



# The People of eHealth: Roles of eHealth Workers

Foundational Curriculum:

Cluster 1: eHealth

Module 1: Introduction to eHealth

Unit 2: The People of eHealth: Roles of eHealth Workers

FC-C1M1U2

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# Unit Objectives

- Identify types of health care providers who use health IT/eHealth
- Identify the eHealth role service categories
- Explain the five levels of eHealth roles
- Describe roles of health information management/health IT professionals
- Describe healthcare providers



# Who Uses eHealth?

- It is often assumed that only providers of care, like nurses or doctors, use eHealth
- However, there are over 250 types of workers, some clinical and others non-clinical, who use eHealth in their jobs
  - **Clinical roles** include those jobs primarily associated with caring for patients and their families
  - **Non-clinical roles** include jobs that are associated primarily with administration, technology, business or other processes





# Who Uses eHealth (Cont'd)

- In addition to patient care roles, eHealth workers include those staff who work in:
  - administration
  - legal
  - education
  - information systems and technology
  - environmental services
  - security
  - biomedicine
  - research
  - nutrition, and
  - other roles





# Types of Care Providers

- These types of care providers can be categorized into five basic domains:
  - **Administration** (including those who work in management, financial, legal, education and business services)
  - **Direct Patient Care** (people who provide direct care to patients, such as doctors, nurses, pharmacists, nutritionists, environmental services and therapists)
  - **Engineering/Information Systems/Information and Communications Technology** (those who work with machinery, computer and technological systems, and hardware and software)
  - **Informatics** (those working in the intersection of technology and clinical services)
  - **Research/Biomedicine** (staff who perform healthcare research, and specialize in developing and using technology to improve biological processes and functions)





# Healthcare Roles

- There are many roles which are evolving to include electronic health aspects
- This is especially true in many European states where electronic records are being used more frequently
- You can find over 250 roles listed in HITComp:
  - [www.hitcomp.org](http://www.hitcomp.org)





# The Role of an eHealth Worker



- Jobs within the eHealth field can be broken down into several roles within the five domains
- These roles include clinical jobs as well as non-clinical jobs
- These roles can be broken down into type:
  - **Executive** (higher level organizational administrative and leadership roles) (e.g., Chief Executive Officer (CEO), Managing Director, Chief Nursing Officer (CNO) or Chief Information Officer (CIO))
  - **Operational/Technical** (trade and technically skilled roles) (e.g., radiology technician, research assistant, or informatics specialist)
  - **Professional** (healthcare roles usually requiring advanced degrees along with credentials or certifications) (e.g., doctor, nurse or pharmacist)
  - **Secretary/Managerial** (clerical, managerial, supervisory and lower level administrative roles) (e.g., nurse manager, receptionist or nutritional department data entry clerk)





# The Role of an eHealth Worker (cont'd)



- Further, the roles can be divided into **service category** (a general characteristic of a type of service provided):
  - **Ancillary:** members of the allied health team who provide support to primary providers, physicians or nurses. Examples include therapists, technicians, as well as assistants
  - **Engineering/ICT/IS:** members of division responsible for the building design and deployment as well as maintenance of the information and communications technology systems.
  - **Nursing:** members of the nursing or nursing-related services division, providing direct and immediate patient care.
  - **Physician/Provider/Medical Staff:** members of the division of physician or mid-level providers who specialize in diagnosis and treatment of patients



# The Role of an eHealth Worker (cont'd)

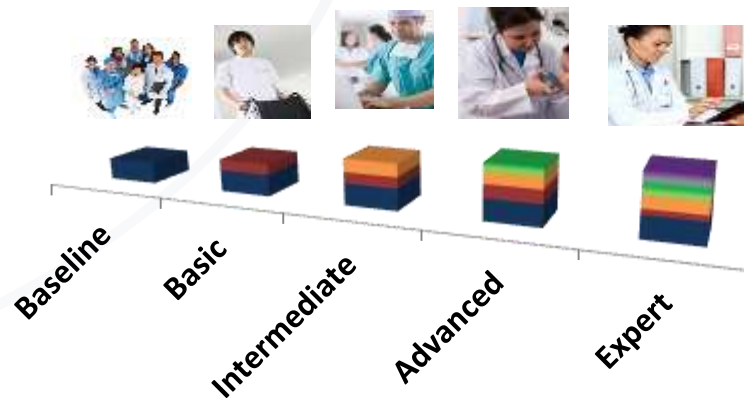


- Finally, each role can be categorized in terms of level, from **baseline**, to **basic**, **intermediate**, **advanced** and **expert**
- All eHealth workers need to have at least **baseline skills**
- Baseline skills are the foundational skills needed to perform at the minimum level for any job; they include **soft skills**, such as communication and professionalism, and **hard skills**, such as ability to use equipment and technology



# The Role of an eHealth Worker (cont'd)

- Levels do not always correspond to the job type or service due to specialization of occupation roles and responsibilities
  - For example, a CEO may need only basic or intermediate eHealth skills at a certain organization, whereas a technical assistant may need advanced skills
  - All physicians or nurses may not need the same level of eHealth skills, depending on their specialty, such as informatics, emergency medicine or rehabilitative care




Graphic Design by R.  
Blake



# Roles and Job Progression



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- As you progress in your eHealth career, you may find roles that act as building blocks to advancement
  - Example 1: a clinical nurse may become educated in information technology, which can enable him to become a nurse informaticist
  - Example 2: a nurse informaticist could take management courses, which could propel her to become a clinical informatics manager
  - Example 3: a member, a clinical informatics manager, could opt to return to school for specialization and certification, and with work and education could ultimately become a chief information officer



# Sample Job Progression Ladder: Registered Nurse





# The Role of a Health Information Management/Health IT Professional

- **Health Information Management (HIM)**, the administration of health information and records, was historically a unique role performed by professionals in the hospital specializing in paper-based medical records
  - With the advent of electronic health records, all workers in healthcare must take on at least some aspects of health information management





# The Role of a Health Information Management/Health IT Professional

- HIM professionals are increasingly becoming:
  - standard-setters for electronic health records;
  - advocates for quality patient records and for patient access and utilization of personal health information;
  - and data experts for collecting, interpreting, and analyzing health information\*
- The HIM field has evolved from paper medical records management to a wide range of roles and responsibilities, including EMR management



From AHIMA's Summary Findings from the HIM Workforce Study: <http://bok.ahima.org/doc?oid=58258#.Wa1QEMix02w>



# Healthcare Providers

- **Healthcare provider:** This is an individual who provides preventive, curative, promotional or rehabilitative health care services in a systematic way to people, families or communities
  - Usually a skilled worker or professional, with or without a certificate, license, or technical college or university-level education/degree, depending on requirements for practice, who works directly with patients and families







# Healthcare Providers

- A health professional may operate within all branches of healthcare, including medicine, surgery, dentistry, midwifery, pharmacy, psychology, nursing or allied health professions
  - Usually licensed or certificated and must hold a college or university degree or equivalent formal education
  - May also be a public/community health expert
  - Also called a **clinician**
  - Also called a direct care provider





# Healthcare Providers (cont'd)



- In eHealth, providers deliver healthcare to patients and other consumers
  - This can be accomplished:
    - In person (within a healthcare setting)
    - Digitally or electronically (by electronic health – eHealth – or telehealth methods)
  - However, health care can also occur without direct participation of a healthcare provider (mobile health, or **mHealth**, applications, patient-generated records or Patient Health Records, or by other digital or electronic means)



# Healthcare Providers (cont'd)



- Healthcare providers include (but are not limited to):
  - Doctors
  - Nurses
  - Mid-level providers (physician assistants, nurse practitioners, etc.)
  - Patient Care Assistants
  - Therapists and Technicians (including Radiology, Physical and Respiratory, among others)
  - Social Workers and Counselors
  - Nutritionists





# Unit Review Checklist



- ☐ Identified types of health care providers who use health IT/eHealth (JB08)
- ☐ Identified the eHealth role service categories
- ☐ Explained the five levels of eHealth roles
- ☐ Described roles of health information management/health IT professionals (JB03)
- ☐ Described healthcare providers



# Unit Review Exercises

- Use the HITComp tool to identify some of the 250 different types of workers who use eHealth in their jobs
- <http://hitcomp.org>
- Part 1: Find types of workers related to: 1. administration, 2. research/biomedicine, as well as 3. patient care roles. Name one example of each
- Part 2: Use the HITComp tool to find the description for the role “phlebotomist”
  4. What is a phlebotomist in Italian?
  5. In what service category is phlebotomist?
  6. What role type is phlebotomist?



# Unit Exam



1. What does HIM stand for in regards to eHealth?
  - a. Healthcare Informatics Maintenance
  - b. Health Information Management
  - c. Healthcare Information Maintenance
  - d. Health Identification Management
  
2. A nursing assistant would be categorized into which of the following eHealth domains?
  - a. Research/Biomedicine
  - b. Direct Patient Care
  - c. Security
  - d. Administration
  
3. Fill in the blank: All eHealth workers need to have at least \_\_\_\_\_ skills.
  - a. Baseline
  - b. Intermediate
  - c. Advanced
  - d. Basic



# Unit Exam



4. Which of the following is an example of a healthcare provider?
  - a. Clinician
  - b. Direct care provider
  - c. Therapist
  - d. All of the above
  
5. A hospital lawyer would be categorized into which of the following eHealth domains?
  - a. Research/Biomedicine
  - b. Direct Patient Care
  - c. Administration
  - d. Security