

Elizabeth Stewart, RHIA, CRCA  
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Utilizing Electronic News, Information , Commerce and Communication  
Resources as HIM Professionals

# DO YOU?

## Goals

- Provide an overview of various types of technologies and services publicly available for personal and professional use
- Connect the dots between technologies and their usefulness to HIM professionals
- Answer audience questions about use of technologies in HIM professional practice and development

## Something to Think About

“Ultimately, information literate people are those who have learned how to learn. They know how to learn because they know how knowledge is organized, how to find and how to use information in such a way that others can learn from them. They are people prepared for lifelong learning, because they can always find the information needed for any task of decision at hand.”

American Library Association  
Presidential Committee on Information Literacy

## The HIM Connection

- HIM Professionals live and breathe information
- Rapid technology, climate and policy change makes learning to utilize new and available resources a critical tool in the HIM Professional’s bag of tricks
- Becoming knowledgeable about and comfortable with various types of information sourcing technologies can make us far more effective, credible, analytical problem solvers

## Uses of Online Information Technologies

- Commerce
- Entertainment
- News
- Communication
- Reference
- Research



## Structure of Discussion

- General Definition
- What It's Used For
- Examples of Use by HIM Professionals
- Benefits of Technology

## Basic Access Components

- PC or Mac
  - Laptop , Notepad or Desktop Computer
- Smart Phones
  - Blackberry, iPhone, etc.
- Internet Connectivity
  - Cable, DSL, T1 lines, Satellite, Dial-Up
  - Wireless networks
  - 3G

## eCommerce

- General Definition
  - Online business transactions for which goods and services are generally exchanged for payment
- What it's used for
  - Material item purchase
  - Service purchase
  - Virtual item/service purchase

## eCommerce

- Examples of eCommerce for HIM Professionals
  - Online registration and payment for educational events
  - Online association membership renewals
  - Online certification exam registration
  - Access or enhanced content subscriptions to magazines, expert resources, software, data downloads, consulting services, etc.
  - Purchase of professional resource materials from eTailers (i.e., Ingenix, AHA, AHIMA)

## eCommerce

- Benefits of Technology
  - Increased access to desired item/service/system
  - Discounts for online purchases
    - USPS offers discounted postage for Express Mail and other services when consumers use Click-and-Ship to create printable postage via the USPS web portal
  - Traceable transaction trail often starting before transaction is completed

## Communication

- General Definition
  - Wide variety of spoken and typed electronic modalities used to exchange or distribute information
  
- What it's used for
  - Formal and information communication
  - Education
  - Information dissemination

## Communication: Text Messaging

- What it's used for
  - Brief, real-time "conversations" using wireless telephones and related handheld devices
  - Requires both service ability from wireless device network and a wireless device capable of texting (most newer model cell phones have the function)
  - May be purchased in a service plan or on a per-use basis
  - Some commercial applications (business or entertainment purposes) can cost user significantly in addition to their wireless provider fees

## Communication: Text Messaging

- Examples of Use by HIM Professionals
  - Communication amongst team members when a quick question needs a simple response or an important message needs to be relayed to an individual expediently
  - Mass communication of important announcements, warnings, etc.
  - Monitoring of information systems, security systems, etc.
  - Receipt of industry news summaries and updates as they happen via news services

## Communication: Text Messaging

- Benefits of Technology
  - Fast, discrete communication
  - Facilitates resolution to questions or issues while two parties are not in the same physical location
  - Provides venue for disseminating important information to a large number of individuals via distribution list using a single message send
  - Invaluable tool for use in managing critical information system function and security

## Communication: Twitter

- General Definition
  - 140 character web-enabled text messaging available online for others to follow and comment
  - Provide status/updates of your person during an activity (timeline)
  - Accounts are free
  - Levels of privacy can be set up to restrict who can see and/or follow your posts
  - Can be used via computer or smartphone
- What It's Used For
  - Primarily entertainment purposes, but evolving into real business use – most notably in health care

## Communication: Twitter

- Examples of Use (Actual or Potential) by HIM/Healthcare Professionals
  - Surgeons send "Tweets" from the operating room  
<http://edition.cnn.com/2009/TECH/02/17/twitter.surgery/index.html>
  - Tracking activities of remote staff
  - Providing updates to staff, managers, etc. when one person is attending an important business event for area (legal activities, business meetings, educational meetings, etc.)
  - Chronic disease management

## Communication: Twitter

- Benefits of Technology
  - Real time “timeline” tracking of events
  - Important implications for education, remote event participation, etc.
  - Flexibility to be used to support business operations (and not just for “experience sharing”)
  - Of course, HIPAA and other concerns would need much consideration before employing the technology for PHI communication – but there is potential for use in telemedicine, chronic disease management, rural medicine, etc.

## Communication: Instant Messaging (IM)

- General Definition
  - The exchange of real-time typed messages between two or more people using computers or other devices interacting over the internet
- What It's Used For
  - Alternative to telephone or text messaging
  - **Used widely in segments of business world for ease of use and low-impact “instant gratification” information exchange**

## Communication: Instant Messaging (IM)

- Examples of Use by HIM Professionals
  - Brief communications between remote-based staff (often transcriptionists and coders)
  - Technical support/customer service support on commercial and informational web sites (“Click here to chat...”)



## Communication: Instant Messaging

- Benefits of Technology
  - Real time “timeline” tracking of events
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## News : RSS

- General Definition/What It's Used For
  - RSS (Rich Site Summary) is a **format for delivering regularly changing web content**. Many news-related sites, weblogs and other online publishers syndicate their content as an **RSS Feed** to whoever wants it.
  - Requires a news feed reader (widely available and often integrated with web browsers, like Internet Explorer)
  - Users subscribe to feeds to get automatic updates whenever the content is changed
  - Updates often delivered in both online article and Podcast formats (as well as others)

## News : RSS

- Examples of Use by HIM Professionals
  - Podcasts from CMS  
[http://www.cms.hhs.gov/CMSFeeds/downloads/CMSHighlights\\_xml.asp](http://www.cms.hhs.gov/CMSFeeds/downloads/CMSHighlights_xml.asp)
  - AHIMA ICD-10 Updates  
[http://www.ahima.org/icd10/AHIMA\\_ICD10.xml](http://www.ahima.org/icd10/AHIMA_ICD10.xml)
  - HFMA News  
<http://www.hfma.org/hfmanews/SyndicationService.aspx/GetRss>

## News: RSS

- Benefits of Technology
  - Allows users to “receive” information pushed out to their computers by update rather than the user having to actively seek the information
  - Offers the opportunity for professionals to listen to conferences and events they were unable to attend in person at a time convenient to their schedule (with the ability to stop, start and repeat recorded sessions)
  - Continuing education and staff training opportunities increase the ability to maintain and upgrade knowledge sets in a very cost-effective and flexible manner

## News: Mailing Lists

- General Definition/What It's Used For
  - Service provided by an entity allowing individuals to subscribe to a distribution list
  - Lists are typically subject or entity-specific
  - May be moderated or unmoderated
  - May offer discussion (interactive) or are just set up for information dissemination



## News: Mailing Lists

- Examples of Use by HIM Professionals
  - CMS Mailing Lists  
<http://www.cms.hhs.gov/AboutWebsite/EmailUpdates/list.asp>
  - National Center for Health Statistics Lists  
<http://www.cdc.gov/nchs/products/nchslists.htm>
  - HCPro e-Newsletters  
<http://www.hcpro.com/archive-enewsletter-department-revenue-cycle.html>

## News: Mailing Lists

- Benefits of Technology
  - Allows users to “receive” information pushed out to their computers by update rather than the user having to actively seek the information
  - Critical or news-worthy information is often sent out immediately upon the list owner obtaining information
  - Discussion-group mailing lists provide an open forum for networking, best-practice discussions and problem resolution for groups of professionals who may not typically ever meet in a face-to-face setting

## Information: Web Sites

- One of the areas that frustrates HIM Professionals is WHERE to find information
- You know it exists, but how do you get to it?



## Information: Web Sites

- Search engines
  - [www.google.com](http://www.google.com)
  - [www.ask.com](http://www.ask.com)
  - [www.yahoo.com](http://www.yahoo.com)
  - [www.altavista.com](http://www.altavista.com)
- Caveats
  - Be critical of the source of the data provided
  - Always try to get back to an official source document or agency, particularly for legal and compliance issues

## Information: Web Sites

- CMS/Medicare
  - Medicare Conditions for Coverage (CfC) and Conditions of Participation (CoP)  
<http://www.cms.hhs.gov/CFCsAndCoPs/>
  - Medicare Hospital OPPS Addendum A&B Updates  
<http://www.cms.hhs.gov/HospitalOutpatientPPS/AU/list.asp?filterType=none&filterByDID=99&sortByDID=3&sortOrder=descending&intNumPerPage=10>
  - Medicare Manuals  
<http://www.cms.hhs.gov/Manuals/>
  - Palmetto GBA  
<http://www.palmettoqba.com/palmetto/palmetto.nsf/DocsCat/Home>

## Information: Web Sites

- South Carolina References
  - Vital Records  
<http://www.scdhec.gov/administration/vr/>
  - Regulations for SC Health Care Facilities  
<http://www.scdhec.gov/health/hrreg.htm>
  - South Carolina Licensee Lookup  
<https://verify.llronline.com/LicLookup/LookupMain.aspx>
  - South Carolina Code of Laws – Title 44 (Health)  
<http://www.scstatehouse.gov/code/titl44.htm>
  - South Carolina Code of Laws – Medical Record Copy Fees (§44-7-325)  
[http://www.scstatehouse.gov/cgi-bin/query.exe?first=DOC&querytext=%22medical%20record%22&category=Code&conid=4591928&result\\_pos=0&keyval=850](http://www.scstatehouse.gov/cgi-bin/query.exe?first=DOC&querytext=%22medical%20record%22&category=Code&conid=4591928&result_pos=0&keyval=850)