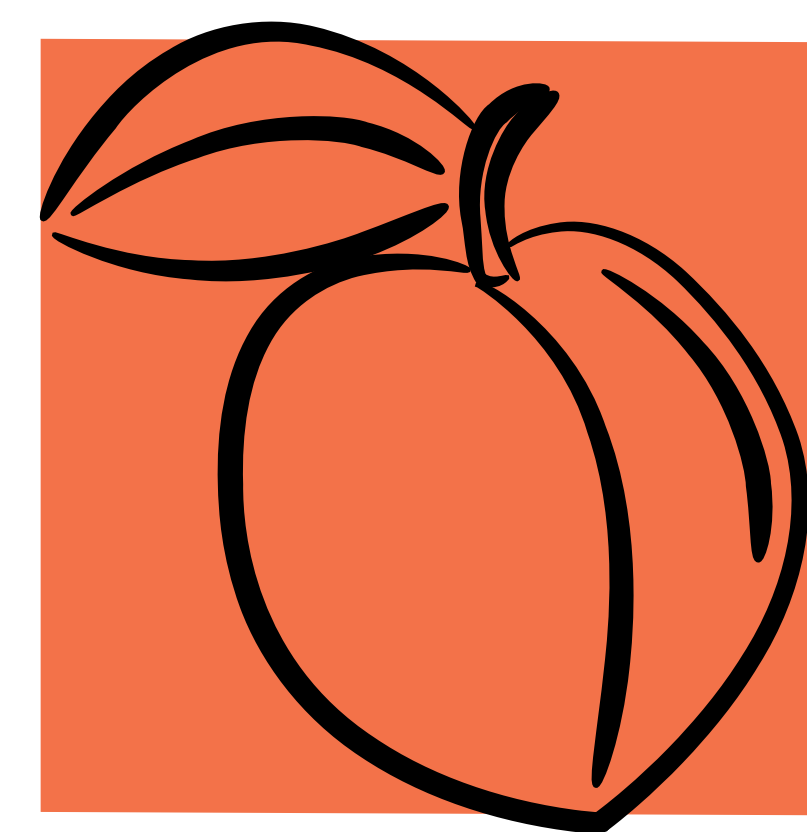


BLUE BUTTON® INITIATIVE

Marsha Dolan, MBA, RHIA, FAHIMA: Leah Grebner, MS, RHIA, CCS, FAHIMA: Vera Rulon, MS, RHIT, FAHIMA: Julie Wolter, MA, RHIA, FAHIMA: Don Asmonga, MBA, CAE



What is Blue Button?

The Blue Button signifies to patients that they can view online and download their personal health records. Several Federal agencies, including the Department of Defense, Health and Human Services, and Veterans Affairs, have implemented this capability for their beneficiaries

OBJECTIVES OF BLUE BUTTON:

Since launching the Blue Button Initiative six months ago, ONC has been working toward:

1. Ensuring access for every American to their digital health information.
2. Helping application developers use the data to build products and services that help individuals with their health.

BLUE BUTTON STRATEGY

Blue Button symbolizes the patients' right to access their personal health information in a useable and safe digital format. It has spread from the federal government to the private sector.

Thanks to the efforts of the U.S. Department of Veterans Affairs, the Office of Personnel Management and Blue Button pledge community, more than 80 million Americans can now download their health information with a click of a button.

hhs.gov/digitalstrategy/open-data/introducing-blue-button-plus.html

Retrieved Oct 15, 2013



AHIMA STRATEGY

Establish consumer engagement campaign:

- Highlight knowledge of Blue Button, as well as MyPHR.com, personal health records, and health literacy, to increase consumer engagement initiatives in the improvement of health and health care.
- Create toolkit for use by CSAs to promote awareness of consumer engagement campaign:
 - Information sheets
 - Webinars
 - Teaching strategies for implementing and using Blue Button, personal health records, and increasing health literacy
- Partner and encourage CSAs to partner with other organizations interested in engaging the public in the use of personal health information to improve health care.

CSA INVOLVEMENT

- CSAs take the Blue Button pledge at healthit.gov/bluebutton
- AHIMA members take the individual Blue Button pledge at MyPHR.com
- CSA members encourage their employers to adopt Blue Button Pledge Program
- Implement CSA Blue Button contest in 2014