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Brand Guidelines

Connected Health



Guidelines for use of the Connected Health logo March 2013



These guidelines have information about the purpose and use of the Connected Health logo. They include the criteria for the use of the logo by the health sector.

Background

We are working towards a future where health professionals will be able to access and share health information online. This means people will receive better and safer care because health professionals will have a fuller picture before deciding on treatment.

The goal is that by 2014:

- New Zealanders will have access to their own health information
- all health professionals caring for a person, no matter where they are in the country, have secure electronic access to that person's health information.

The move to electronic sharing of health information means that more than ever the public need to be reassured that their information is collected, transferred, stored and shared safely and securely.

A new brand – Connected Health – has been developed so the public can see quickly and easily that the systems and portals collecting, transferring, storing and sharing their information are secure and can be trusted.

Security of health information is protected by rules in our legislation, particularly the Privacy Act 1993, Health Information Privacy Code 1994 and section 22 of the Health Act 1956. Health providers such as DHBs also have their own privacy and security policies and information standards provide further security measures.

Expanding an existing brand

Connected Health is an existing brand of the National Health IT Board, currently used in relation to the exchange of secure information via telecommunications. It is being expanded as a brand that can be used as an umbrella term for the IT systems and environments that securely share information.

Purpose of the brand

To provide a quick and easy way for the public to see that the systems and portals collecting, transferring, storing and sharing their information are secure and can be trusted.

What it means to display the Connected Health logo

Displaying the Connected Health logo means the provider is part of the secure 'network of networks' certified against [Connected Health network connectivity standards](#).

Where the Connected Health logo is displayed, clinicians and patients can have **TRUST**:

Trust: in the accuracy of the information, captured, transferred or stored by this service.

Respect: that the service provider demonstrates respect for the privacy of personal information.

Universal: that the service supports equality and equity of access to information for all New Zealanders.

Secure: that the service meets the security criteria outlined in the Health Information Security Framework <http://www.ithealthboard.health.nz/hisf>

Timely access: that the information is available where and when clinicians and patients require access, resulting in better care.



Frequently asked questions



Who can display the Connected Health logo?

The logo can be displayed by service providers within the New Zealand health system who meet the criteria of being part of the secure 'network of networks' certified against [Connected Health network connectivity standards](#).

These providers could include:

- Integrated Family Health Centres, general practices, pharmacies and other health care providers who connect to other parties and share information within the health sector
- secondary care providers who use endorsed clinical workstations and linked up IT tools for health professionals, involved in patient care
- specialist service providers who are involved in multi-disciplinary care.

Providers will need to be on the Connected Health network before offering patient portals.

Where can I get the logo?

High resolution versions of the logo can be downloaded from the Connected Health pages at www.ihealthboard.health.nz website.

Where can the logo be displayed?

It is up to providers where they wish to display the logo. That might be on websites, documents, information for patients, prescription scripts, in clinic waiting rooms, on letterheads or alongside their brand. The NHITB encourages wide use of the Connected Health logo by service providers within New Zealand who meet the criteria.

What benefits will the Connected Health brand bring to New Zealanders?

New Zealanders will be reassured by the Connected Health logo that the systems and portals collecting, transferring, storing and sharing their information are secure and can be trusted.

What benefits will the Connected Health brand bring to health professionals?

Providers who meet the criteria of being part of the secure 'network of networks' certified against [Connected Health network connectivity standards](#) will be able to promote this, to show the services they are providing are secure and able to be trusted.

Do I need to apply to use the logo?

No – all providers who meet the criteria are able to use the logo.

What happens if a service or provider does not meet the criteria uses the logo?

The NHITB will request that they stop using the logo immediately. It will follow up to ensure this action has been taken.

Connected Health is a registered trademark which is protected against use by third parties of the mark, without permission. Use of the logo by a service or provider who does not meet the criteria will be considered use without permission.

Will use of the logo be monitored?

The use of the logo will not be formally monitored, but the NHITB will respond quickly to instances of logo use by those who do not meet the criteria.

Who oversees use of the logo?

The NHITB oversees the use of the logo. For further information, comments or concerns, contact enquiries@ihealthboard.health.nz.



Brand Overview



Essence

My information. Better care.

Values

Reliable, trusted, safe, connected.

Promise

Improved electronic sharing of health information will ensure that everyone involved in a person's care will have access to the most accurate and complete information possible. This will result in better, safer care.

Graeme Osborne,
Director, National Health IT Board

Symbol/mark

The form is reminiscent of a flower/pinwheel. Inspired by leaves and overlapping pages – the overlapping transparency of the leaves/pages connotes integration and connection.



} SYMBOL/MARK



ConnectedHealth
My information. Better care.

} WORDMARK



Colour



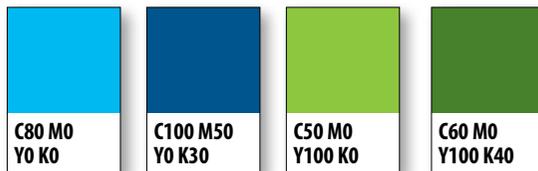
05

Colour reproduction

The logo would typically be printed in full colour (CMYK). If it is not possible to print in colour please use the black and white version. See page 4.



CMYK



RGB





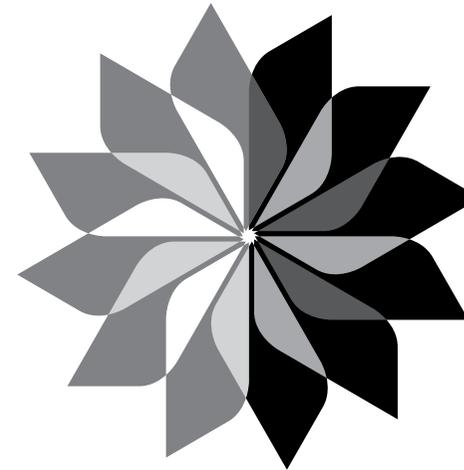
Single Colour



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Black and white version

The black and white version uses a simplified flower/
pinwheel design for more reliable single colour print
reproduction.



Reverse version



ConnectedHealth
My information. Better care.



Horizontal



Standard and preferred logo option

This is the preferred version of the logo. Please always use this horizontal version unless there is a problem with the space available. See the next page.

Minimum size

The minimum width of the logo is 50mm.



50mm minimum

Clear space

Please maintain an appropriate clear space around the logo. The H can be used to define the minimum.





Vertical



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Secondary logo option

When there is a problem using the preferred horizontal logo due to restricted horizontal dimensions, please use this stacked version.

Minimum size (stacked version)

The minimum width of the stacked logo is 25mm.



25mm minimum

Clear space

Please maintain an appropriate clear space around the logo. The H can be used to define the minimum.





Examples



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Graphic language

The graphic language for Connected Health should defer to the Ministry of Health's brand guidelines.

Sharing health information – the way of the future

ConnectedHealth
My information. Better care.

We are working towards a future when health professionals will be able to access and share your health information online. This means you will receive better and safer care because health professionals will have a fuller picture before deciding on your treatment.

The goal is that by 2014:

- New Zealanders will have access to their own health information.
- all health professionals caring for a person, no matter where they are in the country, have secure electronic access to that person's health information.

HEALTH POWER
www.health.govt.nz

What happens now?

You are often cared for by a number of health professionals, who make their own notes about your medical history, the medication you are on, and your treatment. This information is not always shared between the different health professionals, and decisions about your treatment are sometimes made without everyone knowing the fuller picture.

For example, a specialist might prescribe a certain medication for you, without knowing your GP has prescribed another sort of medication. The two might not work well together and could even be harmful when taken together.

Examples of sharing health information

There are already a number of examples of how the use of technology is resulting in safer, more convenient care.

For example:

- The GPSP system used by some general practices means a patient's records can be searched between GPs at the touch of a button. There is no more waiting for paper records to arrive, when you change GPs.
- In some DHIs, a patient's current and past laboratory test results can be viewed in one place. Doctors can see a patient's test results, no matter who requested them.
- Some emergency departments have access to GP records. This means they can find out what medication a person is on, and their medical history, even if that person is unconscious when they are brought in.
- Telehealth is used in some DHIs to enable people to be diagnosed, treated and have their condition monitored, without having to leave the area in which they live.
- Electronic referrals – increasingly being used in DHIs – means that, rather than writing a letter that needs sending, recording and logging, referral information can be sent to specialist services electronically.

What will happen in the future?

Technological advances mean that in the future health professionals involved in your care will be able to access your health information. This information will be stored electronically, so it can be available to everyone caring for you – including your GP, hospital doctor, nurse, specialist and pharmacists.

Benefits of sharing health information

- You will be able to log on to a computer and see your own health information.
- You will be able to view a set of alerts and messages relevant to your health.
- You won't always have to repeat your medical history when you see someone new, or have tests repeated.
- Better, safer care will be provided, because health professionals will have the fuller picture of your medical history and the other care you are receiving.

For more about sharing health information, please go to www.health.govt.nz/sharedhealthinfo

ConnectedHealth
My information. Better care.

HEALTH POWER