OCLC WebJunction

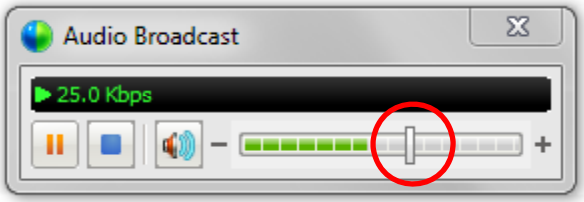
# Welcome!

## The webinar will begin at 2:00 Eastern/11:00 Pacific

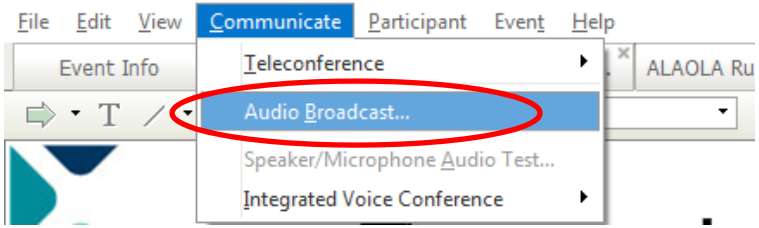
# Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

**Too loud or soft?** Adjust volume level in the Audio broadcast box:

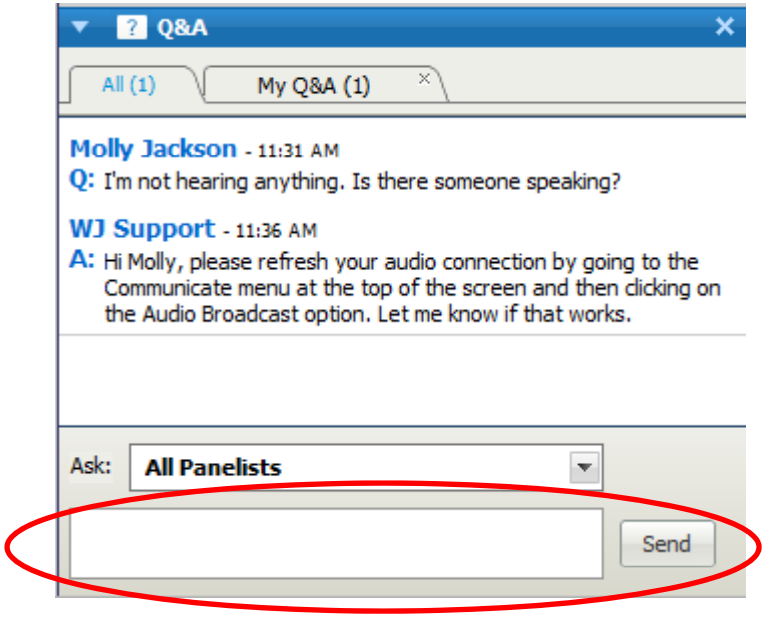



**Lost all sound? Hear an echo?** Click on the **small radio tower** icon (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.



# Need Help?

Please post **technical support questions** into the **Q&A Panel**.



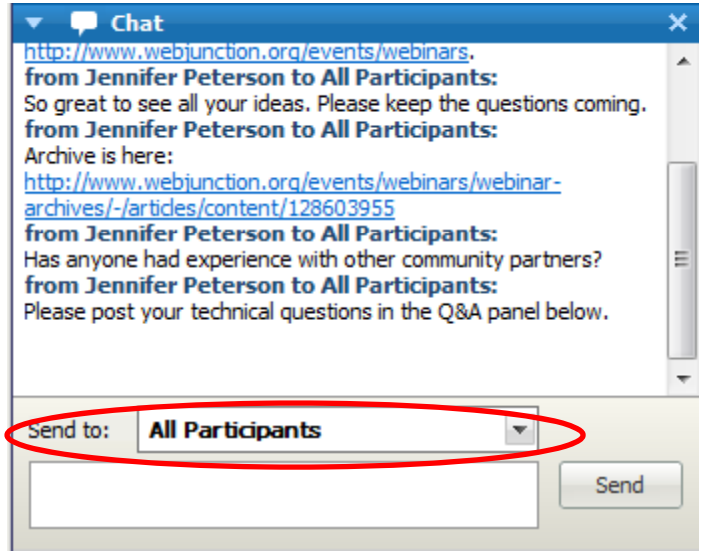

**Step 1:** Type the problem in the **dialog box.**

**Step 2:** Click **Send**.

# Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.

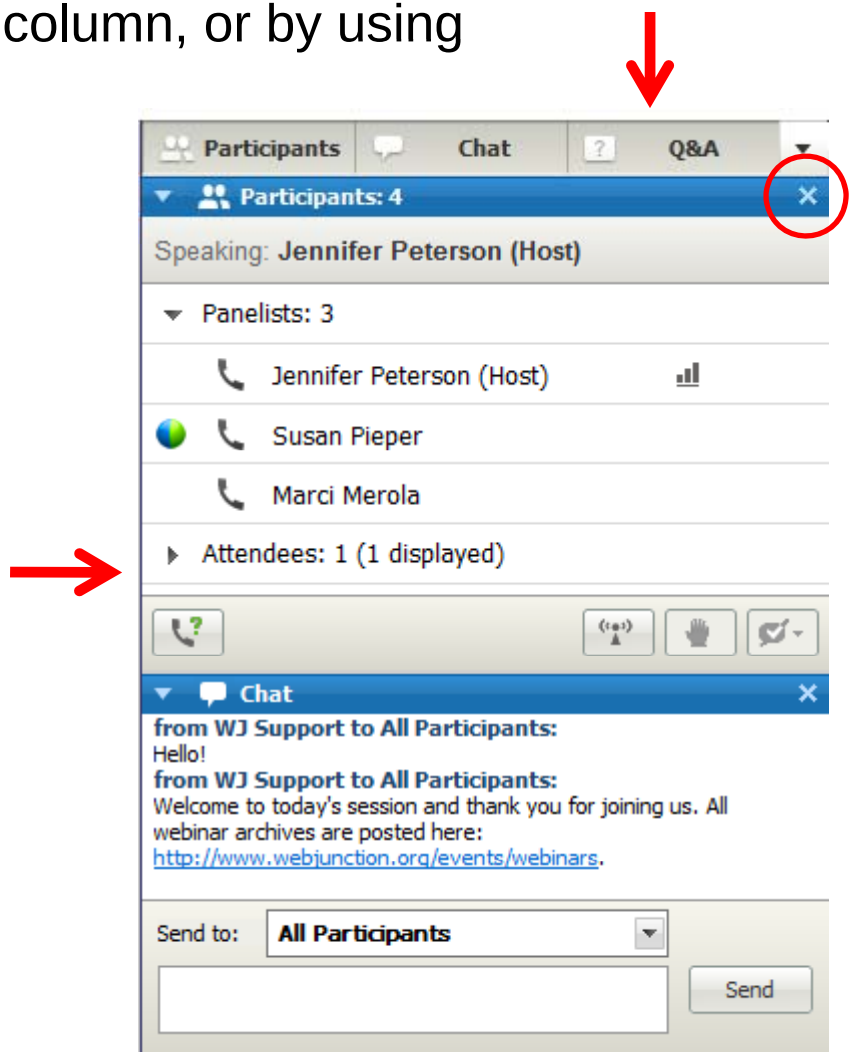



And if you're tweeting, use these hashtags: **#wjwebinar  #libs4health**

# Customize your experience

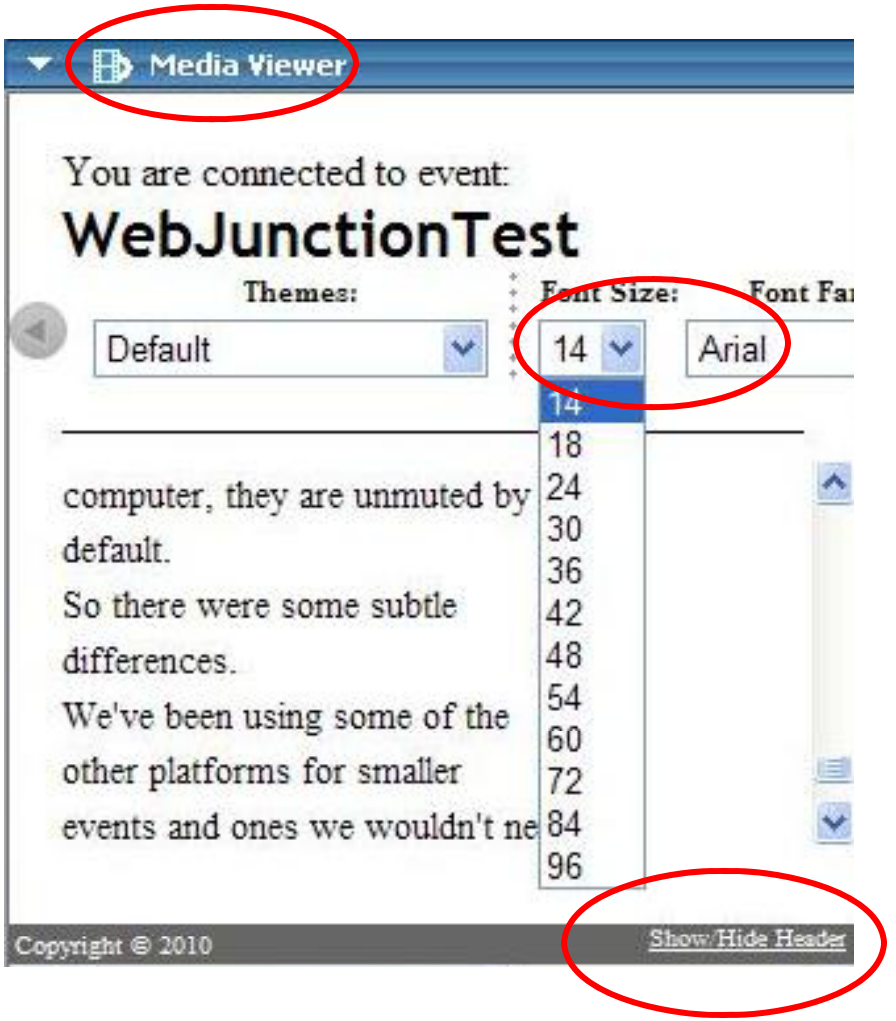
Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.



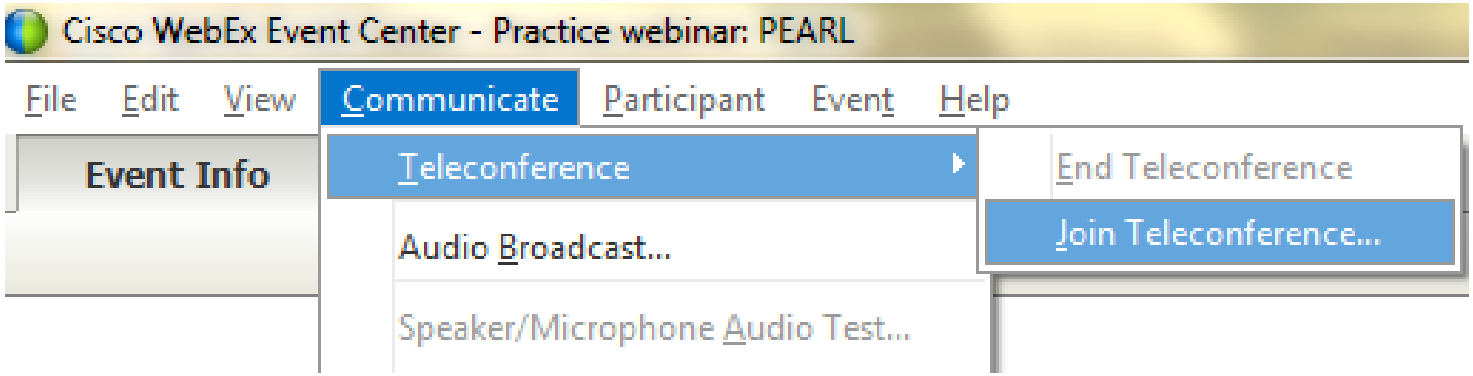
# Closed Captioning is available

- Open **Media Viewer** from Panel options.
- Adjust **font**.
- Select **Show/Hide Header**.



# Telephone Access

If you not able to listen via your computer, you may join by phone.




Step 1: At top left corner, select

**Communicate > Teleconference >Join Teleconference**.

Step 2: Call the toll-free number provided.

Step 3: Enter the **Access Code** provided.

# Stay Informed

On WebJunction

webjunction.org

Crossroads (monthly newsletter)

Subscribe on homepage

Health Happens in Libraries

oc.lc/ehealth

Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

**Florida** Department of State's Division of Library and Information Services
**Illinois** State Library
**Indiana** State Library
**Maine** State Library
**Minnesota** State Library Agency & Minitex
**Mississippi** Library Commission
State Library of **Ohio**
Access **Pennsylvania**
**Texas** State Library & Archives Commission
Library of **Virginia**
**Washington** State Library

Remember to post to **Q&A panel** if you need technical assistance.

Other Technical problems?

**Contact WebEx support**

**Event Number: 719 330 663**

**Phone: 1-866-229-3239**

**Jennifer Peterson**
WebJunction
Community Manager

**Kendra Morgan**
OCLC Senior
Program Manager

# Today's Presenters

**Liz Morris**
Health Happens in Libraries Project Coordinator, WebJunction

**McCrae Parker**
Senior Program Manager, ZeroDivide

**Vanessa Mason**
Senior Manager, eHealth ZeroDivide

**Emily J. Hurst**
MSLS, Technology Coordinator, National Network of Libraries of Medicine, South Central Region

# Project partners

Health Happens In Libraries

# Technology Planning for eHealth

**May 28, 2014**

# About ZeroDivide

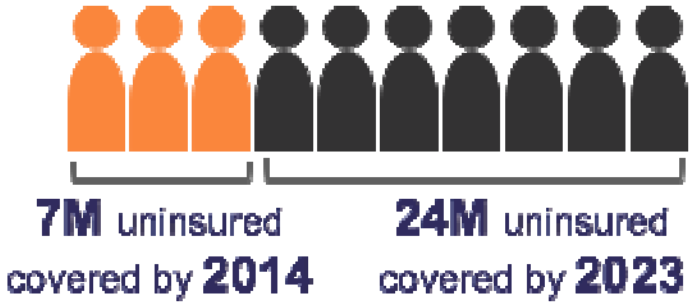
Health Happens In Libraries

www.zerodivide.org

# The Affordable Care Act

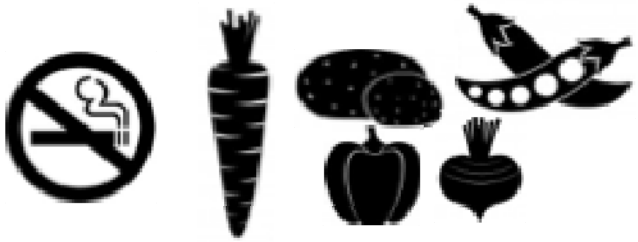
Health Happens In Libraries

Expansion of insurance coverage




Reduction in cost of care

Increase in preventative care



New demand for eHealth services

# eHealth

Health Happens In Libraries

Personal health records (PHRs) and patient portals

Disease management tools

SMS and mobile apps

# Barriers to eHealth Adoption

Health Happens In Libraries

***Digital Divide***

- Access to broadband and mobile data
- Access to technology platforms
- Interoperability of tools across platforms

***Design and Usability***

- Linguistic/cultural competency of tools
- Limitations caused by disability
- Technological literacy

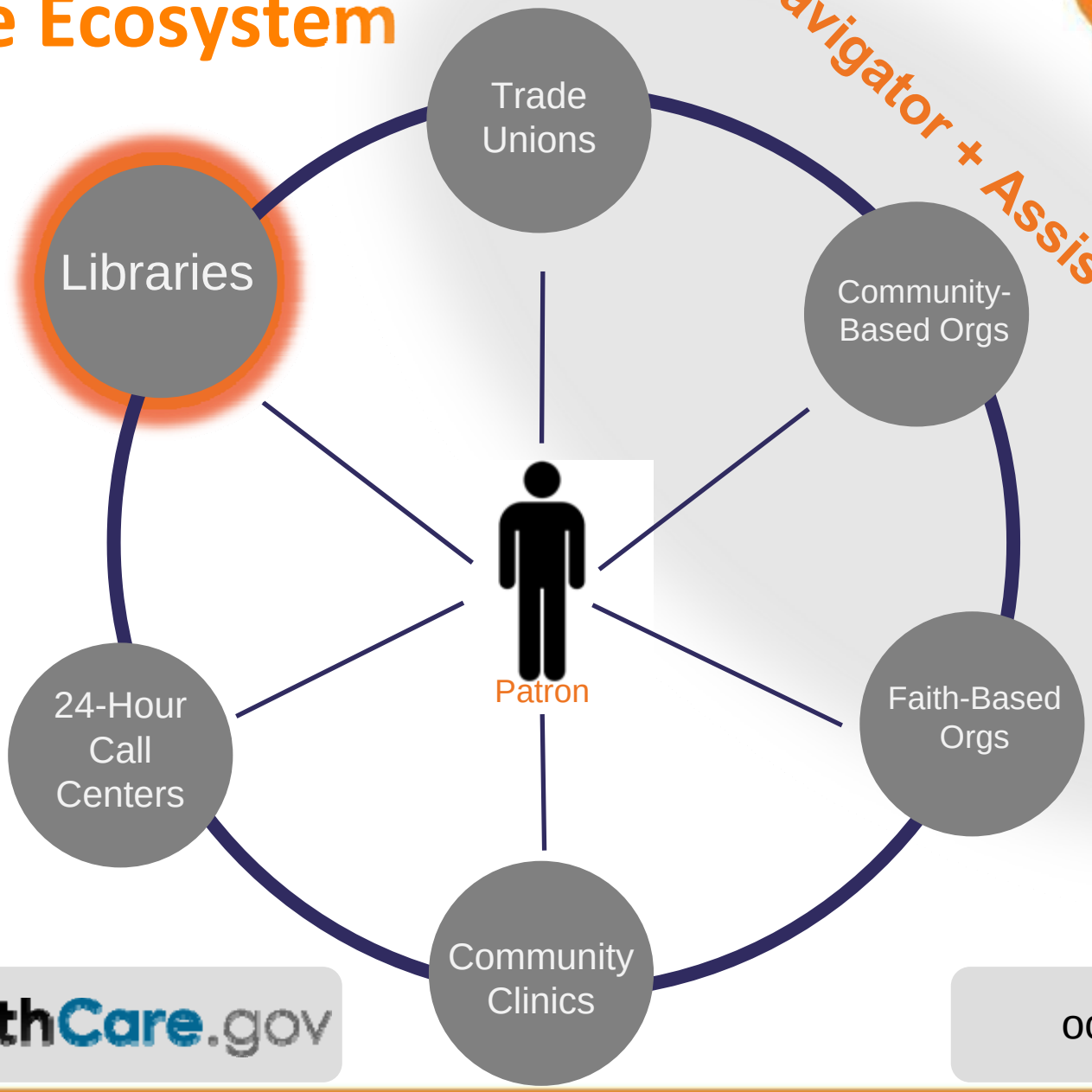
***Education and Awareness***

- Patient awareness of eHealth and incentives
- Physician awareness and incentives
- Health literacy
- Privacy concerns and distrust

# The Ecosystem

Health Happens In Libraries

Navigator + Assister Network




HealthCare.gov

oc.lc/ehealth

# Tech Capacity Matrix

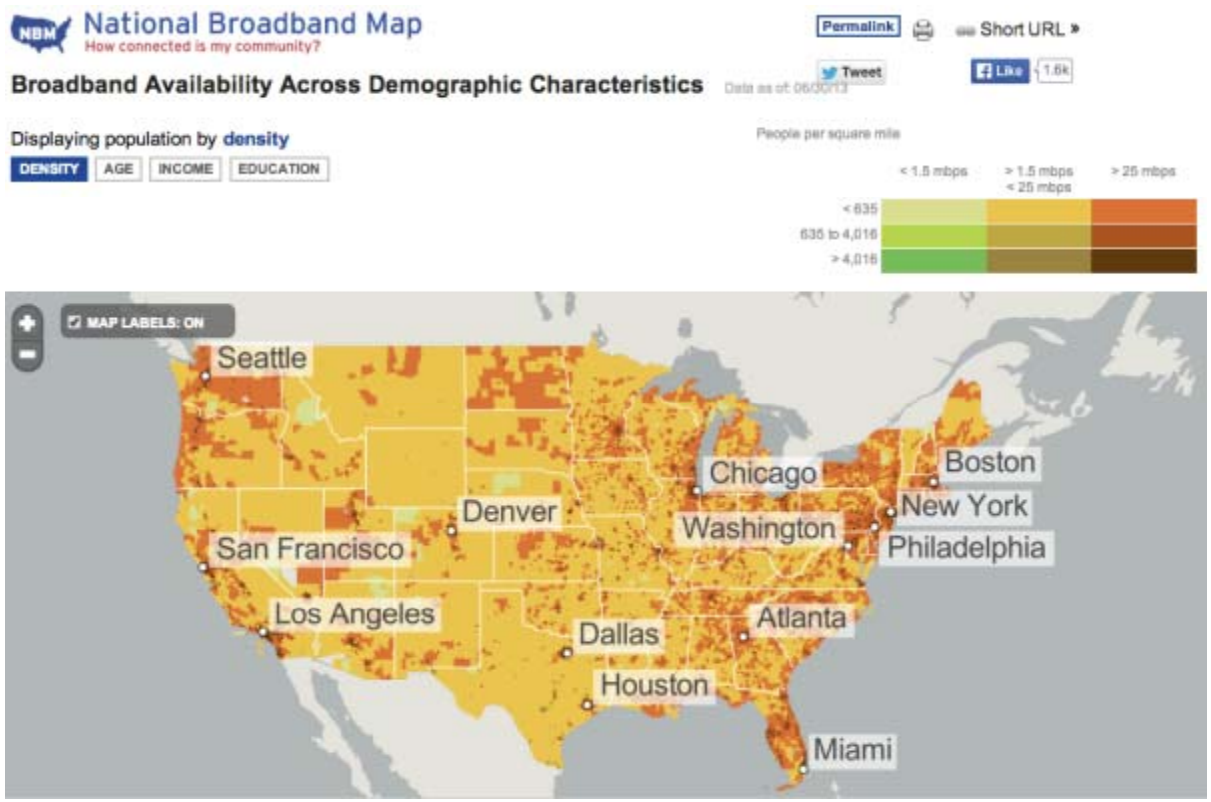
Health Happens In Libraries

## *Leadership, Communications & Delivery*

| Developing | Aspiring | Promising | Leading |
|---|---|---|---|
| • Break and fix<br>• Minimum performance metrics for guiding on/off line activities<br>• Inconsistent use of tech in program and service delivery | • Leadership support in strengthening tech<br>• Communication planning processes in place<br>• Systematic efforts to leverage tech with understanding of constituents | • Tech seen as strategic tool to achieve cross functional strengths<br>• Communication plan with clear goals, metrics<br>• Constituent perspectives incorporated into program designs | • Sustained tech integration; review process<br>• Analysis/review of communications toward mission outcomes<br>• Constituent appropriate tech infusion; mobile tech |

# Broadband & Digital Literacy

Health Happens In Libraries




**70%**

have connections at home

**80 million**

people rely on libraries for broadband connectivity

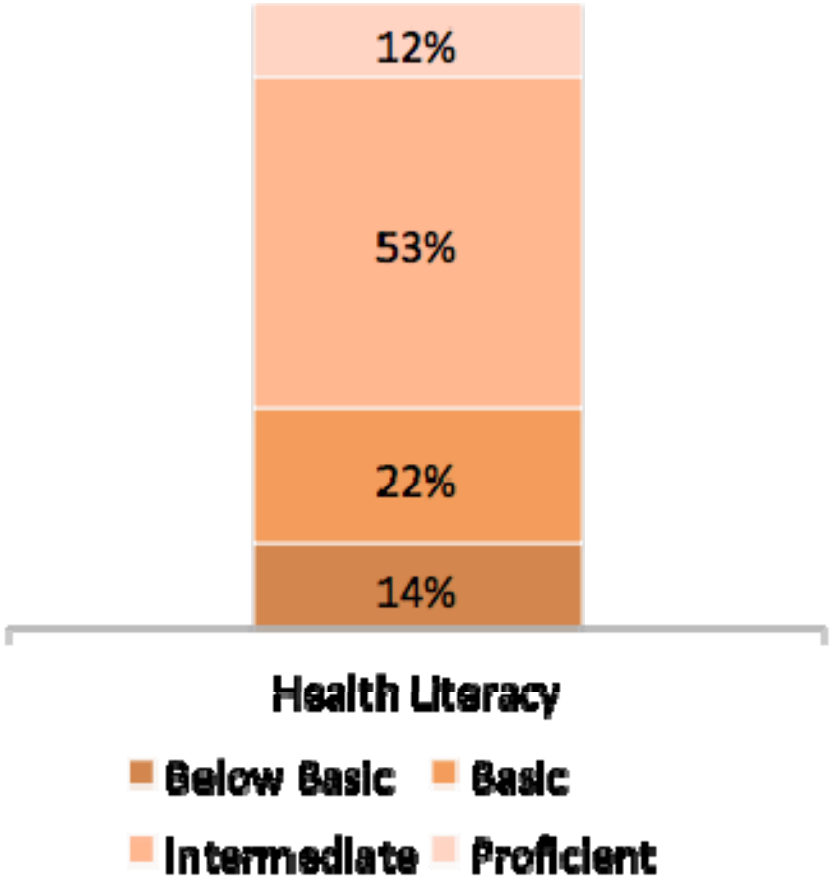
# Tech Literacy

Health Happens In Libraries

- 72% of internet users have searched for health information online
- 53% of adults with 1 or more chronic conditions have search for health information online

- 31% of mobile phone owners and 52% of smartphone owners have searched for health information using their phone
- 19% of smartphone owners have downloaded an app

# Health Literacy




- Annual cost of limited health literacy is $106-238 billion dollars
- Roughly the same cost as insuring all of the 47 million uninsured

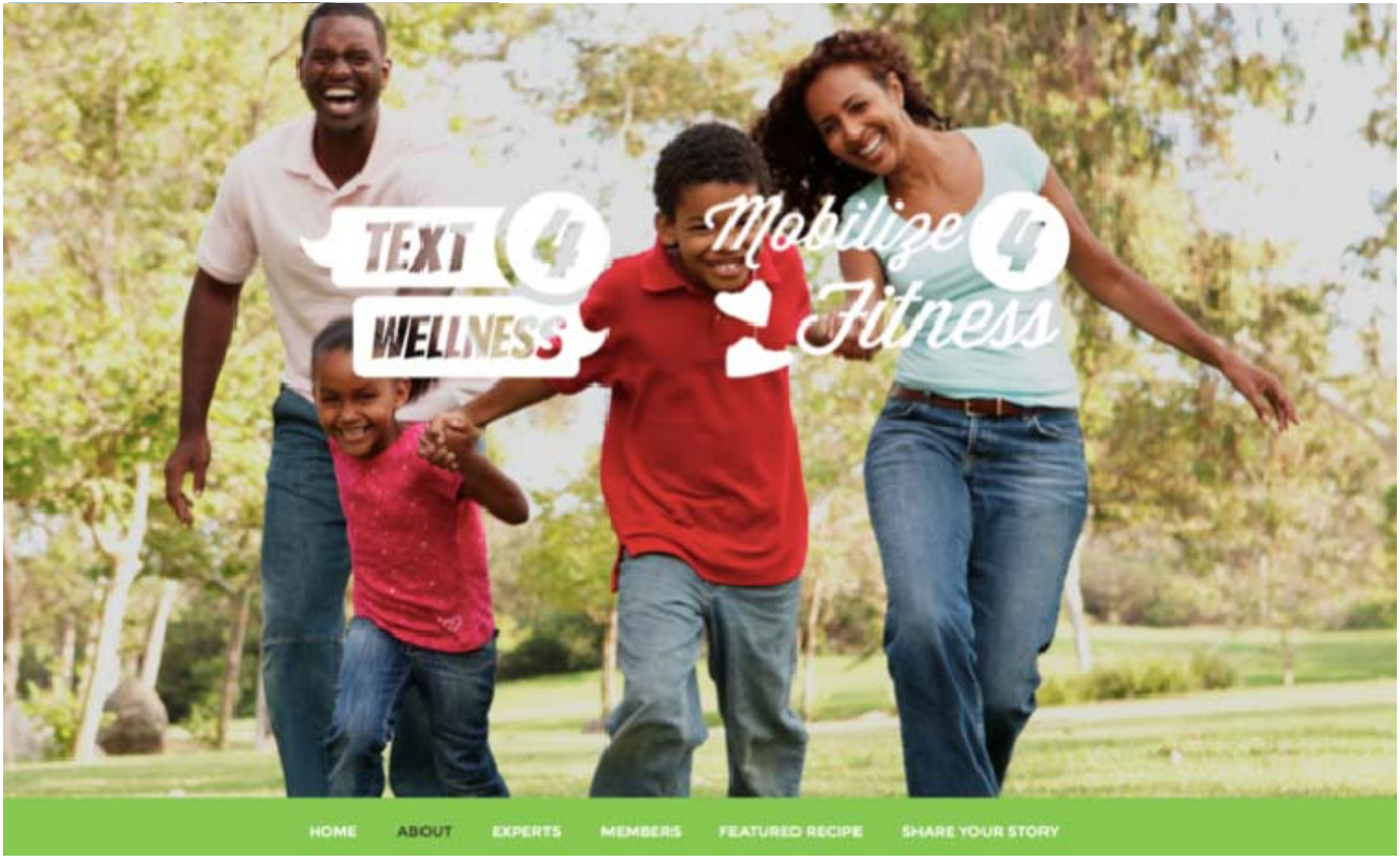
From NN/LM Health Literacy site:
http://nnlm.gov/outreach/consumer/hlthlit.html

# The 3 Ps

Health Happens In Libraries

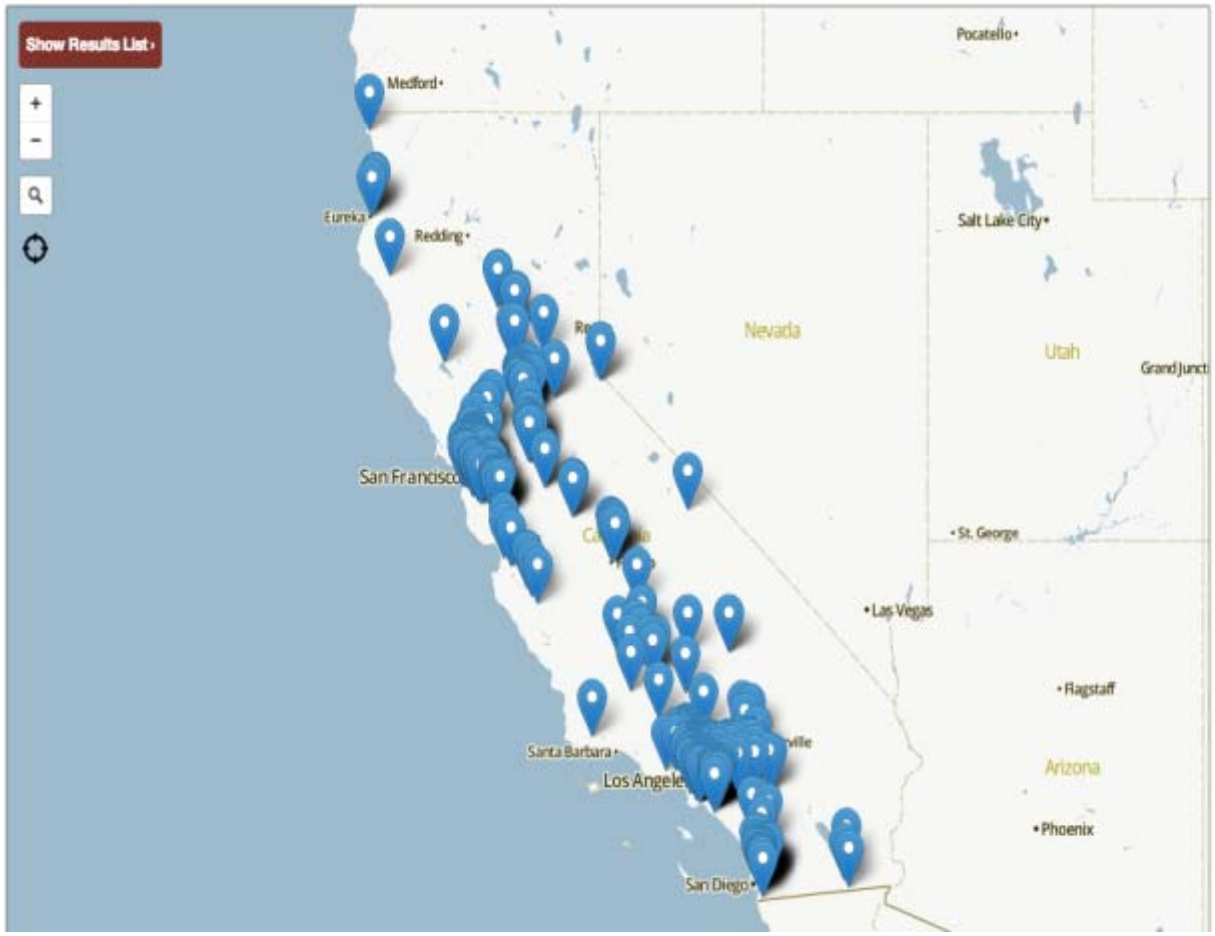
# Populations

Health Happens In Libraries



# Programs

Health Happens In Libraries




SERVICES PROVIDED +

LANGUAGES SPOKEN −

Clear selections

- ☐ Arabic
- ☐ Bengali
- ☐ Bhutanese
- ☐ Burmese
- ☐ Cambodian
- ☐ Cantonese
- ☐ Chamorro
- ☐ Chin
- ☐ Chuukese
- ☐ Farsi
- ☐ Hmong
- ☐ Ilocano
- ☐ Indonesian
- ☐ Japanese
- ☐ Karen
- ☐ Khmer
- ☐ Korean
- ☐ Kurdish

AAPCHO

# Partnership

Health Happens In Libraries

*www.giglibraries.net*

# Resources & Tools

Health Happens In Libraries

## Broadband

Building Digital Communities

The Library in a Networked World: *ALA Self-Assessment Tool*

## Technology

ALA Tech Terms Worksheet

Library Branch Needs Assessment Survey

## Health

Public Understanding of Basic Health Insurance Concepts on the Eve of Health Reform

Locating Health Services Nearby Tool

Health Happens In Libraries

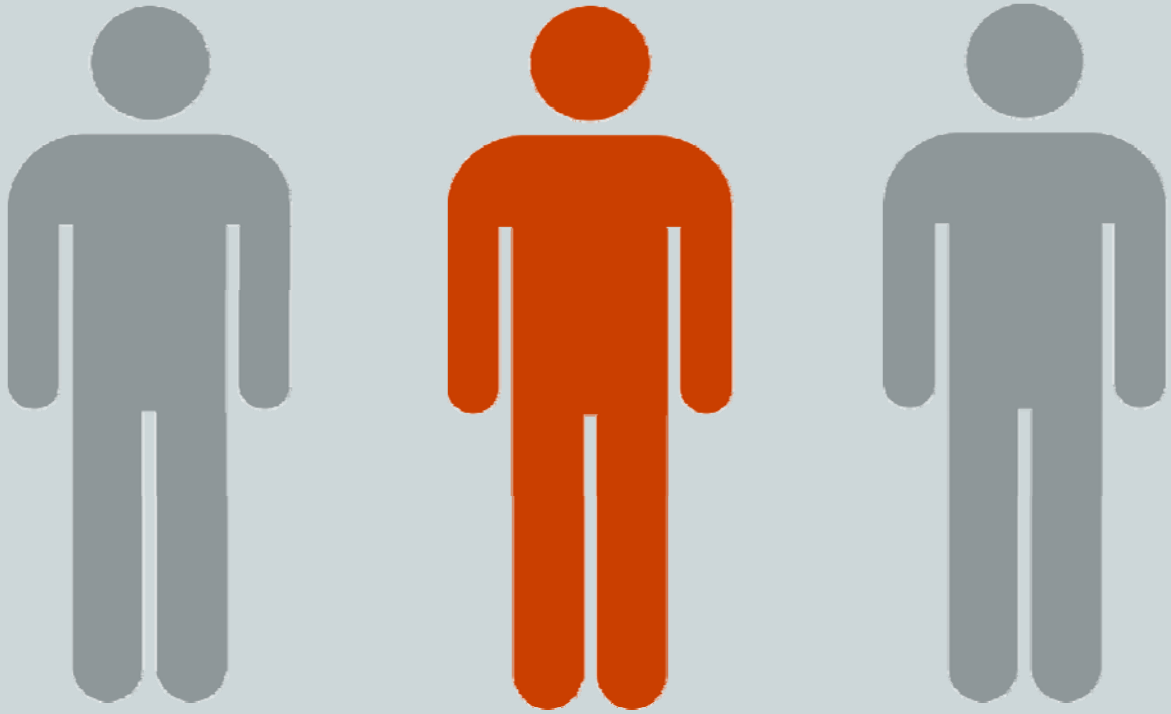
# Closing Activity
# &
# Q & A

# HEALTH INFORMATION & ONLINE PRIVACY AT YOUR LIBRARY

Emily J. Hurst, MSLS
Technology Coordinator
National Network of Libraries of Medicine
South Central Region
TMC Library
Houston, Texas

# HEALTH INFORMATION ONLINE

- One in three American adults have gone online to figure out a medical condition.



- Health Online 2013. Susannah Fox and Maeve Duggan. Pew Research Internet Project. http://www.pewinternet.org/2013/01/15/health-online-2013/

# HIPAA

- Health Insurance Portability and Accountability Act of 1996 (HIPAA)
- http://www.hhs.gov/ocr/privacy/hipaa/understanding/
- HIPAA Compliant entities:
  - Health Plans
  - Most Health Care Providers
  - Health Care Clearinghouses

# ONLINE INFORMATION SHARING

- A tremendous amount of health-related information is found on the **Internet**. Many discussion forums are available for individuals to share information on specific diseases and health conditions. Websites dispense a wide variety of information. **There is no guarantee that information you disclose in any of these forums is confidential.** ***Always review the privacy policy of any website you visit.***

HealthBoards
HEALTH MESSAGE BOARDS

tudiabetes.org®

Foot Health Forum
Discussion and Information on Foot Pain

Men's Health

DR Drew
ONLINE

- Privacy Rights Clearinghouse. Medical Records Privacy. https://www.privacyrights.org/medical-records-privacy

# PHRs AND PRIVACY

- **Not all** Personal Health Records (PHRs) are mandated to be HIPAA compliant.

- When selecting a PHR, **individuals should evaluate privacy policies** to decide if they are comfortable with the protections and rights offered, such as how their information will be safeguarded, for what purposes their information will be used and disclosed, and the extent to which the individual will control access to information in the PHR.

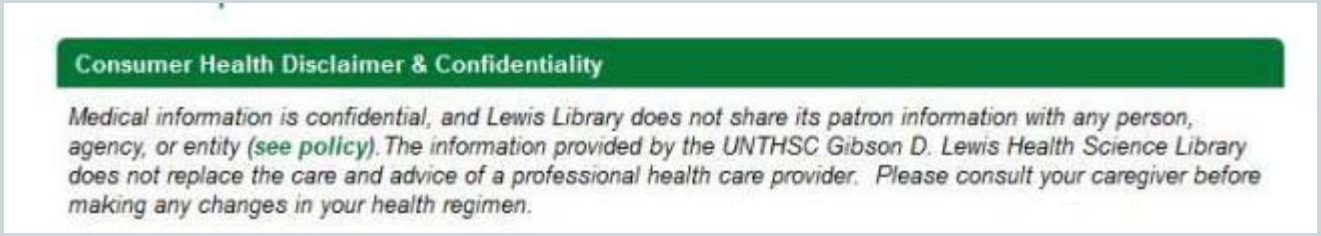
- Are PHRs Covered Under HIPAA? http://www.hrsa.gov/healthit/toolbox/HealthITAdoptiontoolbox/PersonalHealthRecords/phrshipaa.html

# LIBRARIES AND PRIVACY

- ALA
  - http://www.ala.org/advocacy/intfreedom/librarybill/interpretations/privacy
- MLA
  - https://www.mlanet.org/about/ethics.html
- Does your library have an up to date privacy policy?
  - http://www.ala.org/advocacy/privacyconfidentiality/toolkitsprivacy/Developing-or-Revising-a-Library-Privacy-Policy

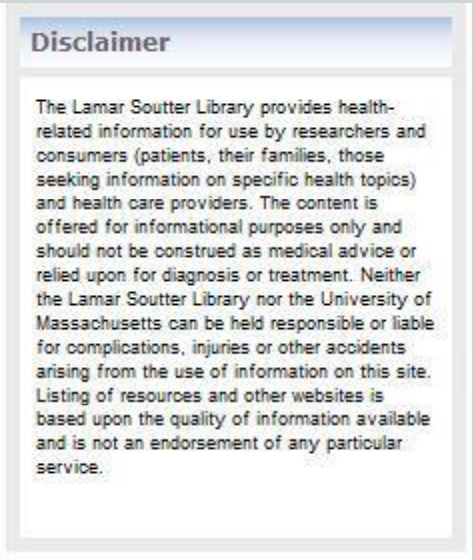
# DISCLAIMERS

- Consider updating disclaimers to include online privacy statement.



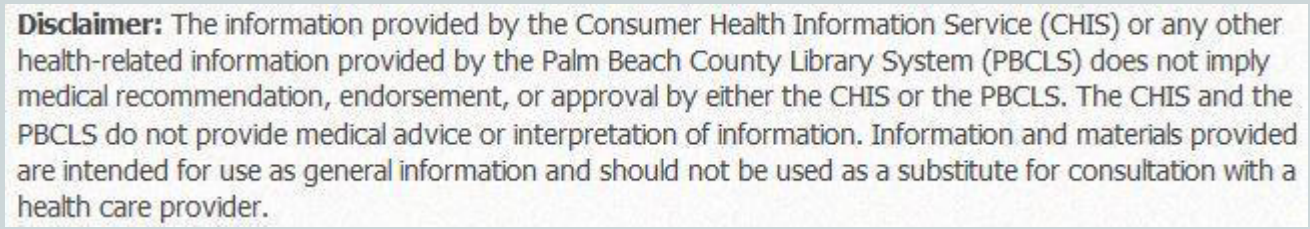
**Consumer Health Disclaimer & Confidentiality**

*Medical information is confidential, and Lewis Library does not share its patron information with any person, agency, or entity (see policy). The information provided by the UNTHSC Gibson D. Lewis Health Science Library does not replace the care and advice of a professional health care provider. Please consult your caregiver before making any changes in your health regimen.*



**Disclaimer**

The Lamar Soutter Library provides health-related information for use by researchers and consumers (patients, their families, those seeking information on specific health topics) and health care providers. The content is offered for informational purposes only and should not be construed as medical advice or relied upon for diagnosis or treatment. Neither the Lamar Soutter Library nor the University of Massachusetts can be held responsible or liable for complications, injuries or other accidents arising from the use of information on this site. Listing of resources and other websites is based upon the quality of information available and is not an endorsement of any particular service.



**Disclaimer:** The information provided by the Consumer Health Information Service (CHIS) or any other health-related information provided by the Palm Beach County Library System (PBCLS) does not imply medical recommendation, endorsement, or approval by either the CHIS or the PBCLS. The CHIS and the PBCLS do not provide medical advice or interpretation of information. Information and materials provided are intended for use as general information and should not be used as a substitute for consultation with a health care provider.

- Disclaimers, MLA CHAPIS: http://caphis.mlanet.org/chis/disclaimers.html

# ENCOURAGE ENCRYPTION

- **Hypertext Transfer Protocol Secure (HTTPS)** provides secure communication over a computer network.

- Protects against:
  - Forging
  - Eavesdroppers
- HTTPS is not an anonymity tool.
- What libraries can do:
  - Enable HTTPS on your website
  - Educate/Encourage patrons to use HTTPS for secure online health communications

- HTTPS Everywhere FAQ: https://www.eff.org/https-everywhere/faq

# SEARCH TOOLS

- DuckDuckGo
  - https://duckduckgo.com/

- Startpage
  - https://www.startpage.com/

- Blekko
  - http://blekko.com/
  - Deletes personally identifiable information within 48 hours

# NLM AND PRIVACY

- The National Library of Medicine (NLM) does not collect any personally identifiable information (PII) about you when you visit our Web sites unless you choose to provide that information to us.

- NLM Privacy Policy. http://www.nlm.nih.gov/privacy.html

# WHAT ELSE IS THERE

- Antivirus
- Privacy/Protective Monitor Screens
- Private area for reviewing online health information
- User Training
  - Online Security
  - Reliable Online Health Resources

# MLA CHIS

- Consumer Health Information Specialist (CHIS): https://www.mlanet.org/education/chc/

- CHIS will keep you current in the consumer health information field by providing access to educational resources and new ideas in the field. It will also help you obtain increased expertise in the area of consumer health.

# RESOURCES

- ***The Medical Library Association Guide to Providing Consumer and Patient Health Information***. Edited by Michele Spatz.
- **Personal Health Records and the HIPAA Privacy Rule:** http://library.ahima.org/xpedio/groups/public/documents/government/bok1_042307.pdf#page%3D1
- **When HIPAA applies to mobile applications:** http://mobihealthnews.com/11261/when-hipaa-applies-to-mobile-applications/
- **Find and Evaluate Health Information on the Web:** https://www.mlanet.org/resources/userguide.html
- **MLA Consumer and Patient Health Information Section (CAPHIS):** http://nnlm.gov/outreach/consumer/ethics.html
- **Health Information in Libraries (ALA):** http://www.ala.org/tools/atoz/health-information-libraries

# CONTACT

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National Network of Libraries of Medicine
South Central Region

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NN/LM
South Central Region