



## COMMUNICATIONS PLAN

The Massachusetts e-Health Institute (MeHI) is the state's entity for health care innovation, technology and competitiveness. Established by an act of the Massachusetts Legislature, MeHI is responsible for advancing the dissemination of health information technology across the commonwealth, including the deployment of electronic health record systems (EHRs) in all health care provider settings that are networked through a statewide health information exchange.

MeHI and the HIT Council will develop plans and a framework for making Massachusetts eligible for the maximum amount of near term funding available through grant and loan programs. These financial resources are expected to help us prepare providers in the Commonwealth to qualify for the substantial adoption incentive funds available.

With the support of the Massachusetts Technology Collaborative (MTC), the HIT Council and MTC Communications Department, MeHI is developing and implementing a strategic communications plan to support its mission. MeHI is committed to providing timely and straightforward communications to all stakeholders.

Processes will be in place to ensure that all organizational information is available to both internal and external audiences in a timely manner. Internal audiences are comprised of the MTC, the HIT Council and MTC Board. External audiences include the Massachusetts Legislature, various health care trade organizations, and health insurance companies, consumer groups, Electronic Health Record (EHR) vendors, current HIEs in Massachusetts, professional associations, medical providers, employers and the general public.

### Key Messages

Communications must be focused on clarifying organizational direction, activities and the quality and effectiveness of services supported. Key messages will include, but not be limited to the following:

- Engage HIT Council and MITC Board and all appropriate stakeholders in the Commonwealth in the development of the Strategic Plan for state-wide deployment of Electronic Health Records (EHRs) and establishment of a Health Information Exchange (HIE) leveraging state and federal stimulus funding to help create new jobs and speed adoption of life saving technologies in health care.



- The state-wide Strategic Plan will leverage and build upon existing EHRs and HIE efforts in the Commonwealth. Our goal is to acknowledge, enable and accelerate these efforts ensuring the appropriate governance, privacy and security framework and sustainable funding model.
- Message indicating that Massachusetts is a leader in eHealth including the effective deployment of EHRs, HIEs and ePrescribing.
- MeHI will apply to become a Regional Extension Center to provide technical assistance and disseminate best practices to providers leveraging MeHI's operational and management oversight of the contracted Implementing Organizations (IOs).
- Active engagement with the consumer is critical to the successful implementation of a state-wide HIE and deployment of EHRs.
- The Commonwealth will assume a leadership role to ensure adequate Privacy and Security protections that includes compliance with HIPAA regulations and the recommendations of the Nationwide Privacy and Security Framework for the electronic exchange of Protected Health Information (PHI).

### **Internal Communications**

- Bi-weekly updates will be provided to the HIT Council and monthly updates to the MTC Board utilizing the appropriate communications channel. Individual communications with HIT Council members may also be required.

### **External Communications**

- It is imperative that MeHI and the HIT Council provide timely information to the residents of Massachusetts as well as all key health care stakeholders. This will be achieved in part through regular submissions from the Secretary of EOHSS to the media.
- All media inquiries will be referred to the Secretary of EOHSS.
- Engage ethnic media.
- The primary channel for external communication beyond the media will be the MeHI web site which will be updated frequently to ensure that information is current.



- Formal presentations will also be encouraged for various health care organizations both during the Strategic Planning process and on an ongoing basis. A standard PowerPoint presentation will be developed by MeHI with final content approved by the Secretary of EOHSS.
- Identify a core group of topics and work with a variety of established stakeholder organizations to create educational workshops to help inform various groups about different aspects of the HIT Plan and related areas. MeHI should be a leader in educating Massachusetts stakeholders.

### **Web Site**

- The MeHI web site, [www.maehi.org](http://www.maehi.org), was created in 2009 and provides an overview of the organization, relevant legislation, relevant technical standards and news releases.
- Working with MTC Communications department, MeHI will actively work to coordinate messages, updates and important information to all key stakeholders through appropriate linkages with their respective web sites, e mail blasts and other venues in order to achieve maximum exposure of information.

### **Responsiveness**

- MeHI must be responsive to the needs of all its stakeholders. Coordination for all communications will be provided by MeHI, the Executive Director of MTC and the Secretary of EOHSS. It will be essential that the communications materials be maintained in a current state at all times.

### **Media Plan**

- MeHI and the HIT Council recognize the importance of consistent communications between the media and MeHI. MeHI, MTC and the HIT Council want to promote a positive relationship with the media and believe that proactive dissemination of information regarding events, issues, new initiatives or policy a change resulting in a positive effect on the manner in which health care is delivered in the Commonwealth.
- In addition to communicating to the residents of Massachusetts, MeHI and the HIT Council recognize that the need exists to communicate within the region. MeHI will ensure that contacts be established with regional media outlets.