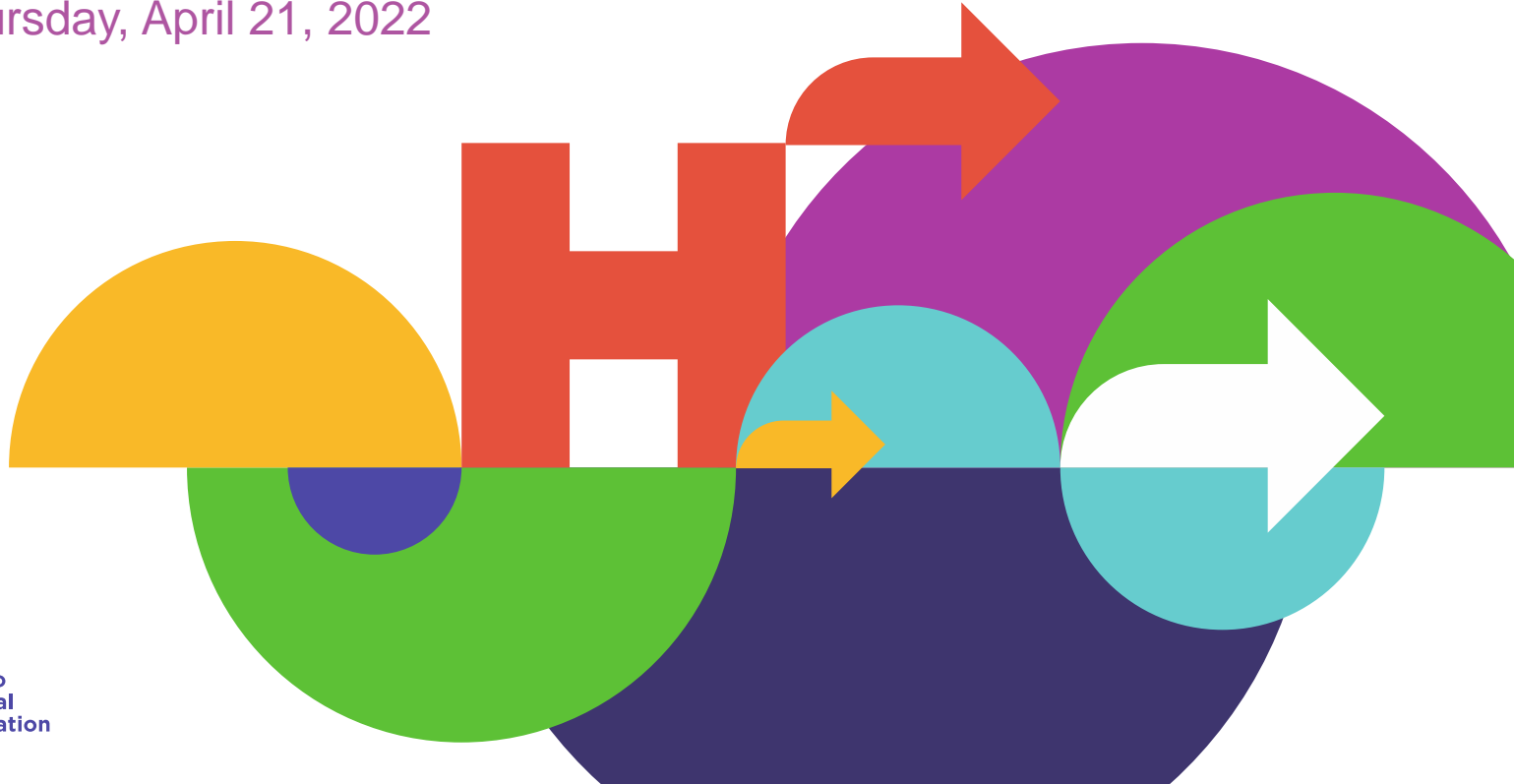


OHA Virtual Session for Members on Adopting Digital Survey Modes

Thursday, April 21, 2022



Today's Agenda

Time	Agenda Item	
2:00 pm	Introduction	Anthony Jonker, Vice President, Data & Analytics, OHA
2:05 pm	Procurement Update	Anthony Jonker
2:15 pm	University Health Network Presentation	Laura Williams, Senior Director, Patient Experience, UHN and Peter Ash, Manager, Strategy & Transformation, UHN
2:25 pm	Royal Victoria Regional Health Centre Presentation	Christine Durand, Interim Manager, Quality, Patient Safety, Patient Relations, RVH
2:35 pm	Digital Communication and PHIPA	Dan Michaluk, Partner, BLG
2:45 pm	Q & A	Sussmek Pandharkame, Assistant Consultant, Patient Experience, OHA
2:57 pm	Concluding Remarks	Anthony Jonker

Procurement Update



EPR Email Collection

Laura Williams, Senior Director of Patient Experience

Peter Ash, Manager of Strategy & Transformation

April 2022

Why the change?

- UHN needed a standardized approach to collect and securely store patient email addresses
- Patient email addresses are useful to communicate with patients for clinical communication and patient experience surveys
- Legal and Privacy have led and guided these best practices

The Change: UHN Standard Registration Screen

Edit Registration

UHN Standard Registration

Mailing Address/Notification Information

1 Primary Care Provider	2 Preferred Language Spoken	3 Interpreter?	
4 Mailing/Temporary Address	5 Type:M/T	6 Address Exp Date	
7 Email Consent - Care	8 Email Address	9 Date of Consent/Decline	10 Research
11 Next of Kin Name	12 Relationship	13 Next of Kin Address	
14 (NOK) Primary Phone #	15 (NOK) Secondary Phone	16 Out of Country Phone #	
17 Emergency Contact(s)	18 Emergency Contact Phone #		

Consent Script

Your care provider can communicate with you about your care using email. Would you like to learn more about this?

(If the patient gives an immediate 'No', you do not need to proceed with this script)

Before you decide whether you want to communicate with us by email, we want to give you some important information.

- UHN will only email you with your permission. Doctors and clinics may have their own guidelines about when they will communicate with patients using email and some do not use email to communicate with patients.
- UHN will only email you about your health care. (if you need examples: sending you test results, medical advice, appointment confirmations, or patient surveys).
- The emails we send you may contain personal health information. (if you need examples: , information about your diagnosis, treatment, or medications).
- You should never email UHN in urgent or emergency situations.
- Email is never completely secure. The use of email always has some privacy and security risks.

If you would like more information about UHN's use of emails to communicate with patients please visit our website at www.uhn.ca. (Here is the PDF link in case patients would like to receive it by mail).

You may decide to stop using email to communicate with UHN at any time. Contact your health care provider or the **UHN Privacy Office**.

Would you like to UHN to communicate with you about your health care by email?

Consent to be Contacted about Research

If you want, your UHN health care provider may also email you about research studies you may want to participate in.

Next Steps

- As of June 4th, 2022, UHN will be transitioning to Epic and adopting a new patient portal
- All emails transitioned to Epic have been consented
- Email consent will continue to be entered at points of registration
- Patients will also be able to select email and/or text as methods of preferred communication through the new myUHN Patient Portal
- Outpatient lists have been used to email information to patients potentially impacted by disruptions in the area (eg. Protest notices)
 - Data cleanup is still required which can be time consuming
 - Knowing what fields to pull is a learning experience – eg.) virtual care appointment versus in-person
- A standardized process is in development for patient reported experience measurement and patient reported outcomes measurement using email and/or text.
 - Decision support required to reduce over saturation, timing of distribution, anonymity, etc.

New myUHN Patient Portal

Communication Preferences

Choose how you would like to receive myUHN notifications.

Email Text

✓ **Appointments**

Alerts and notifications about upcoming or past appointments.



✓ **Messages**

Receive updates from your healthcare organization.



✓ **Health**

Notifications when new information is available about your care.



✓ **Billing**

Updates about billing and insurance information.



✓ **Questionnaires**

Alerts when questionnaires are available or due.



✓ **Account Management**

Receive alerts about account updates.



✓ **Emails from UHN**

Receive emails directly from UHN Staff



✓ **To Do**

Notifications about tasks and changes to your To Do list.



Adoption of Email Surveying

Christine Durand

Interim Manager, Quality, Patient Safety & Patient Relations

Royal Victoria Regional Health Centre & Georgian Bay General Hospital Partnership



www.rvh.on.ca

Why Email Surveying?

- Low response rate with other survey modalities
- Associated costs
- Ease of use for patients
- Collecting email address for many uses:
 - Appointment reminders
 - Patient resources
 - Patient portal



Challenges

- Change of practice for clerical staff on inpatient units
- Hesitancy asking for email address
- Some patients not comfortable with sharing
- Ensuring accuracy of email collection



Collection of Email Addresses

We now collect patient email addresses.

Future uses of email as a communication tool may include:

- Appointment reminders
- Sharing instructions on how you can access your own hospital medical records on-line
- Patient experience feedback

Please PRINT your email in CAPITAL LETTERS below and hand to your Registration Clerk.

_____@_____

Your personal health information is always protected and you can unsubscribe at any time.

Thank You



Wins

- EMR patient demographic has area to capture email
- Those impacted by the change adapted quickly with appropriate tools/scripting
- Increase in responses and patient experience data



Digital communication and PHIPA

Presented By

Dan Michaluk

April 21, 2022



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The risks of email and text communication

Threat scenarios

- Message mis-addressed
- Bulk/mass message content erroneous
- Message accessed without authorization in recipient account
- Transitory copies are lost, stolen or accessed without authorization
- Message intercepted in transit



“Communicating Personal Health Information by Email”

- Must notify patients about written email policy and obtain consent prior to the use of unencrypted email
 - In plain language
 - Indicates the types of information that may be communicated by unencrypted email
 - Conveys the risks of using unencrypted email
 - Conveys the circumstances in which you will use unencrypted email



Gaining consent

- Use a script to obtain oral consent
- Define purpose to be meaningful and not overly constraining (e.g., care, research, fundraising)
 - Put detail into examples – e.g., administering patient experience surveys
 - Refer to future uses as appropriate
- Aim for balance in conveying security risks
- Retain good proof of consent – gather data to facilitate proof (including date)
- Provide a reliable means of opt out, and consider whether to allow individuals to put conditions and restrictions on consent



Post-collection privacy and security issues

- Scope of authorization?
 - Purposes
 - Types of information
 - What bulk communications are authorized?
 - Versus individual communications?
- Who needs and gets access to addresses?
- Where is data stored and for how long?
 - What do we do about message copies?
- Accuracy – updating contact info?
- Vendor due diligence



Thank You

For more information, contact:

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Q & A



