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**Communications Overview**

***Getting Started with HealthInfoNet***

Enclosed are materials to help staff and patients learn about HealthInfoNet (HIN), also called Maine’s statewide Health Information Exchange (HIE).

In addition to these materials, please visit our Training and Tools page for additional resources including training videos specific to communications. [www.hinfonet.org/customer-support/training-tools](http://www.hinfonet.org/customer-support/training-tools).

**Communications Package**

1. **HIN Getting Started Overview** *(this document).*
2. **HIN Communications Tips:** Includes key objectives, audiences, tactics, messages and suggested timeline.
3. **HIN Overview Presentation:** PowerPoint on HealthInfoNet.

**Communications Materials Folder**

1. **Patient Education and Communication**
   * **HIN Patient Materials Text:** Can be used for a patient letter, newsletter, and website.
   * **HIN Press Release:** For local news outlets, web posting and social media.

**2. Staff Education and Communication**

* + **HIN Internal Communication Text:** Can be used in any internal communications vehicles like like email, newsletter, intranet, etc.
  + **HIN Talking Points & FAQs:** This document should be provided along with any communication to all staff.
  + **HIN Staff Reference Card:** Can be laminated and posted in staff workspace/registration areas. There are 2 per page on this document.
  + **HIN Registration Staff Script:** Script to train those with initial patient contact along with posting the HIN Reference Card.
  + **HIN Behavioral Health Staff Script:** Script to train staff on how to check a patient’s Mental Health or HIV Consent status.

**3. Forms, Brochures & Posters Folder**

**REQUIRED:**

* **HIN Opt-Out Form:** This is the form that must be provided to all patients upon connection to the HIE.
* **HIN Overview Flyer:** This is a one pager often printed **back to back with the opt-out form**.

**OPTIONAL:**

* **HIN Opt-In Form Mental Health/HIV:**  This form should be provided to all patients in an environment where mental health and/or HIV services are provided.
* **HIN Choices Flyer:** This provides patients with a summary of their options for HIE consent and the actions they need to take. You may consider laminating this and having it at registration or including on your website.
* **HIN Consumer Poster Adult:** This is to put up in your waiting rooms or anywhere else that patients may see it.
* **HIN Consumer Poster Pediatric:** This is to put up in your waiting rooms or anywhere else that patients may see it.
* **HIE Provider Poster:** This poster can be placed in areas where your users will see it.

**4. Legal Materials Folder:** *Please review the following with your own legal counsel to ensure compliance with the law, and adjust the Notice of Privacy language as needed.*

* **HealthInfoNet in Maine Statute:** This document explains legal requirements of HealthInfoNet and its participants and has links to corresponding Maine statutes.
* **PL 2011, c. 373 –** Public Law that explains most notably opt-out requirements of HIE participants.
* **PL 2011, c. 347 -** Public Law that explains most notably inclusion of Mental Health and HIV/AIDS information in the HIE.
* **HIN Notice of Privacy Language (Recommended):** This is draft language that can be used in your Notice of Privacy Practices. Please review with your legal counsel.

**If you have questions about this package, please contact Katie Sendze, Director, Client Services at** [**ksendze@hinfonet.org**](mailto:ksendze@hinfonet.org)