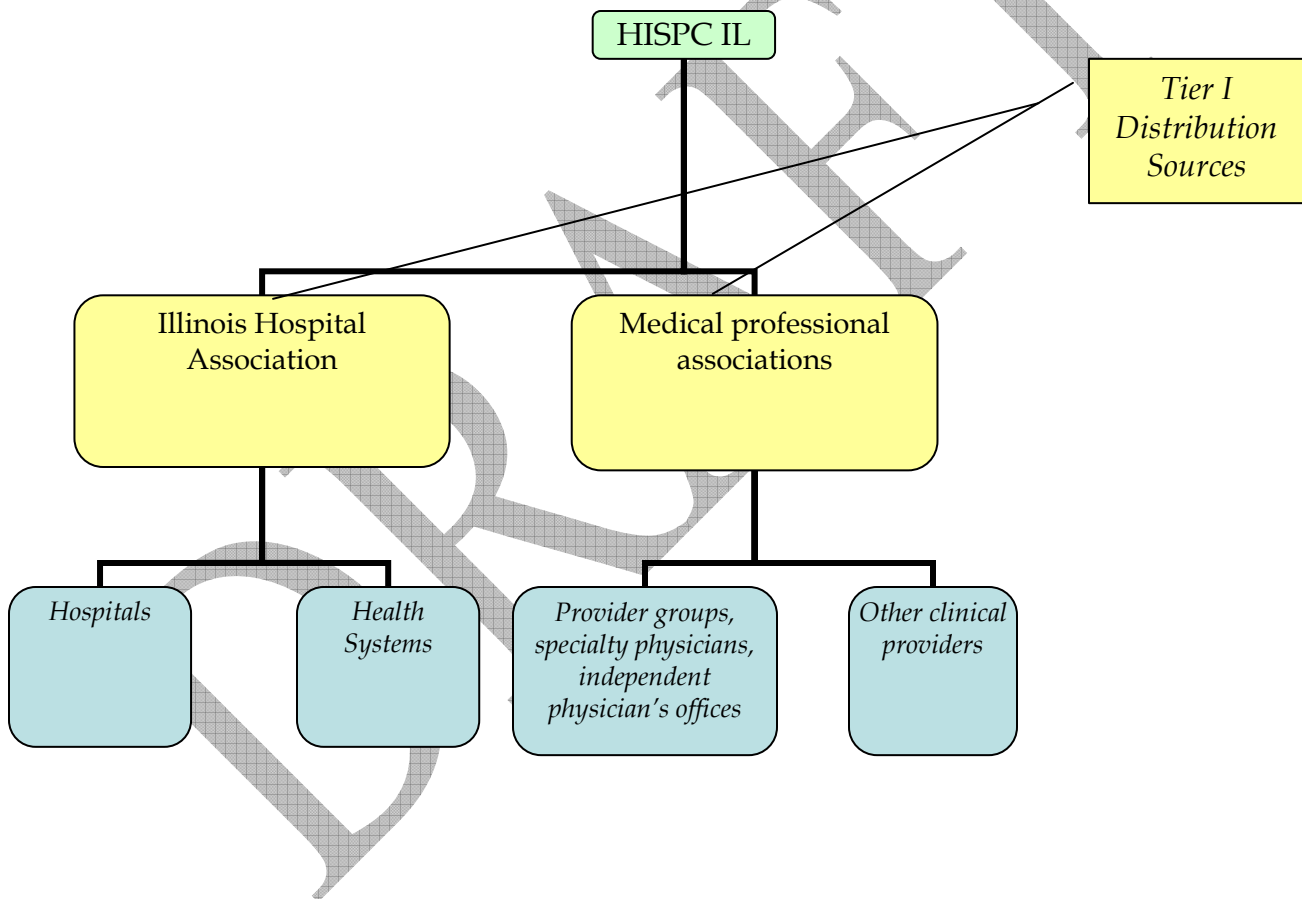


HISPC-IL Consent Form Dissemination Plan

HISPC-IL has determined that the draft consent forms should be disseminated to potential users. Below is a plan for dissemination:

- A packet containing the consent forms and explanatory material will be developed by the HISPC II staff and consultants. The purpose is to provide information on how to use/adapt the forms for near-term use, and expectations that when an Illinois HIE is developed, various consents will be obtained.
- The target of the distribution is providers' offices, but the mechanism will be through associations and networks of providers as outlined in the diagram below:



Primary Distribution Sources

We would expect the member services staff of the following three groups to distribute the packet via postal/interoffice mail and e-mail, and to also post the materials on their internal websites/Intranets for member providers.

- *Illinois Hospital Association:*
All hospitals in Illinois

Health systems, (e.g. Advocate Health Care; Evanston Northwestern Health Care; Resurrection Health Care; Northwestern Memorial Health Care; University of Chicago Hospitals; Loyola Health System; Centegra Health Systems, Inc.; BJC HealthCare; Memorial Health System; Genesis Health Systems' OSF Healthcare)

- *Medical Professional associations:*

Provider groups, specialty physicians groups and independent physician's offices

- *Other clinical provider associations/organizations:*

Illinois Council on Long Term Care

Illinois Health Care Association

Illinois Primary Health Care Association (FQHCs)

Life Services Network

Potential Secondary Users and/or Stakeholders

Secondary entities may require a different packet to orient them to the HIE, and/or to help explain its use to patients, clients and members. Some entities may also be helpful in advocating for the HIE and its acceptance among patients and providers. Insurers, Government agencies, health related non-profit organizations would be identified in this group. Legal organizations that provide legal services to health care organizations will be informed in this group.

Consumers and Consumer Groups

The Legal Workgroup also discussed the need to inform consumers and the media about the purposes and intent of an HIE. As a third tier of dissemination, a plan should be developed to undertake this public education/public relations activity. Focus groups and other methods should be conducted to determine what messages and issues need to be shared with consumers. Consumer education was addressed in the April 2007 HISP I report (Solution 5, p. 25), and indicated that providers and related organizations were mechanism to distribute information/inform the public. In addition, the legal work group suggested informing consumers via consumer groups like the examples below. The work group suggested that consumers would receive a simplified brochure, or other type of marketing material, with information about the concept of the HIE and its importance in improving patient care. This effort would seek to increase consumer comfort level with the process of working with an HIE. A comprehensive media message and outreach plan would also be developed, possibly with the assistance of a public relations firm or other similar organization

Draft timeline:

Month	Tasks	Primary: Distribution Sources	Secondary: Other Users/Stakeholders	Responsible Parties
Month 1	Draft packet materials:	x	x	HISPC-IL team
	Draft cover letter, background material	x	x	Legal WG?
	Decide on brochure design/ number of pages, etc.		x	HISPC-IL team
	Hire designer (?)		x	IPHI?
	Identification of packet recipients	x	x	HISPC-IL team
	Agree upon final list of recipients	x		HISPC- IL team
	Use resources (online, contact lists, etc.) to obtain addresses	x		TBD
Month 2	Packet printing/assembly	x	x	TBD
	Decide on printing vendor/in-house print job schedule	x	x	HISPC-IL team
	Assemble envelopes, packet (if necessary); print labels	x	x	IPHI
	Packet mailing/ delivery	x	x	TBD
	Create CD version (?)	x		TBD
	Post electronic version on HISPC-IL website (?)	x	x	TBD
	Follow up on packet receipt	x	x	TBD
Month 3	Wrap-up activities TBD			HISPC-IL team
	Meet to assess success/failure of packet dissemination	x	x	HISPC-IL team
	Survey recipients on their feedback, thoughts (?)	x	x	TBD
	Next steps TBD	x	x	HISPC-IL team
	Decide on next steps/recommendations	x	x	HISPC-IL team