

The DHIN Dialogue

February 2017

A Newsletter from the Delaware Health Information Network



In Case You Missed It...

DHIN Launches Its First TV Spot in Regional Markets

The Delaware Health Information Network (DHIN) recently kicked off a consumer-focused marketing campaign with its first TV spot premiering on Super Bowl Sunday.

The 30-second white board-style spot, "[DHIN Defined](#)," is the first element of a full multi-media campaign created to introduce residents of Delaware and the surrounding markets to the value of DHIN.



Since its debut on the Philadelphia and Salisbury Fox affiliates, the spot continues to run on Comcast stations, including A&E, Comedy Central, the Discovery and History Channels, MSNBC and the Weather Channel.

DHIN begins its radio campaign in March and will also launch print, digital and outdoor elements. The campaign directs consumers to www.dhin.org/dhin24seven, as well as to DHIN's social media accounts.



With an estimated 2.3 million impressions in the Philadelphia region for the big game, the four+ hour lead up to kick-off gave local advertisers like DHIN an opportunity to purchase less costly air time and capitalize on a growing audience as game time neared.

In addition to lots of positive feedback from constituents and partners regionally, DHIN received national attention, as well. POLITICO's Morning eHealth blast recognized DHIN's spot as "what seems to be the first health IT-related Super Bowl ad."

Additionally, the DHIN team has received several calls in response to the ad, including one from a New York health information exchange interested in running a similar campaign.

Just another example of how Delaware continues to lead the nation in health information exchange "firsts"!

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Saint Francis Healthcare

A Note about Saint Francis Results

Saint Francis Healthcare will go live with Cerner on March 31st. While DHIN and Saint Francis are working closely together to minimize the impact to providers, there is a chance practices may experience a lapse in results delivery through certified EMR integrations as a result of the conversion.

Post conversion, please track your results and the corresponding volumes to ensure you are receiving the medical information you need. Most practices that receive their results through a certified EMR integration, also have a back-up channel for results delivery (e.g. Inbox, Auto-print). Out of an abundance of caution, we will work proactively with practices to ensure there are multiple channels for results delivery prior to the conversion. Please note, Saint Francis-affiliated practices may be able to access complete results through a Saint Francis view-only screen provided by the hospital.

Results will continue to be searchable in the DHIN Community Health Record, as well.

Questions about Compass can be directed to Dr. Brian McDonough, Saint Francis Healthcare Chief Medical Information Officer, at Bcmcdonough@che-east.org. For DHIN-related technical issues, please contact the Help Desk at 302.480.1770 or helpdesk@dhin.org.

We're Hiring!

The DHIN team is growing, and the Network Operations group is in the market for an HIE Integration Analyst. Please see the job posting on dhin.org/careers for details.



Secure Email Exchange through DHIN

As part of our ongoing efforts to improve communication between healthcare providers, DHIN offers a provider directory with secure email addresses for participating Delaware physicians. This directory, exclusive to DHIN-enrolled practices, can be used to safely exchange patient information, per ONC requirements.

Don't have one? Please contact your DHIN Relationship Manager or the DHIN HelpDesk at helpdesk@dhin.org to establish a HIPAA-compliant secure address, be added to the directory and receive your login information.

There is no charge for this service through June of 2018.

Making Healthcare Personal



DHIN's personal health record, Health Check Connect, is in the testing phase, with plans to launch next month. Learn more about personal health records [here](#). For more information about DHIN's consumer products, keep any eye on dhin.org/dhin24seven, our new site dedicated to health information and products to help consumers get closer to their healthcare information.

About DHIN's Consumer Products

The patient-physician relationship is sacred, and DHIN encourages consumers to discuss their medical records, health histories and any healthcare concerns they may have with their providers. Our Health Check products promote information transparency and convenience and are designed to complement the tools and resources providers make available to their patients.

If you're interested in learning more about DHIN's consumer and provider initiatives, feel free to attend our monthly Town Hall meetings. The next is Wednesday, March 8th at 11 am, in person at DHIN or by phone. Call 302.678.0220 for details.

Tech Tips

For answers to commonly asked questions or technical problems, be sure to visit our [Tech Tips](#) page on the DHIN website, under Resources. Included are links to commonly viewed instructional videos, which may help you solve occasional Community Health Record challenges. As always, please feel free to call our Help Desk during business hours at (302) 480-1770.



Staying Social

Like. Follow. Tweet. Share. **Connect with DHIN.**

All About the ADTs

Admissions, discharges and transfers are on the rise this time of year, specifically:

- **MedExpress** reports nearly 11,000 visits across five Delaware locations in January
- **Union Hospital**, with 72,000+ – an increase of 8,000+ from the month before
- **Nemours**, with 311,000 last month – the most since this time last year

Submitting this data to the Community Health Record supports continuity of care and the creation of a more complete patient record.



Getting in Touch DHIN Relationship Managers

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Like our enrollment numbers, DHIN's social media presence is growing! In fact, we aren't aware of another HIE with as much of a following on Facebook - thanks to all those who have "liked" us!