Phase One Communications Strategy
(Now – January 7, 2010)

A transparent and highly interactive communication process is a primary goal of the Health Information Technology Oversight Council (HITOC) during the planning process for a statewide health information exchange. This effort will include vigorous and ongoing communication with the multiple stakeholders interested in this important work. The communications plan during Phase One will complement the Phase One Stakeholder Process to be discussed by the HITOC at the November 5, 2009 HITOC meeting.

It is critical to address the information needs of the range of stakeholders to this work. As the Stakeholder Process is defined, the Communications consultant will identify the needs of the various stakeholders and determine the appropriate communication vehicles for different audiences. Communication tools will include:

- Monthly e-newsletters
- Weekly website updates including regular articles from HITOC members on relevant issues
- Regular email updates to stakeholders
- FAQs
- Newsletter articles for stakeholder organizations
- Survey of targeted stakeholders
- Speaking engagements

Additional communication tools in Phase One may include:

- initiative update teleconferences as part of the stakeholder process
- expanded web capability to provide the opportunity for interactive posting of information and public comment

A key component of the communications work during Phase One will be to develop a full communications plan covering the period from January – July, 2010. This plan will include the elements listed above, and in addition:

- Quarterly ambassador updates
- Quarterly stakeholder panels
- Annual stakeholder conference
- Provider outreach and engagement
- Consumer awareness and education

The final component of Phase One Communications will be to ensure that all identified stakeholders have information on how to e-subscribe for regular electronic updates on the planning process for a statewide health information exchange.