

# Florida Health Information Exchange Outreach November 20, 2015

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**Florida Health Information Exchange  
Coordinating Committee**



# 2015 Health Information Exchange Outreach Update

## Outreach Activities in 2015:

- Events, tours, webinars, and conference calls
- Increasing use of social media
- Symposium events
- Outreach materials developed & updated
- Testimonials
  - Audio Recordings on Website



# Outreach Strategy 2016

- Events, tours, webinars, and conference calls
- Use of social media
  - Considering the use of fun and educational type videos for YouTube
- Symposium events
  - 2 to 3 more symposiums (Gainesville & South Florida)
- Testimonials
  - Audio and Video Recordings on Website
- Promote CMS funding to assist with on-boarding of eligible providers and hospitals



# Florida HIE Outreach Plan



Any Questions?

