

AHIMA and myPHR

Opportunities for BlueButton Collaboration and Promotion

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ABOUT AHIMA

The American Health Information Management Association (AHIMA) is the premier association of health information management (HIM) professionals. AHIMA's more than 61,000 members are dedicated to the effective management of personal health information required to deliver quality healthcare to the public. Founded in 1928 to improve the quality of medical records, AHIMA is committed to advancing the HIM profession in an increasingly electronic and global environment through leadership in advocacy, education, certification, and lifelong learning.



AHIMA'S KEY ACTIVITIES

- **Professional Resources**
Journal of AHIMA , member publications, digital resources
- **Credentials**
HIM, coding, and healthcare privacy and security
- **Advocacy**
Privacy and security, EHRs, Data Standards, Health Information Infrastructure
- **HIM Education**
Commission on Accreditation for Health Informatics and Information Management Education
- **Educating Consumers**
myPHR Consumer Education Campaign



MYPHR CAMPAIGN OBJECTIVES

- **Increase public awareness and understanding** of the issues surrounding personal health information and health records.
- Provide individuals with the information they need to better manage their personal health information and to **encourage them to maintain a personal health record (PHR) in order to help improve the quality of care they receive.**
- **Create greater public awareness of the HIM profession and the important role HIM professionals play** in effective management of personal health information needed to deliver quality healthcare to the public.



WHAT IS A PHR?

The personal health record (PHR) is a collection of important information about your health or the health of someone you're caring for that you actively maintain and update.

- ⊙ Basis for planning your care and treatment
- ⊙ Means by which you can discuss your care with healthcare professionals
- ⊙ Documentation describing care you received from healthcare professionals



myPHR

WHAT IS A PHR?

With a PHR, you become an active partner in your healthcare:

- ⊙ Provide accurate information to new caregivers
- ⊙ Record your progress toward specific health-related goals
- ⊙ Refer to physician instructions, prescriptions, allergies, and insurance claims



WHAT IS MYPHR.COM?

- myPHR.com is a web-based resource designed to help consumers better understand and manage a personal health record
- Provides information on how to obtain medical records, privacy rights, downloadable personal health record forms and a step-by-step guide to creating a PHR
- AHIMA does not sell a PHR product or endorse vendors



AUDIENCE SEGMENTS

- ⊙ Parents
- ⊙ Seniors
- ⊙ Students
- ⊙ Chronically ill
- ⊙ Travelers
- ⊙ Athletes
- ⊙ Caregivers
- ⊙ Military Families
- ⊙ Physicians

These segments are also potential BlueButton users.



[START A PHR](#)

[PRIVACY + PHRS](#)

[HEALTH LITERACY](#)

[TOOLS + RESOURCES](#)

[BLOGS](#)

RESOURCES FOR

[SENIORS](#)

[PARENTS](#)

[CHRONICALLY ILL](#)

[CAREGIVERS](#)

[MILITARY FAMILIES](#)

[STUDENTS](#)

[ATHLETES](#)

[TRAVELERS](#)

[PHYSICIANS](#)

featured story

Standardizing Prescription Labels

To promote the establishment of universal standards for prescription medication labels—and to address the widespread...

[Read More](#)

IN THE BLOGS

[I Needed Help](#)

[Reducing Medical Errors By Changing Medication Labels](#)

[Chasing Zero - Reducing Medical Error](#)

[Take A Change On Technology](#)

NEWSROOM

[Markers on Human Breast Cancer Cells Linked to](#)

PHR VIDEOS



QUICK GUIDE TO CREATING A PHR

[Click here for 7 easy steps to a PHR.](#)

UPCOMING EVENTS


05.16.10

Conference | Pediatric TBI Interventions and Outcomes for Child, Adolescent, and Young Adult Victims of Accidents, Violence, and War
Stowe, VT

BLUE BUTTON INITIATIVE RESOURCES

On August 2, 2010, President Obama announced the [Blue Button](#) capability that allows veterans and Medicare beneficiaries to download their personal health information by a simple click of a blue button.

 Print

 Share

Medicare beneficiaries can download their Blue Button data at [Medicare.gov](#). After you have saved it, you can import that same file into other computer-based personal health management tools.

Veterans with a [My HealthVet](#) account can also download a single file that includes:

- Emergency contact information
- Vitals and Readings
- Medications, allergies, immunizations, lab and test results
- Past medical conditions, doctor and hospital visits
- Past and future appointments
- Family medical history
- Military health history, if applicable
- Health care providers, treatment facilities
- Health insurance information

Using the Blue Button

The downloadable Blue Button is an ASCII text file, the easiest and simplest electronic text format. [Click here](#) to view a Blue Button sample file.

MORE PHR NEWS

[Screening for Melanoma Found Most Effective in Patients 50 Years or Older](#)

[HIPAA Changes Seek Balance of Compliance, Right to Know](#)

[New biometric card keeps your medical records handy](#)

MORE PHR SUCCESS STORIES

[A woman's Facebook PHR saved her life](#)

[My Invaluable PHR](#)

[I Was My Own Advocate](#)

IN THE BLOGS

[Behavioral Health Breakdown](#)

[Alzheimer's: A Long Journey For Caregivers And Sufferers Alike](#)

[Speak Up!](#)

health record are not considered to be legal records, and therefore, are not protected by the same privacy and security protections that covered entities are.

FORMAT	COST
<input checked="" type="radio"/> Web-based	<input type="radio"/> Free
<input type="radio"/> Software-based	<input type="radio"/> For Purchase
<input type="radio"/> Paper-based	

Opportunity for a "BlueButton Compatible" Category

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- And :
- Spea

- Start a PHR
- What is a PHR?
- Why Should You Keep a PHR?
- How to Create a PHR
- Choose a PHR

- Privacy + PHRS
- Your Privacy Rights
- Common Privacy Myths
- Accessing Your Health Records
- Avoiding Medical Identity Theft

- Health Literacy
- What is Health Literacy?
- Glossary of Terms
- Health Literacy Resources
- Patient Status Explained
- What is HIE?

- Tools + Resou
- Upcoming Eve
- Helpful Links
- PHR News Sto
- PHR Success S
- Living Will



FUTURE OPPORTUNITIES

- ⊙ Continue promoting BlueButton on myPHR.com as new resources are developed
- ⊙ Encourage more vendors to create ways for users to easily upload BlueButton data to PHRs

For more information about myPHR contact:

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