



HEIGHT HISTORY AGE DIAGNOSIS  
**MEDICATION** CONDITIONS ALLERGIES  
EMERGENCY CONTACT GENDER **X-RAYS**  
LAB RESULTS WEIGHT

# One Region's Experience with Patient Consent

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[www.grrhio.org](http://www.grrhio.org)

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Regional Health Information Organization

# Regional Services

## **Two core service offerings**

- one-to-one or results delivery (140 practices) *does not require consent*
- Patient centric query portal (400 organizations) *requires consent*

*As consent controls a significant portion of our services we have focused on engaging patients and achieving high rates of patient adoption*

## **EHR interoperability will expand these services**

- one to one exchange of patient summaries between participants
- Practice based EHR initiated patient queries requiring consent

# Privacy Background

- Participated in New York HISPC privacy and consent efforts
- Worked with our 15 hospital regional privacy work group
- Convened RHIO privacy work group
- Convened consumer focus groups around privacy and consent
- Above efforts defined initial approach

Opt in with per practice/covered entity attestation of treatment

- Aligned with SCP approved RHIO Privacy and Security Policies
- Adopted state RHIO consent form

# Regional Principles

Wherever possible we try and keep it simple

Patient engagement and communications are key to consent

Try to provide services to the greatest number of patients

- Support behavioral health providers and SAMHSA requirements

- Define and pilot alternative minor consent approach

Provide services across the continuum of care

- Urban Hospitals

- FQHC

- Rural hospitals

- Urban and rural physicians in all size practices

- Home care

- LTC

- EMS

# Regional Consent Approach

We support the following NY state approved consent forms  
RHIO per provider (or per covered entity) consent form  
Level 1 payer consent form

Considered - but opted not to use - state list based form  
Operational, synchronization and work flows seen as too challenging  
Practice and patient communications more complex

Provide support materials to assist consent process at all sites

Work with providers to find the way that works best for them

Allow endpoints to set consent easily and access a rich source of information immediately

Provide technical support for consent exchange from hospitals

Patient engagement and communications are key to consent

# Patient Engagement

All household mailings to 400,000 households

Movie theatre advertising

Radio & print advertising

Advertising and article space bank for hospital & health plan newsletters

Communications group with PR professionals from multiple organizations

PR firm gets newspaper and radio coverage

PR firm assists rural and regional facilities to get local coverage

***Patients now ask for the consent form when it is not presented to them***

# Support Services

- Patient tri-fold brochure
- Commonly asked questions
- Consent forms
- Counter cards
- Clipboards
- Chart stickers
- Practice scripts
- Practice guidelines
- Optional scanning
- Consumer & Provider web site
- Coming soon: Patient Portal

## BETTER INFORMATION FOR BETTER PATIENT CARE

Rochester RHIO delivers accurate, up-to-date clinical information to all the doctors who need it to provide you with the best possible care.

### FASTER TREATMENT IN A MEDICAL EMERGENCY

Emergency department doctors and nurses can access medication history, allergies, and previous medical results.

### FEWER REPEATED TESTS

Doctors can quickly review prior test results, even those performed at other locations.

### EASIER SECOND OPINIONS

Your specialist can instantly see the diagnostic information they need.

### REDUCED RISK OF MISTAKES

Eliminates poor handwriting, hard-to-read faxes, and other challenges of paper-based information.

### LESS CHANCE OF DRUG INTERACTIONS

The electronic prescribing feature automatically warns of incorrect dosage or potential problems.

### GREATER CONVENIENCE FOR PATIENTS

Patients no longer have to hand-carry lab reports, prescriptions, radiology CDs, and other medical information.

### PROTECTION OF PATIENT PRIVACY

Only authorized medical personnel can see patient information, and all access to patients' health information is tracked.

## SIGNING UP HELPS YOUR DOCTORS HELP YOU

Your doctor has joined thousands of health care providers who are using Rochester RHIO to provide better patient care.

If you would like your health information available to your doctor electronically, simply sign the patient consent form "yes" at your next office visit. You can also visit [www.RochesterRHIO.org](http://www.RochesterRHIO.org) to set your consent online.

### FOR MORE INFORMATION ABOUT ROCHESTER RHIO:

Online: [www.RochesterRHIO.org](http://www.RochesterRHIO.org)  
Toll-free answer line: 877.865.RHIO (7446)  
Rochester area: 585.410.6800  
Fax: 585.410.6801

YOUR INFO GOES WHERE YOU GO

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ROCHESTER RHIO

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# Practice Findings

## Concerns

Practices are sometimes concerned by what the effort might entail

Often takes a bit to explain “consent to load” as opposed to “consent to view”

Practices are concerned by what patient reactions might be

## Common practice questions

Q: “Should we provide this to every patient?”

A: “Yes it is easier if included in standard workflow process.”

Q: “Can we mail to a patient in advance of a visit?”

A: “Yes patients can fill the form out in advance and bring it in with them”

## Findings

Implementation is easier than expected

Practices find that patients are surprisingly receptive

A patient’s relationship with the practice asking for consent is key

Practices have not pushed back about the process or the effort

Practices are very helpful in helping us to keep our regional patient index updated



# Hospital Findings

## **Hospital use case drives the consent process**

Emergency Department

Cancer Center

Radiology services

Owned practices & allied services

## **Hospital registration environment impacts the consent process**

Lack of centralized registration can cause issues

Building a consent flag into hospital systems is a key step

1/3 of Hospitals provide automatic consent integration with RHIO

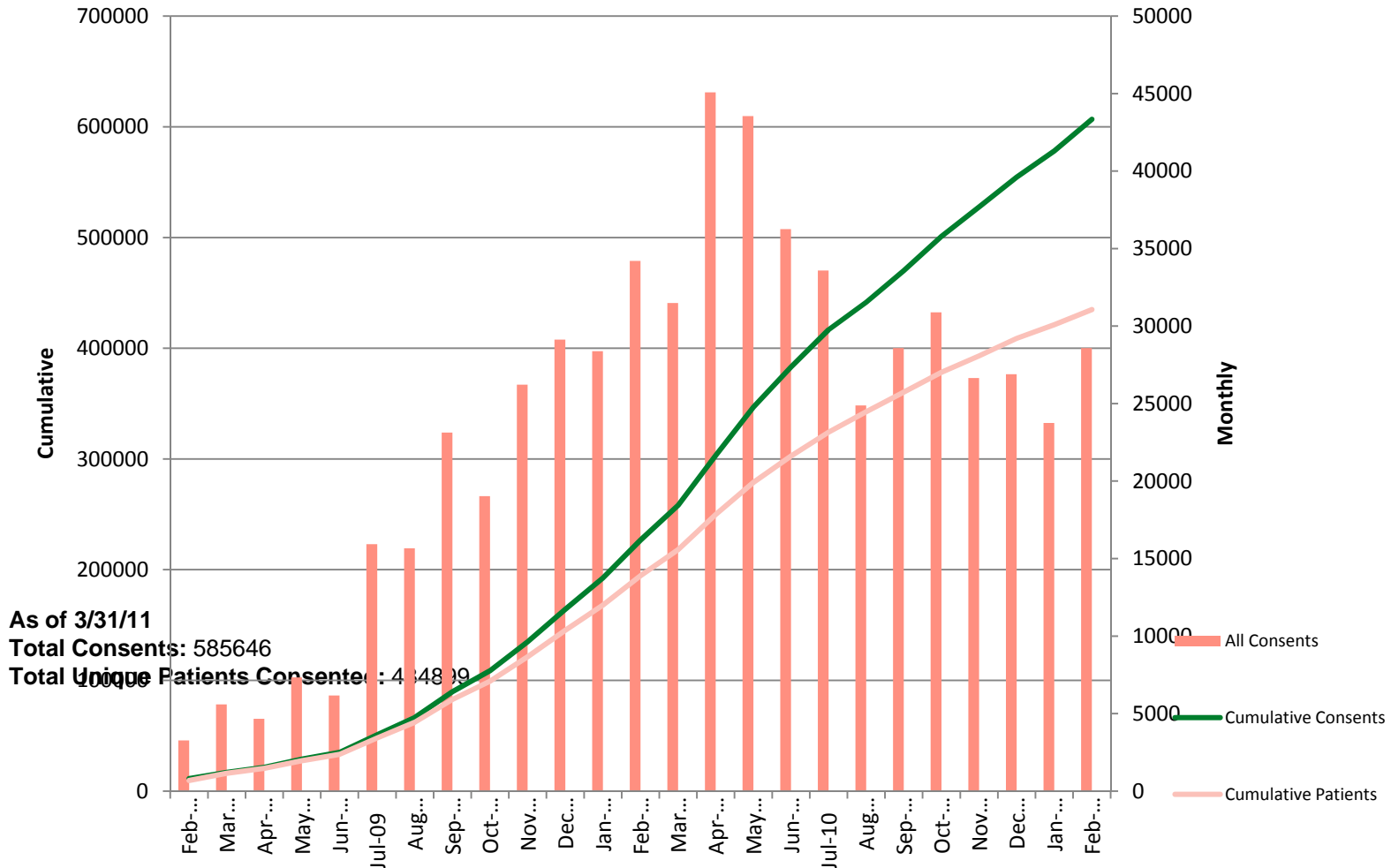
Building it into workflows is critical

# Consent Metrics

- As of May 1st we had consented 448,186 unique patients
- With an additional 182,403 patient consents for more than one provider
- Our positive consent rate runs around 97% to 98%
- We consent 27,000 to 40,000 new patients each month
- Patient consents support query access to:
  - 3600 users
  - At 400 organizations
  - Answering roughly 20,000 patient queries each month
- HITEC research on consumer views in the Rochester region showed
  - High support for HIE 83%
  - High support for PHR 76%
  - Lower support for others viewing their information without consent 37%
  - High support for emergency access without consent 68%

# We have consented 1/3 of entire medical service area population

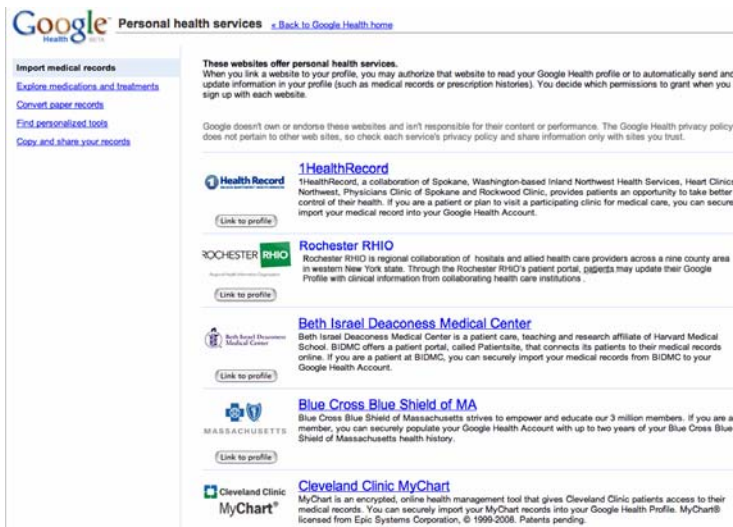
## Total Patient Consents



Cumulative volume on left y-axis with trend lines: unique patient consents in peach, total consents in green.  
Monthly volumes on the right y-axis: monthly histogram bars in peach

# Consumer & Patient Portal Findings

- Consumer concerns are minimized when they have control
- Creating a simple user interface for a complex consent landscape is key
- Portals that provides consent management alone have low consumer value
- To promote portal use we are working to include: audit requests, scan and attach advance directives, Bi-directional PHR connectivity services

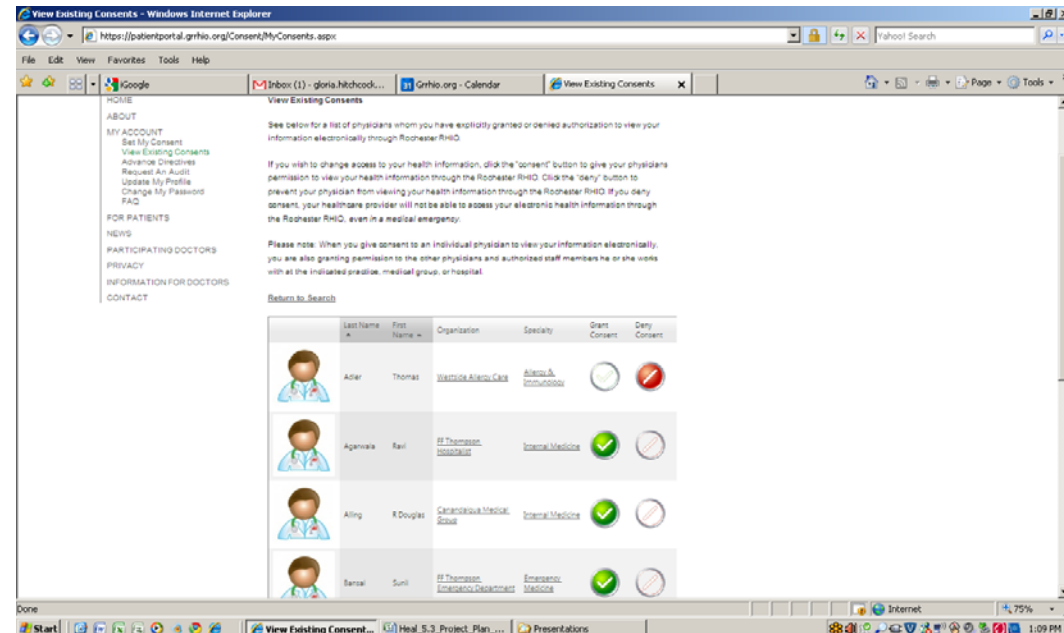


Google Health Personal health services

These websites offer personal health services. When you link a website to your profile, you may authorize that website to read your Google Health profile or to automatically send and update information in your profile (such as medical records or prescription histories). You decide which permissions to grant when you sign up with each website.

Google doesn't own or endorse these websites and isn't responsible for their content or performance. The Google Health privacy policy does not pertain to other web sites, so check each service's privacy policy and share information only with sites you trust.

- 1HealthRecord**  
1HealthRecord, a collaboration of Spokane, Washington-based Inland Northwest Health Services, Heart Clinics Northwest, Physicians Clinic of Spokane and Rockwood Clinic, provides patients an opportunity to take better control of their health. If you are a patient or plan to visit a participating clinic for medical care, you can securely import your medical record into your Google Health Account.  
[Link to profile](#)
- ROCHESTER RHIO**  
Rochester RHIO is regional collaboration of hospitals and allied health care providers across a nine county area in western New York state. Through the Rochester RHIO a patient portal, patients may update their Google Profile with clinical information from collaborating health care institutions.  
[Link to profile](#)
- Beth Israel Deaconess Medical Center**  
Beth Israel Deaconess Medical Center is a patient care, teaching and research affiliate of Harvard Medical School. BIDMC offers a patient portal, called Patientite, that connects its patients to their medical records online. If you are a patient at BIDMC, you can securely import your medical records from BIDMC to your Google Health Account.  
[Link to profile](#)
- Blue Cross Blue Shield of MA**  
Blue Cross Blue Shield of Massachusetts strives to empower and educate our 3 million members. If you are a member, you can securely populate your Google Health Account with up to two years of your Blue Cross Blue Shield of Massachusetts health history.  
[Link to profile](#)
- Cleveland Clinic MyChart**  
MyChart is an encrypted, online health management tool that gives Cleveland Clinic patients access to their medical records. You can securely import your MyChart records into your Google Health Profile. MyChart is licensed from Epic Systems Corporation, © 1999-2008. Patents pending.  
[Link to profile](#)



View Existing Consents - Windows Internet Explorer

https://patientportal.grhio.org/Consent/MyConsents.aspx

File Edit View Favorites Tools Help

Google

View Existing Consents

See below for a list of physicians whom you have explicitly granted or denied authorization to view your information electronically through Rochester RHIO.

If you wish to change access to your health information, click the "consent" button to give your physicians permission to view your health information through the Rochester RHIO. Click the "deny" button to prevent your physician from viewing your health information through the Rochester RHIO. If you deny consent, your healthcare provider will not be able to access your electronic health information through the Rochester RHIO, even in a medical emergency.

Please note: When you give consent to an individual physician to view your information electronically, you are also granting permission to the other physicians and authorized staff members he or she works with at the indicated practice, medical group, or hospital.

Return to Search

Last Name	First Name	Organization	Specialty	Grant Consent	Deny Consent
Adler	Thomas	Watkins Albany Clinic	Aluminum Intoxicology	<input type="radio"/>	<input type="radio"/>
Agarwala	Ravi	St. Thomas Hospital	Internal Medicine	<input checked="" type="radio"/>	<input type="radio"/>
Aling	R Douglas	Carnegie Mellon School of Medicine	Internal Medicine	<input checked="" type="radio"/>	<input type="radio"/>
Barnes	Suni	St. Thomas Episcopal Diocese	Emergency Medicine	<input checked="" type="radio"/>	<input type="radio"/>