story by commenting!

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Upcoming Events

[National Health IT Week](#)

Washington, DC
Sept. 10-14, 2012

[Meaningful Use Stage 2 Virtual Series \(Part 1\)](#)

Sept. 11, 2012

[HIMSS 11th Annual Policy Summit](#)

Washington, DC
Sept. 12-13, 2012

The chat will serve as an opportunity for the greater health IT community to identify trends in consumers' use of technology in the ownership and betterment of their healthcare. Twitter users are invited to participate by logging in to the [#HITsm chat room](#) and engaging in dialogue with other health IT thought leaders from a number of settings within the industry. The following are the questions that will be discussed during the chat:

1. Fill in the blank: Health IT is_____.
2. What is the most important message consumers need to know about health IT?
3. Who is the most important driver of educating patients about the use of technology in healthcare?
4. What can be done to improve NHIT Week for both professionals and the general public?

IHE North America Connectathon 2013 System Registration Open
[IHE USA's registration](#) for the IHE North America Connectathon, Jan. 28 - Feb. 2, 2013, in Chicago is open through Oct. 5. [Nine IHE domains](#) will be offered for testing this year. Additionally, the [Consolidated CDA® standard](#) developed by [Health Story Project](#), in collaboration with HL7 and IHE, will be available for first-time testing. Want to know how testing at the IHE North America Connectathon 2013 will benefit you? Access the IHE USA [brochure](#).

[Nursing Informatics on the Hill](#)

Washington, DC
Sept. 12, 2012

[Clinical Decision Support Virtual Briefing](#)

Sept. 12, 2012

[Meaningful Use Stage 2 Virtual Series \(Part 2\)](#)

Sept. 18, 2012

[Meaningful Use Stage 2 Virtual Series \(Part 3\)](#)

Sept. 25, 2012

[HIMSS Nursing Informatics Institute](#)

Baylor Medical Center at Irving, Texas
Sept. 28, 2012

[HIMSS Virtual Conference & Expo](#)

Nov. 7-8, 2012

[2012 mHealth Summit](#)

Washington, DC
Dec. 3-5, 2012

[HIMSS Chapter Events](#)

[Webinars and Audio Conferences](#)

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Clinical Informatics Insights is a monthly e-newsletter published by the Healthcare Information and Management Systems Society (HIMSS) that provides timely and comprehensive coverage on the effective integration of informatics across the continuum of care.

Editor's Note: The inclusion of an organization name, product, resource or service in this e-newsletter should not be construed as a HIMSS endorsement of such organization, product or service, nor is the failure to include an organization name, product or service to be construed as disapproval.

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