

EMPOWERING PEOPLE TO IMPACT HEALTH

Professional and Personal Brand

Sample Message Responses

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Sample Message Responses

The following fill-in the blank statements were created so that you can build your own professional and personal brand statements. Each statement allows for you to customize your own brand statements that will include value, skill, and audience.

Statements cover:

- As a professional in health information, what do you do?
- How do health information professionals impact the health industry?
- What exactly is health information?
- How do health information professionals impact me as a consumer, or my care as a patient?

As a professional in health information, what do you do?

Template:

As a Health Information Professional, I draw on a comprehensive understanding of [*area of study*], [*area of study*], and [*area of study*] to ensure that the health information collected, accessed, and used by professionals throughout healthcare, is [*adjective(s)*].

In my specific role as [*Title and/or name of organization*] I [*oversee/lead/am part of*] a team of [*professionals*]. By [*meaningful action*], [*meaningful action*], and [*meaningful action*], we [*description of your primary objective, or the type of support you provide to patients*].

As a professional in health information, what do you do?

Example:

As a Health Information Professional, I draw on a comprehensive understanding of [*clinical practices*], [*data management*], and [*operations*] to ensure that the health information collected, accessed, and used by professionals throughout healthcare, is [*done so responsibly, and effectively*].

In my specific role as [*Chief HIM & Exchange Officer for Children's Health*] I [*oversee*] a team of [*other health information professionals*]. By [*serving as calm source of information for patients and their families*], [*directing families to the patient portal for accurate clinical guidance*], and [*working on new ways to make record management more efficient*], we [*provide critical support to the people, patients and clinicians who need it most*].

What exactly is health information?

Template:

Health information is the data that comes with every healthcare experience. Every new *[interaction during a healthcare experience]*, *[interaction during a healthcare experience]*, and *[interaction during a healthcare experience]* in the healthcare space generates essential information that significantly impacts our personal and collective wellbeing.

Health information is complex, nuanced, ever-changing and deeply personal. Because of these uniquely human characteristics, its proper management requires a diverse range of expertise.

What exactly is health information?

Example:

Health information is the data that comes with every healthcare experience. Every new [*conversation*], [*knee tap*], and [*blood draw*] in the healthcare space generates essential information that can significantly impact our personal and collective wellbeing.

Health information is complex, nuanced, ever-changing and deeply personal. Because of these uniquely human characteristics, its proper management requires a diverse range of expertise.

How do health information professionals impact the health industry?

Template:

The responsible collection, protection, and analysis of health information allows practitioners to provide effective care, economic engines to run, researchers to make life-saving discoveries, and individuals to maintain good health. In my role at [*Healthcare Organization*] this is demonstrated by [*specific action of team or contribution*]. This work is contributing to [*describe a positive outcome or impact that occurred as a result of this contribution*]. This will impact [*who? Individual/community/group/technology/workflow/system*] by [*description of the positive impact—how has this contribution benefited the individual/group/etc. above?*].

How do health information professionals impact the health industry?

Example:

The responsible collection, protection, and analysis of health information allows practitioners to provide effective care, economic engines to run, researchers to make life-saving discoveries, and individuals to maintain good health. In my role at [*Healthcare organization*] this is clearly demonstrated by [*the integrity of the claims data we submit regularly*]. This work is contributing to [*the development of interactive, population health focused dashboards*]. This will impact [*our health care communities*] by [*ultimately allowing them to work with other local entities to better assess the status of the health needs in their area and develop more comprehensive improvement plans*].

How do health information professionals impact me as a consumer, or my care as a patient?

Template:

Health information professionals use our [*characteristic/skillset/quality*] and [*characteristic/skillset/quality*] to enhance the lives of the people around us. By keeping the person in front of the data considered and connected to their information at all times, we ensure that their healthcare experience is as positive and successful as possible.

Healthcare is also everywhere now; we wear it on our wrists, collect it on our phones, and engage with it in our homes and workplaces. Health information professionals use our human perspective to inform [*adjective*] systems, [*adjective*] technologies, and better patient outcomes overall.

How do health information professionals impact me as a consumer, or my care as a patient?

Example:

Health information professionals use our [*interest in data*] and [*attention to detail*] to enhance the lives of the people around us. By keeping the person in front of the data considered and connected to their information at all times, we ensure that their healthcare experience is as positive and successful as possible.

Healthcare is also everywhere now; we wear it on our wrists, collect it on our phones, and engage with it in our homes and workplaces. Health information professionals use our human perspective to inform [*more connected*] systems, [*more intuitive*] technologies, and better patient outcomes overall.