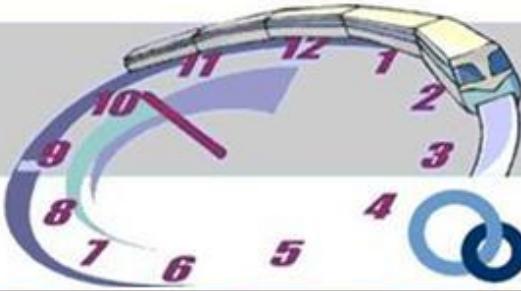


# OnTrack



December 18, 2009

southern tier  
**healthlink**  
new york

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**Happy  
Holidays  
from STHL!**

## IN THIS ISSUE

1. Consent Collection Begins at **UMA Upper Front Street**
2. STHL in Second Life: **World AIDS Day**
3. HIE Watch: **How the Data is Deposited**
4. STHL in the Media  
**On Line and On the Radio**

Front Street staff needed no further assistance. The registration staff was articulate and thorough in explaining the health information exchange and offering the consent information packets. The patient community there – similar to other groups around the state – seemed to quickly see the benefits of the HIE. While some patients chose to take the STHL information with them, none of the over 100 patients seen that day opted completely out of the HIE and about 80% signed up right at the window.

Practice Manager Kathleen Lange noted that the Upper Front Street staff is a very dedicated and knowledgeable group and are used to piloting new processes; it didn't surprise her that they did so well adding this important component to the registration process. Jim Bigart, Program Director for EHR at UHS, was also on site for the training and roll out Monday morning. He observed the process to see if any adjustments to the new computer screen interface would be needed to better support the workflow.



Although STHL has been accepting consent forms at our office since early October, the next and biggest phase of the consumer education and engagement plan will be capturing consent at the point of care, where patients are already attuned to the benefits of sharing medical records.

UMA's Upper Front Street Primary Care Center is a shining example of how smoothly the consent process can work when the staff is committed to continually improving their service and patient care. We extend our heartfelt appreciation to the Upper Front Street staff for their willingness to pilot the HIE consent form process and their ability to carry it off so well.



## STHL IN SECOND LIFE

## Educating Through Story Telling



## World AIDS Day in NY Healthscape

The World Health Organization established December 1st as World AIDS Day in 1988 to raise awareness and focus attention on the global AIDS epidemic. This year, STHL joined a diverse group of international organizations to create an innovative, immersive virtual learning experience to raise awareness about those living with HIV/AIDS. An integral part of that awareness comes from establishing a personal health record (PHR) – the featured element of NY Healthscape – that “connects the dots” among the factors that impact our health.

STHL's contribution was to host an innovative story telling technique that teaches about living with HIV/AIDS but also

allows visitors to expand the storyline. On December 1st, visitors to NY Healthscape heard the story of Uncle D, a character who lived in New York City as an HIV+ member of a Brooklyn neighborhood; they were also able to add details or creative elements that enhance the story of Uncle D's life. In addition, visitors were able to create a fictional PHR and see how it could be used in their daily healthcare as well as in emergency situations.

Jena Ball, who coordinates the Karuna HIV/AIDS project in Second Life for The National Library of Medicine, explained that the virtual world of Second Life offers “an immersive, supportive, and collaborative environment in which information can be presented in ways that help de-stigmatize and personalize the subject of HIV/AIDS”. Project partners include IBM World Community Grid, Second Life, The Center for Aids Research at UNC, Research Triangle Park, and many others.

*If you would like a tour of NY Healthscape, email us at [info@sthlny.com](mailto:info@sthlny.com).*

## HIE WATCH

## How the Data is Deposited

The STHL health information exchange (HIE) uses the central repository model, where each individual has a single, central health record that includes medical record data from different providers. Currently, Lourdes Hospital and United Health Services are depositing data, but eventually the HIE will accept data from hospitals, clinics and private practices throughout the region. The data coming from Lourdes includes records from the hospital and most primary care centers; the UHS data includes records from Wilson Memorial, Binghamton General, and Chenango Memorial Hospitals, as well as about half of the United Medical Associates (UMA) offices. The remaining UMA practices will begin depositing data in the next year or so.

New York State allows for patient records to be deposited into the HIE but they are “sealed” there until the patient gives consent to have them shared with his or her providers. The campaign to gather consent began in October at STHL's Window of Consent, and is currently being piloted at several UMA offices. Beginning in January, patients at all of the Lourdes and UHS facilities will be encouraged to fill out a consent form when they check in for appointments and procedures. Soon after, doctors will begin seeing the additional shared information when they review their patient's records.

## STHL in the MEDIA

## On Line and On The Radio

Executive Director Christina Galanis has been busy with media interviews this month:

On December 9th she was one of three panelists discussing Metanomics: Weaving Narrative Threads in Virtual Worlds, moderated by Cornell University professor Robert Bloomfield. Christina spoke about how virtual storytelling can be a powerful tool for engaging and educating patients on ways to manage their own healthcare. [Click here to view the video.](#)

On December 15th, Christina was interviewed for local radio about Southern Tier HealthLink and the benefits of an HIE. The 20-minute report will air locally at 12:10pm on Saturday, December 26th on WNBF (1290AM) and again at 6am on Sunday, December 27th on WAAL (99FM) and WWYL (104FM).

