



# *Web Site Design Through Innovation*

HISPC Consumer Education and  
Engagement (CEE) Collaborative Webinar  
June 8, 2009

**Presented by:**

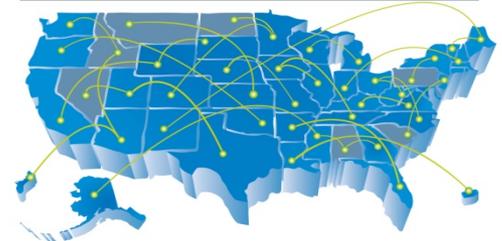
West Virginia- Preston Richardson

Georgia- Doris Konneh

Kansas- Victoria Wangia

Washington- Peggy Evans

Health Information Security & Privacy  
**COLLABORATION**



# Web Site Design Through Innovation

The purpose of today's webinar is to provide you with information on how five states in the CEE Collaborative worked to design innovative web sites that consumers can use to learn more about privacy and security concerns with EHRs and HIE



# Getting Started

WILSON & JACOBS  
SOCIAL MEDIA STRATEGY

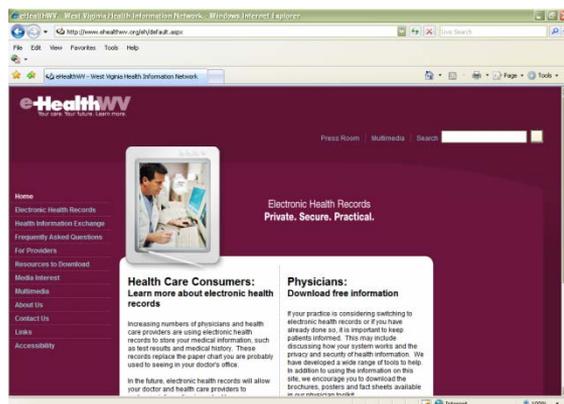
## Questions that will be addressed:

- Audience: Who do we want to visit our sites?
- Purpose: What do we want visitors to take away from our sites?
- Development: What process did we follow developing our sites?
- Lessons learned: What have we learned while developing the sites?



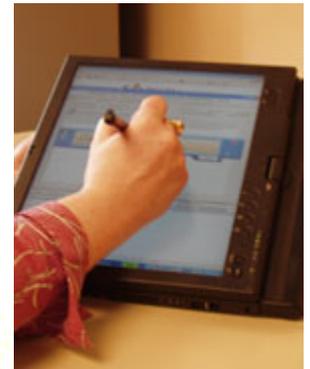
# Audience of the Web Site - www.eHealthWV.org

- The audience of the eHealthWV web site can be divided into two main groups: health care consumers and medical professionals.
- The media is also targeted in its own section.



# Purpose of the Web Site – [www.eHealthWV.org](http://www.eHealthWV.org)

- The purpose of the web site is to urge all audiences to embrace electronic health records and to learn more about privacy and security.
- To accomplish this goal, the web site provides information to help visitors (including the media) understand the advantages/disadvantages of EHRs and HIEs over paper records. The web site presents arguments for their privacy, security, portability, etc.



# Developing the Web Site – [www.eHealthWV.org](http://www.eHealthWV.org)

- In the early stages, a team met to set goals for the site and determine the site's focus. We based our materials on the information obtained during HISPC 1 and 2
- With an image in mind, a design firm was hired to develop the “look” of the site, after having developed a number of publications. The design firm then sent Photoshop graphics of the design to WVHISPC team. We then developed graphic overlays to suggest the position of text on the site.



# Developing [www.eHealthWV.org](http://www.eHealthWV.org), continued

- The WVHISPC team sent the overall package to a web site development firm, which turned the graphics and text layout specifications into a template. WVMI contracts with this firm to use its web site content management system.
- After the template was complete, the WVHISPC team created several pages of the site to test for readability and accessibility. The Cynthia Says Portal ([www.cynthiasays.com](http://www.cynthiasays.com)) provided a benchmark for accessibility.

# Developing www.eHealthWV.org, continued

- After accessibility was established, key members of the WV HISPC Team then steered the site through a cycle of layout and content changes.
- New material was added – for example – op eds, media releases, television shows, PSAs



# Lessons Learned – www.eHealthWV.org

- **Testing the site is important** – For example, on our site, text can appear over a white background, a light maroon background and a dark maroon background. In at least one combination of text and background, links disappear when a mouse pointer hovers over them.



## Lessons Learned, continued

- Testing also should have revealed that we needed a wider assortment of text options in our cascading style sheet (CSS) definitions; text formatting options on the site are too limited.
- It is important to **publicize your site as much as possible** so that consumers will be driven to go to the web site. WV did this through PSAs, media releases, op eds, local television.
- In addition, we have learned that the Firefox browser, when combined with several free browser plugins, is excellent for testing the accessibility of a web site such as [www.eHealthWV.org](http://www.eHealthWV.org).

# Georgia – <http://georgiahealthinfo.gov> and <http://dch.ga.gov> – Audience

Georgia uses two web sites to provide information about security and privacy of electronic health records to its target audiences of health care consumers and providers.



[georgiahealthinfo.gov](http://georgiahealthinfo.gov)



[dch.ga.gov](http://dch.ga.gov)

# Purpose of the Georgia Web Sites

**georgiahealthinfo.gov serves** as a gateway to select resources on health information security and privacy:

- Awareness and Education Toolkit
- Consumer Education Forums
- Conferences and Publications
- Resources

**dch.ga.gov provides** an additional resource of consumer educational materials about electronic health information and privacy and security issues. It includes links to information provided by other states.

# Developing [www.georgiahealthinfo.gov](http://www.georgiahealthinfo.gov) and [dch.ga.gov](http://dch.ga.gov)

- Worked with the Office of Health Information Technology and Transparency team to acquire a suitable space on georgiahealthinfo.gov
- Worked with the DCH webmaster to determine a suitable space on dch.ga.gov
- Hired a marketing/design consultant to determine the best look-and-feel for all HISPC materials
- Determined the most appropriate hosting environments for both sites
- Performed formative and summative reviews of the content and design of both sites

# Lessons Learned – georgiahealthinfo.gov and dch.ga.gov

- Involve stakeholders at every level of design
- Encourage collaboration and avoid wasting resources by using national web usability best practices
- Use lessons learned from other states' web development efforts
- Implement an organized process for updating information on the sites (“design with maintenance in mind”)

# Kansas Audience – e-health toolkit at: <http://ehealth.kansashealthonline.org>

- Kansas Health Online (KHO) is a *state resource for making choices about medical care and health insurance and getting information about health care policy.*
- **The e-health section** was developed by the Kansas HISPC Consumer Education and Engagement (CEE) team in partnership with the KHO team.
- **The e-health section is a toolkit of resources targeted toward**

➤ Consumers in Kansas  
**with attention to  
consumers in rural  
and frontier parts of KS**



The screenshot shows the Kansas Health Online website interface. The main heading is "Kansas Health Online". Below it, there is a search bar and a "Search" button. To the left, there are navigation links for "Kansas Resources", "Health Statistics", "Insurance Companies in Kansas", "Kansas Health Care Agencies", "Staying Healthy in Kansas", and "Clinical Trials". Below these links is the "GoLocal Kansas" logo and the text "Find health care resources near you". To the right of the search bar, there are four interactive icons: a person icon for "Talk to someone or find help near you", a book icon for "Learn about a disease or condition", a checkmark icon for "Compare price and quality of services", and a plus sign icon for "Prepare for your doctor's visit". On the far right, there are several featured site boxes: "Swine Flu Information for Kansas", "HEALTH & WELLNESS", "Midline Plus", "Kids! Come hang out in the Kids Fun Zone and learn cool ways to stay healthy.", and "Transforming Health & Health Care with Information Technology". At the bottom of the page, there are logos for KHPA, Kansas Health Online, and the State of Kansas. A blue arrow points to the plus sign icon with the text "Click this icon for e-health toolkit".

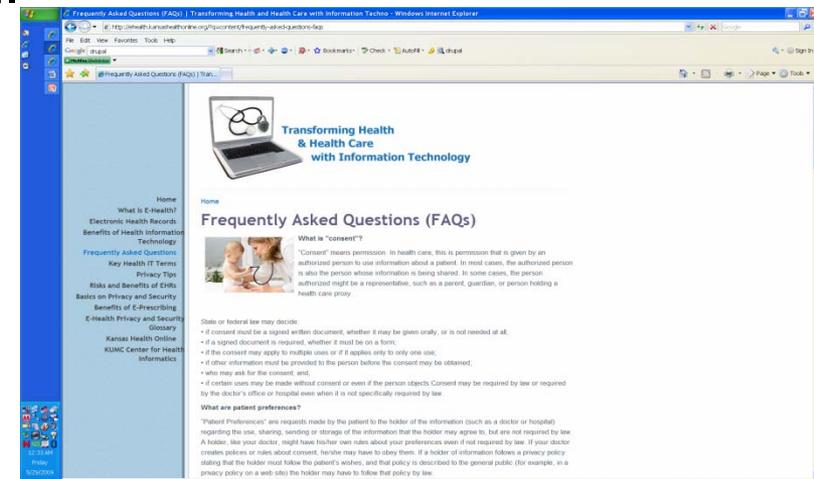
# Purpose of the Kansas e-health toolkit – <http://ehealth.kansashealthonline.org>

## Multiple Goals:

- Augment an existing state web portal for health care consumers to include content on e-health, with focus on privacy and security messages.
- Provide consumers with information to increase their basic understanding of issues relevant to the exchange of their electronic health information.
- Direct consumers to additional health IT resources for their health care providers and policy makers.

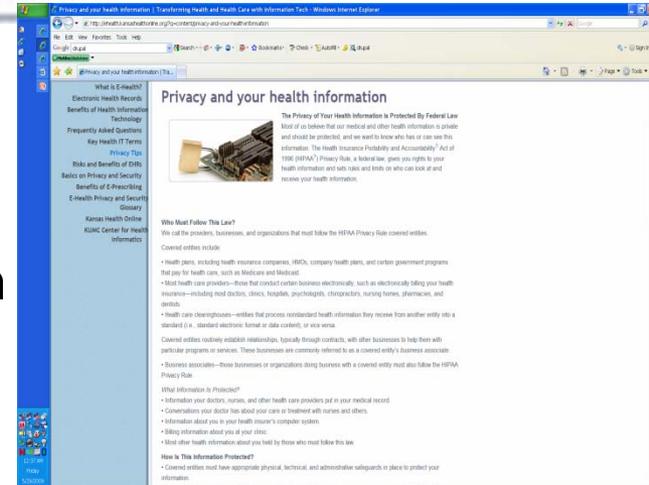
# Developing <http://ehealth.kansashealthonline.org>

- Kansas Health Online (KHO) was launched a few months before the HISPC project began.
- Need for e-health content was identified by the KS HISPC CEE and KHO teams.
- Content for the e-health toolkit was
  - developed collaboratively by the HISPC consumer education and engagement collaborative;
  - developed by other states and modified or re-formatted for use by the Kansas team.
  - developed by the Kansas team.



# Developing <http://ehealth.kansashealthonline.org> continued

- The website is powered by a free downloadable open source content management platform
- Content developed or adapted for toolkit:
  - a video balancing messages on risks and benefits of sharing electronic health information (adapted MA video for KS purposes), glossary, FAQs, basics on health information technologies, messages on risks and benefits on health IT, basics on privacy and security, messages on uses of their electronic health information.



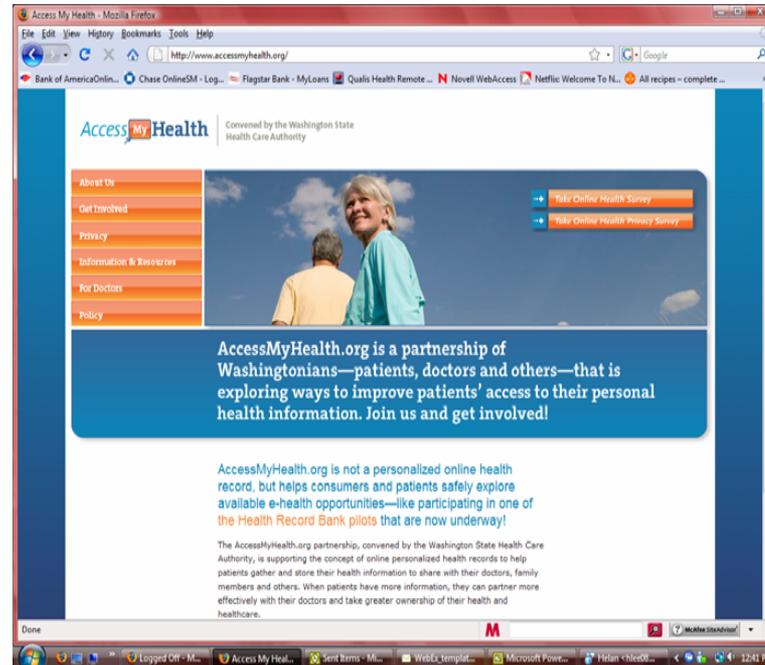
## Lessons Learned –

<http://ehealth.kansashealthonline.org>

- Avoid re-inventing the wheel.
- Partner with projects that are committed to similar goals and reaching your target population.
- Use open source tools if they are robust and where feasible.
- A web portal can be an effective method for information dissemination if the messages are kept simple and relevant, integrated with other sought after information, and if consumers are aware of its existence.
- Consider the use of Web 2.0 tools.

# WA Audience – www.AccessMyHealth.org

- Targeted toward several populations
  - General health care consumers
  - Health care consumers interested in participating in Health Record Banking
  - Medical professionals



# Purpose of the Web Site – [www.AccessMyHealth.org](http://www.AccessMyHealth.org)

## Multiple Goals:

- Educate individuals specifically about the Health Record Banking Project through online surveys
- Start the privacy and security conversation
- Help physicians understand how the HRB project benefits them
- Direct consumers to additional resources related to HIT, HIE, & privacy and security

# Developing [www.AccessMyHealth.org](http://www.AccessMyHealth.org)

- Hired a health communications and public relations firm to create site, rialto communications LLC.
- rialto designed the website with feedback from the AccessMyHealth consumer committee.
- The website is hosted by the Washington State Health Care Authority, which upkeepes the information currently.



# Lessons Learned – [www.AccessMyHealth.org](http://www.AccessMyHealth.org)

- Have a plan for what happens to the website after funding runs out
  - Who will continue to host the website?
  - Will there be new content?
  - How long will the website be available?



# Questions?

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