

New PHR Campaign Announced for 2008

Save to myBoK

At a press conference AHIMA announced an expanded public awareness campaign to promote personal health record (PHR) awareness. Titled "It's HI Time, America!" the campaign will promote four components essential to a comprehensive health record: high technology, high quality, high security, and high standards.

"We're here to discuss and acknowledge a sea change that's happening in the healthcare industry today," AHIMA CEO Linda Kloss said. "That sea change is the personal health record."

The campaign calls on HIM professionals to educate and encourage healthcare consumers to begin their own PHR. "The message is to go to myPHR.com and become familiar with PHRs," according to incoming 2008 AHIMA president Wendy Mangin. In the wake of the healthcare industry's shift to empower healthcare consumers, "Patients need to have more control over their information," she said.

The campaign will focus on those consumers who have the greatest potential to benefit from PHRs: maturing adults, those managing chronic conditions, parents of children, and those caring for a dependent loved one, according to Kloss. The campaign will promote myPHR.com and AHIMA's role as a patient advocate.

As one of the PHR campaign educators, Mangin said she has heard first-hand from audiences during presentations how keeping a personal health record can help ease some of the frustration for those taking care of loved ones.

The campaign will start in 2008 and continue through the summer. The PHR will take center stage throughout a two-month media tour through major American cities. Events will educate the media and consumers about the importance of personal health records and highlight myPHR.com as an information resource.

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