

# BLUE BUTTON INITIATIVE

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## What is Blue Button?

The Blue Button signifies to patients that they can view online and download their personal health records. Several federal agencies, including the Department of Defense, Health and Human Services, and Veterans Affairs, have implemented this capability for their beneficiaries.

## OBJECTIVES OF BLUE BUTTON

Since launching the Blue Button Initiative six months ago, ONC has been working toward:

- Ensuring every American has access to their digital health information.
- Helping application developers use the data to build products and services that help individuals with their health.

## BLUE BUTTON STRATEGY

Blue Button symbolizes patients' right to access their personal health information in a usable and safe digital format. It has spread from the federal government to the private sector.

Thanks to the efforts of the US Department of Veterans Affairs, the Office of Personnel Management, and the Blue Button pledge community, more than 80 million Americans can now download their health information with a click of a button through participating providers. Read more about the Blue Button strategy at [hhs.gov/digitalstrategy/open-data/introducing-blue-button-plus.html](https://hhs.gov/digitalstrategy/open-data/introducing-blue-button-plus.html)

## AHIMA STRATEGY

Establish consumer engagement campaign:

- Highlight knowledge of Blue Button, as well as MyPHR.com, personal health records, and health literacy, to increase consumer engagement initiatives in the improvement of health and healthcare.
- Create toolkit for use by CSAs to promote awareness of consumer engagement campaign:
  - Information sheets
  - Webinars
  - Teaching strategies for implementing and using Blue Button, personal health records, and increasing health literacy
- Partner and encourage CSAs to partner with other organizations interested in engaging the public in the use of personal health information to improve healthcare.

## CSA INVOLVEMENT

- CSAs take the Blue Button pledge at [healthit.gov/bluebutton](https://healthit.gov/bluebutton)
- AHIMA members take the individual Blue Button pledge at [MyPHR.com](https://MyPHR.com)
- AHIMA members to become AHIMA Blue Button pledge supporters and also to help spread the word to your employers, family, providers, friends, fellow HIM professionals and friends about the Blue Button.
- Implement CSA Blue Button contest in 2014