



FOR IMMEDIATE RELEASE

### **Campaign Launched to Educate Arizonans on eHealth Benefits**

Phoenix, Ariz.— Nov. 26, 2013 — eHealth4AZ, a statewide consumer education and awareness campaign, launched this month to help Arizona residents become better informed about the role technology plays in their health and wellness. Central to the campaign effort is a new web site at [www.eHealth4AZ.org](http://www.eHealth4AZ.org) that provides consumer-friendly resources including videos, a glossary of eHealth terms and FAQs.

The campaign operates under the guidance of a [Consumer Connections Task Force](#) comprised of more than 50 stakeholders, including hospitals and health care systems, health plans, state and county governments, non-profit organizations and consumers in Arizona. The task force aims to educate Arizona residents on how to become more active and engaged in their own health and wellness through eHealth technology, including electronic health records, e-prescribing, patient portals and health information technology.

“A key message of our campaign is that successful health care delivery requires individuals to become more engaged in their own health care,” said Tom Reavis, director of marketing & communications for [Arizona Health-e Connections](#), the non-profit organization coordinating the consumer connections task force. “E-health tools increase patient engagement in their health care. Research shows that actively involved patients have better health outcomes, which ultimately help lower the cost of health care delivery overall.”

The [eHealth4AZ.org](http://eHealth4AZ.org) site was designed to help Arizona residents understand the myriad benefits of using eHealth tools to improve health care delivery and quality. In mid-November, eHealth4AZ launched an aggressive radio and print advertising campaign to raise awareness of how individuals can take advantage of existing eHealth tools to receive better care.

#### **About eHealth4AZ**

eHealth4AZ is administered by Arizona Health-e Connection (AzHeC) and Health Information Network of Arizona (HINAZ) under the direction of the [Arizona Governor's Office](#) of Economic Recovery and the Arizona Strategic Enterprise Technology Office, a division of the Arizona Department of Administration. Funding for the program is provided by the [Office of the National Coordinator for Health Information Technology](#), an office of the [U.S. Department of Health and Human Services](#). Visit [www.eHealth4az.org](http://www.eHealth4az.org).

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