



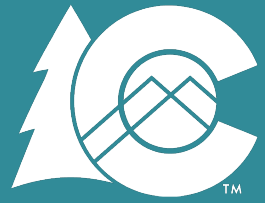
OeHI

Office of eHealth Innovation

EHEALTH COMMISSION MEETING

VIRTUAL CONFERENCE

June 14, 2023



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NOTE:

NEW ZOOM WEBINAR LINK

DIAL IN BY PHONE:

US: +1 719 359 4580

OR: +1 669 900 6833

WEBINAR ID: 834 3429 8716

IF YOU ARE EXPERIENCING AUDIO OR PRESENTATION DIFFICULTIES DURING THIS MEETING,

PLEASE TEXT ISSUES TO

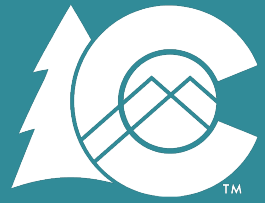
Amanda Malloy: 440-796-8957

June Agenda



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Title	Start	Duration
Call to Order <ul style="list-style-type: none">Roll Call and IntroductionsApproval of May MinutesJune Agenda and Objectives <i>Kaakpema “KP” Yelpaala, Chair</i>	12:00	5 mins
Announcements <ul style="list-style-type: none">Lt. Governor Primavera RemarksOeHI Updates-eHealth Commission UpdatesDecision Items & Action Items <i>Dianne Primavera, Lt. Governor and Director of the Office of Saving People Money on Health Care</i> <i>Stephanie Pugliese, Director, Office of eHealth Innovation (OeHI)</i> <i>eHealth Commission Members</i>	12:05	10 mins
Serve Colorado Digital Navigation Program <i>Teralyn Dorst, Program and Impact Officer, Serve Colorado</i>	12:15	15 mins
Social Health Information Exchange (SHIE) Branding and Messaging <i>Gabby Burke, SHIE Initiative Lead, OeHI</i> <i>Cassi Niedziela, SHIE Project Coordinator, OeHI</i>	12:30	45 mins
Public Comment Period	1:15	5 mins
eHealth Commission Meeting Closing Remarks <ul style="list-style-type: none">Open DiscussionRecap Action ItemsFuture Agenda ItemsAdjourn Public Meeting <i>Kaakpema “KP” Yelpaala, Chair</i>	1:20	10 mins



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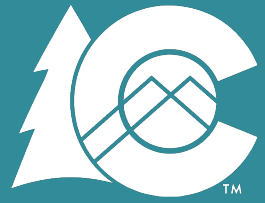
Opening Remarks

*Dianne Primavera, Lt. Governor and
Director of the Office of Saving People
Money on Health Care*

OeHI and eHealth Commission Updates

- OeHI Team Updates
- Commissioner Updates?

Note: If you are experiencing audio or presentation difficulties during this meeting, please text 440-796-8957



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Serve Colorado Digital Navigation Program

*Teralyn Dorst,
Program and Impact Officer,
Serve Colorado*

Digital Navigator Program

- Funded by Colorado SB22-140: *Expansion of Experiential Learning Opportunities*
- Digital navigators provide individual or group support for people with few or no digital skills
- Digital navigators work in trusted, community based organizations
- Program will inform - and likely become part of - Colorado's State Digital Equity Plan
- To receive email updates on Colorado's digital equity plan, or to participate in Digital Equity Committee meetings, visit <https://cdle.colorado.gov/digitalinclusion> and click to join at the bottom of the page.



Image: Denver Public Library

Program Contacts

Digital Navigator Program

Administrator: Jessie Hawthorn

jessie.hawthorn@state.co.us

Digital Equity Manager:

Melanie Colletti

melanie.colletti@state.co.us

Digital Navigator AmeriCorps Program

CDLE and Serve Colorado signed an Interagency Agreement (IA) to increase overall funding and expand opportunities for involvement. The general structure is as follows:

- Two year pilot to test various program models
- CDLE provides funding, training, outreach, partnership, etc.
- Serve Colorado provides additional Federal funding, grant administration, program support, AmeriCorps guidance, etc.

Serve Colorado ran one funding competition to date and is planning the next in conjunction with CDLE.

- Moved forward with two programs - Loveland Public Libraries and The Learning Source
- Second competition to solicit more applications will begin this summer for AmeriCorps members to start in January



AmeriCorps
Colorado



AmeriCorps Digital Navigators

AmeriCorps members will be serving as Digital Navigators in community organizations across the state. Their member duties will include:

- One on one meetings with community members in person, by phone, and online, depending on the needs of each community member
- Small group training
- Assessing community members' access to internet service and equipment at home, along with their ability to utilize technology to meet their needs and achieve their goals
- Creating digital inclusion goals and working with community members to achieve them
- Serving people who are members of historically marginalized communities

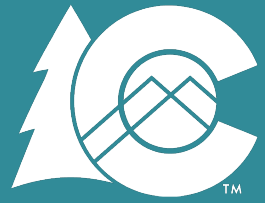


AmeriCorps member benefits include a living allowance, professional development opportunities, a Segal Education Award upon completion of service, and others as determined by their individual program.



AmeriCorps
Colorado





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Social Health Information Exchange (SHIE) Branding and Messaging

*Gabby Burke & Cassi Niedziela,
Office of eHealth Innovation*



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Social Health Information Exchange (SHIE)

STRATEGIC BRAND, MESSAGING, & CREATIVE DEVELOPMENT



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Creative Development Process

Why pursue a creative development process?

- Extensive and meaningful process of crafting brand messaging to best communicate SHIE efforts in Colorado
 - Collective voice
 - Compelling message
 - English & Spanish
- Develop vital messaging for SHIE
 - Purpose
 - Vision
 - Values
 - Key messages
 - Name

Messaging Development Process

- **Strategic Planning and Discovery**
 - **Desk research:** Communications audit of similar national, regional, and local efforts
 - **Brand workshop & discovery sessions**
 - OeHI Brand Workshop December 6, 2022
 - OeHI Care Coordination Workgroup Discovery December 12, 2022
 - **Online survey** to collect feedback from partners on draft messaging
 - **Brand & communications best practices:** Develop best practice resource for implementation & sustainability

Brand Pillars

Purpose statement:

We believe in the transformative power of connection - that integrated, interactive, and interpersonal exchanges of information are the bridge to whole-person health in Colorado.

Brand Pillars

Values:

ACCESSIBILITY

Making the resources that best meet an individual's specific needs available, attainable, and equitable

CONNECTIVITY

Actively seeking new paths for individuals, information, and insights to form dynamic relationships

EFFECTIVENESS

Prioritizing efforts that advance people towards their intended outcomes

HUMANITY

Having empathy and showing respect for each person's unique lived experience

INCLUSIVITY

Showing up for and purposefully involving everyone working towards whole-person health in the ways that matter to them

RELIABILITY

Taking great care to consistently align our words and our actions to earn trust

Creative Development Purpose

- Concept and develop materials
 - Represent SHIE brand identity visually
 - Cohesive look and feel
 - Build recognition
 - Aid recall

- Use State of Colorado brand and colors
- Create a SHIE brand color palette that is inclusive, uplifting, and energized
- Use colors consistently to create harmony and help visually connect similar aspects or subject matters across designs
- Reference the Colorado brand design element of the two mountain peaks within the C by incorporating overlapping mountains as a graphic element
 - Rather than being symmetrical, we switched to three overlapping mountain shapes that rise or ascend to emphasize improvement, collaboration, and aspiring to do more with efficient and coordinate efforts
- Incorporate illustrative styles and icons that have an open and friendly style that adds personality and helps to engage with the audience

SHIE Materials Development

- Developed per stakeholder survey priorities:
 - **SHIE visual representation/ecosystem**
 - **Fact sheet/infographic**
 - **Social media visuals & copy**
 - **Persona journey developed as an illustrative use case (Still in progress)**
- Elements
 - Designs focus on whole person health/person at the center of designs
 - Visual consistency across materials specific to SHIE branding look & feel
 - Layout considers sharing materials digitally/online, in presentations, and in print



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Brand Materials: SHIE Ecosystem

Colorado Social Health Information Exchange (SHIE)

Working Together Towards Whole-Person Health

- We are creating a system that connects people in Colorado to the information that puts them on a **clearer path to whole-person health**.

WHAT IS SHIE?

SHIE will be for **people in Colorado** who face barriers when navigating physical, behavioral, and social health care.

SHIE will be a **network of social health data, insights, and resources** that helps all people understand and access the best path to positive health outcomes.

SHIE will transform how Coloradans receive access to **affordable, quality healthcare** through the power of connection.

HOW WILL SHIE WORK?

SHIE is a model that connects the social factors that influence health with a person's physical and behavioral health care. Regardless of where a patient seeks care, they should be able to access or be referred to services that meet their physical, behavioral, and social health needs.

SHIE aims to reduce provider time spent on paperwork while also providing them with more information about their patients.

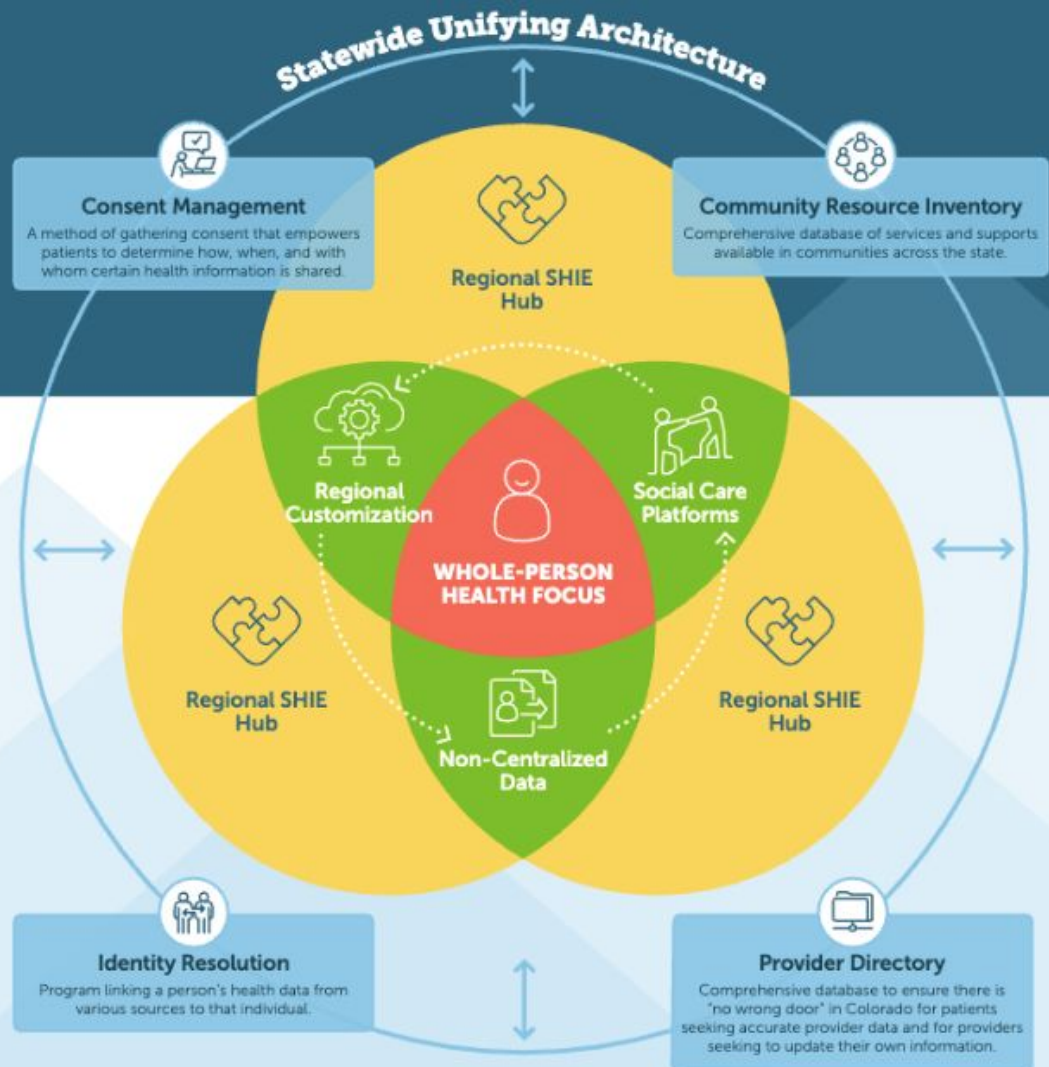
SHIE TWO PRONGED APPROACH



Build a network with a focus on interoperability and data governance, built upon existing regional successes



Fund regional infrastructure and partnerships that are customizable to the priorities of the region



GET ENGAGED

If you're interested in getting involved and learning more about SHIE, please reach out to gov_ask_oehi@state.co.us.



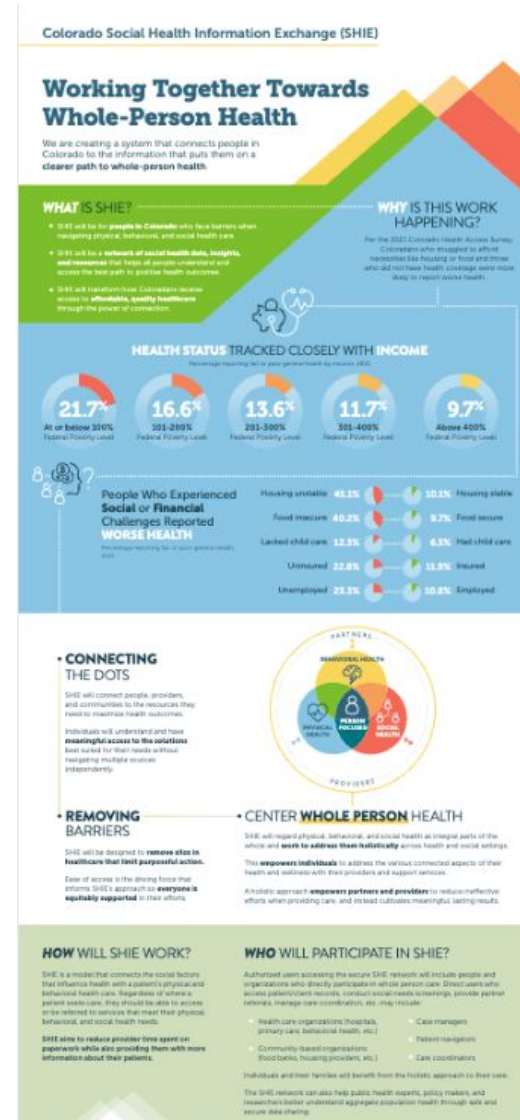
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Brand Materials: SHIE Infographic

SHIE Infographic

SHIE Infographic ([linked](#))



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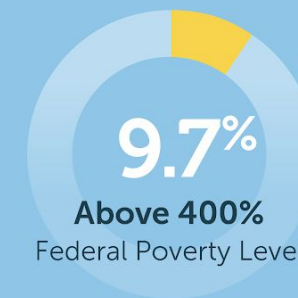
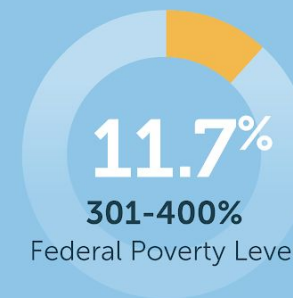
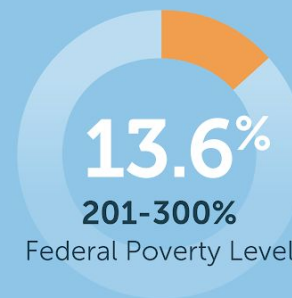
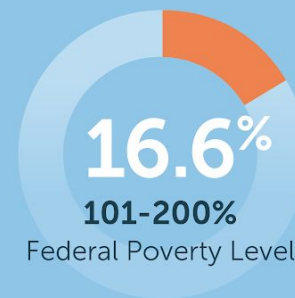
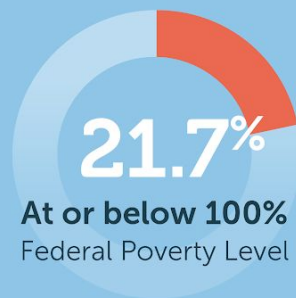
WHY IS THIS WORK HAPPENING?

Per the 2021 Colorado Health Access Survey, Coloradans who struggled to afford necessities like housing or food and those who did not have health coverage were more likely to report worse health.



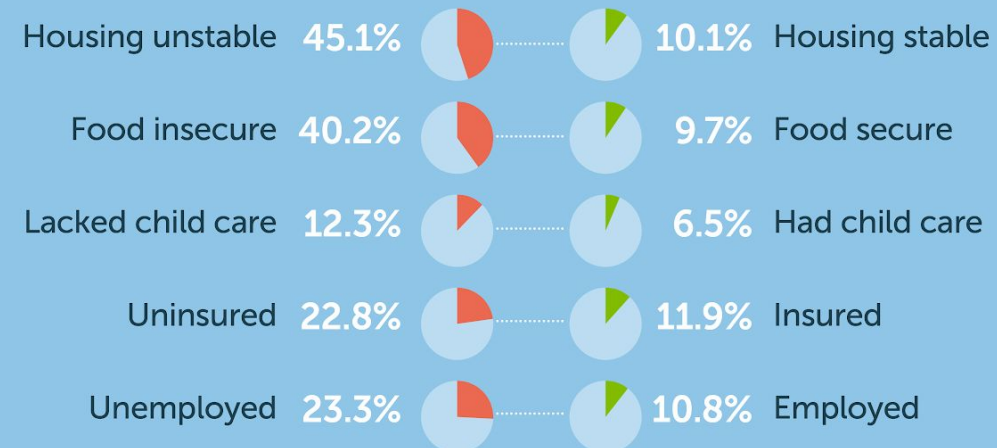
HEALTH STATUS TRACKED CLOSELY WITH INCOME

Percentage reporting fair or poor general health by income, 2021



People Who Experienced **Social or Financial** Challenges Reported **WORSE HEALTH**

Percentage reporting fair or poor general health,
2021



*Source: 2021 Colorado Health Access Survey

• CONNECTING THE DOTS

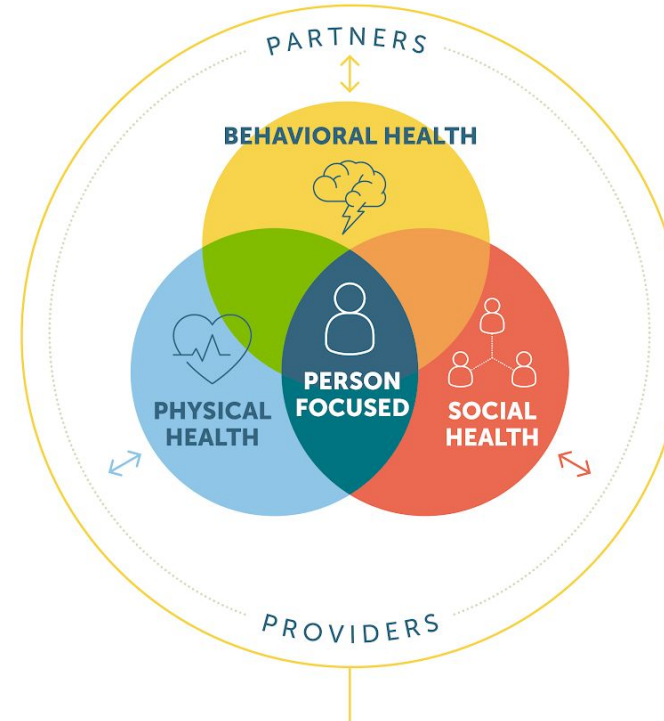
SHIE will connect people, providers, and communities to the resources they need to maximize health outcomes.

Individuals will understand and have **meaningful access to the solutions** best suited for their needs without navigating multiple sources independently.

• REMOVING BARRIERS

SHIE will be designed to **remove silos in healthcare that limit purposeful action.**

Ease of access is the driving force that informs SHIE's approach so **everyone is equitably supported** in their efforts.



• CENTER WHOLE PERSON HEALTH

SHIE will regard physical, behavioral, and social health as integral parts of the whole and **work to address them holistically** across health and social settings.

This **empowers individuals** to address the various connected aspects of their health and wellness with their providers and support services.

A holistic approach **empowers partners and providers** to reduce ineffective efforts when providing care, and instead cultivates meaningful, lasting results.

HOW WILL SHIE WORK?

SHIE is a model that connects the social factors that influence health with a patient's physical and behavioral health care. Regardless of where a patient seeks care, they should be able to access or be referred to services that meet their physical, behavioral, and social health needs.

SHIE aims to reduce provider time spent on paperwork while also providing them with more information about their patients.

WHO WILL PARTICIPATE IN SHIE?

Authorized users accessing the secure SHIE network will include people and organizations who directly participate in whole person care. Direct users who access patient/client records, conduct social needs screenings, provide partner referrals, manage care coordination, etc. may include:

- Health care organizations (hospitals, primary care, behavioral health, etc.)
- Case managers
- Community-based organizations (food banks, housing providers, etc.)
- Patient navigators
- Care coordinators

Individuals and their families will benefit from the holistic approach to their care.

The SHIE network can also help public health experts, policy makers, and researchers better understand aggregate population health through safe and secure data sharing.

GET ENGAGED

If you're interested in getting involved and learning more about SHIE, please reach out to gov_ask_oehi@state.co.us.



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Brand Materials: Social Media Templates

SHIE Social Media ([linked](#))

- Multiple options
- Customizable
- Includes [accompanying text](#) for posting

**Working Together
Towards
Whole-Person
Health**

Your Text Goes Here

SHIE Social Media ([linked](#))

- Multiple options
- Customizable
- Includes [accompanying text](#) for posting



SHIE Social Media ([linked](#))

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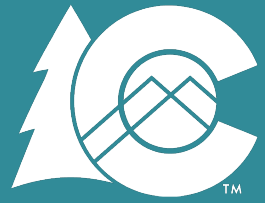




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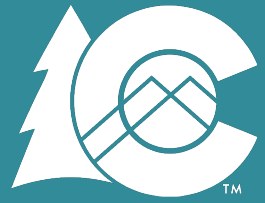
Thank you!



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PUBLIC COMMENT PERIOD



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CLOSING REMARKS