

Healthy People 2020 Summary of Objectives

Health Communication and Health IT

Number	Objective Short Title
HC/HIT-1	Health literacy
HC/HIT-2	Satisfaction with health care providers' communication skills
HC/HIT-3	Individuals' involvement in their health care decisionmaking
HC/HIT-4	Receipt of providers' recommendations for personalized health care resources
HC/HIT-5	Electronic personal health management tools
HC/HIT-6	Internet access
HC/HIT-7	Social support
HC/HIT-8	Quality of Internet health information sources
HC/HIT-9	Access to online health information
HC/HIT-10	Electronic health records in medical practices
HC/HIT-11	Users of health information technology
HC/HIT-12	Best practices in health protection messages
HC/HIT-13	Social marketing in health promotion and disease prevention

Topic Area: Health Communication and Health IT

HC/HIT-1: (Developmental) Improve the health literacy of the population.

HC/HIT–1.1 Increase the proportion of persons who report their health care provider always gave them easy-to-understand instructions about what to do to take care of their illness or health condition.

Potential data source: Medical Expenditure Survey (MEPS), AHRQ.

HC/HIT–1.2 (Developmental) Increase the proportion of persons who report their health care provider always asked them to describe how they will follow the instructions.

Potential data source: Medical Expenditure Survey (MEPS), AHRQ.

HC/HIT–1.3 (Developmental) Increase the proportion of persons who report their health care providers' office always offered help in filling out a form.

Potential data source: Medical Expenditure Panel Survey (MEPS), AHRQ.

HC/HIT–2: Increase the proportion of persons who report that their health care providers have satisfactory communication skills.

HC/HIT–2.1 Increase the proportion of persons who report that their health care providers always listened carefully to them.

Target: 65 percent.

Baseline: 59 percent of persons reported that their health care providers always listened carefully to them in 2007.

Target setting method: 10 percent improvement.

Data source: Medical Expenditure Panel Survey (MEPS), AHRQ.

HC/HIT–2.2 Increase the proportion of persons who report that their health care providers always explained things so they could understand them.

Target: 66 percent.

Baseline: 60 percent of persons reported that their health care providers always explained things so they could understand them in 2007.

Target setting method: 10 percent improvement.

Data source: Medical Expenditure Panel Survey (MEPS), AHRQ.

HC/HIT–2.3 Increase the proportion of persons who report that their health care providers always showed respect for what they had to say.

Target: 68.2 percent.

Baseline: 62.0 percent of persons reported that their health care providers always showed respect for what they had to say in 2007.

Target setting method: 10 percent improvement.

Data source: Medical Expenditure Panel Survey (MEPS), AHRQ.

HC/HIT–2.4 Increase the proportion of persons who report that their health care providers always spent enough time with them.

Target: 54 percent.

Baseline: 49 percent persons reported that their health care providers always spent enough time with them in 2007.

Target setting method: 10 percent improvement.

Data source: Medical Expenditure Survey (MEPS), AHRQ.

HC/HIT–3: Increase the proportion of persons who report that their health care providers always involved them in decisions about their health care as much as they wanted.

Target: 56.8 percent.

Baseline: 51.6 percent of persons reported that their health care providers always involved them in decisions about their health care as much as they wanted in 2007.

Target setting method: 10 percent improvement.

Data source: Health Information National Trends Survey (HINTS), NIH, NCI.

HC/HIT-4: (Developmental) Increase the proportion of patients whose doctor recommends personalized health information resources to help them manage their health.

Potential data source: Pew Internet and American Life Project, PEW.

HC/HIT-5: Increase the proportion of persons who use electronic personal health management tools.

HC/HIT–5.1 Increase the proportion of persons who use the Internet to keep track of personal health information, such as care received, test results, or upcoming medical appointments.

Target: 15.7 percent.

Baseline: 14.3 percent of persons reported using the Internet to keep track of personal health information, such as care received, test results, or upcoming medical appointments in 2007.

Target setting method: 10 percent improvement.

Data source: Health Information National Trends Survey (HINTS), NIH, NCI.

HC/HIT–5.2 Increase the proportion of persons who use the Internet to communicate with their health provider.

Target: 15.0 percent.

Baseline: 13.6 percent of persons reported using the Internet to communicate with their health provider in 2007.

Target setting method: 10 percent improvement.

Data source: Health Information National Trends Survey (HINTS), NIH, NCI.

HC/HIT-6: Increase individuals' access to the Internet.

HC/HIT–6.1 Increase the proportion of persons with access to the Internet.

Target: 75.4 percent.

Baseline: 68.5 percent of persons reported having access to the Internet in 2007.

Target setting method: 10 percent improvement.

Data source: Health Information National Trends Survey (HINTS), NCI.

HC/HIT–6.2 Increase the proportion of persons with broadband access to the Internet.

Target: 83.2 percent.

Baseline: 75.6 percent of persons reported having broadband access to the Internet in 2007.

Target setting method: 10 percent improvement.

Data source: Health Information National Trends Survey (HINTS), NCI.

HC/HIT–6.3 Increase the proportion of persons who use mobile devices.

Target: 7.7 percent.

Baseline: 6.7 percent of persons reported using mobile devices in 2007.

Target setting method: 10 percent improvement.

Data source: Health Information National Trends Survey (HINTS), NCI.

HC/HIT-7: Increase the proportion of adults who report having friends or family members with whom they talk about their health with about their health.

Target: 87.5 percent.

Baseline: 79.5 percent of adults reported having friends or family members with whom they talk about their health in 2007.

Target setting method: 10 percent improvement.

Data source: Health Information National Trends Survey (HINTS), NIH, NCI.

HC/HIT-8: Increase the proportion of quality, health-related websites.

HC/HIT-8.1 Increase the proportion of health-related websites that meet three or more evaluation criteria disclosing information that can be used to assess information reliability.

Target: 57.1 percent.

Baseline: 51.9 percent of health-related websites met three or more reliability criteria in 2009.

Target setting method: 10 percent improvement.

Data source: Office of Disease Prevention and Health Promotion survey, HHS.

HC/HIT- 8.2 (Developmental) Increase the proportion of health-related websites that follow established usability principles.

Potential data source: Office of Disease Prevention and Health Promotion survey, HHS.

HC/HIT-9: Increase the proportion of online health information seekers who report easily accessing health information.

Target: 41.0 percent.

Baseline: 37.3 percent of online health information seekers reported easily accessing health information in 2007.

Target setting method: 10 percent improvement.

Data source: Health Information National Trends Survey (HINTS), NIH, NCI.

HC/HIT-10: Increase the proportion of medical practices that use electronic health records.

Target: 27.5 percent.

Baseline: 25.0 percent of medical practices reported using electronic health records in 2007.

Target setting method: 10 percent improvement.

Data source: National Ambulatory Medical Care Survey (NAMCS), CDC, NCHS.

HC/HIT-11: (Developmental) Increase the proportion of meaningful users of health information technology (HIT).

Potential data source: Centers for Medicare and Medicaid Services (CMS) Update/Report on Meaningful Use.

HC/HIT-12: (Developmental) Increase the proportion of crisis and emergency risk messages intended to protect the public's health that demonstrate the use of best practices.

Potential data source: CDC Risk Communication Message Survey, CDC.

HC/HIT-13: (Developmental) Increase social marketing in health promotion and disease prevention.

HC/HIT-13.1 Increase the proportion of State health departments that report using social marketing in health promotion and disease prevention programs.

Potential data source: National Public Health Information Coalition (NPHIC/CDC Cooperative Agreement Healthy People 2020 Survey), CDC.

HC/HIT-13.2 Increase the proportion of schools of public health and accredited master of public health (MPH) programs that offer one or more courses in social marketing.

Potential data sources: National Survey of Public Health Competencies in Social Marketing: Survey of Association of Schools of Public Health (ASPH) member schools and accredited MPH programs (Florida Prevention Research Center, University of South Florida).

HC/HIT-13.3 Increase the proportion of schools of public health and accredited MPH programs that offer workforce development activities in social marketing for public health practitioners.

Potential data sources: National Survey of Public Health Competencies in Social Marketing: Survey of ASPH member schools and accredited MPH programs (Florida Prevention Research Center, University of South Florida).