



Breaking Barriers to Health Care Data Social Media Toolkit



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Purpose of this toolkit

Thank you for joining the effort to break purchaser barriers to health care data! Employers and other self-insured health care purchasers have long faced obstacles to gaining access to and using their health care claims and clinical data to fulfill their Plan fiduciary obligations. At Catalyst for Payment Reform (CPR), we believe that employer-purchasers have a right to gain access to and use their own data. See our [Press Release](#).

Data has never been more important to employers and other health care purchasers' overall strategy, nor has it been more rigidly guarded by some health plans and other vendors as it is today.

Interested in breaking the data gridlock? To help purchasers overcome data ownership, access, and use challenges, and make the health care system work better for purchasers and consumers alike, CPR has released a suite of educational resources and plug-and-play tools available for download on our website. Check them out [here \(free for employer-purchasers and purchaser coalition staff upon logging in\)](#).

Need more background and education on these issues? Watch a recording of our [virtual summit](#) during which leading experts, including employers, discuss these challenges, as well as opportunities (free for employer-purchasers and purchaser coalition staff upon logging in).

CPR created this social media toolkit as a resource to assist anyone who wants to amplify the #Data #BillofRights message. This toolkit includes messaging guidance around the theme of "Breaking Data Gridlock: Expanding access, ownership and use" along with sample social media messages, shareable graphics, and other information to help you engage with the campaign.

About CPR

Catalyst for Payment Reform (CPR) is an independent, nonprofit corporation with the mission to catalyze employers, public purchasers and others to implement strategies that produce higher-value health care and improve the functioning of the health care marketplace.

CPR is a small organization committed to making big changes in the health care system. CPR derives its momentum from our membership, a group of approximately 30 progressive employer-purchasers. CPR also offers education, tools, research to support a broad range of purchasers beyond members to become high-value purchasers. As a mission-driven organization, we are committed to providing the bulk of our resources to employers and health care purchasers for free, as their willingness to be catalysts is critical to our success. Create your employer-purchaser Catalyze.org account [here](#).

Catalyst for Payment Reform is funded through foundation grants, membership dues, commissioned work and revenue generated from some of our offerings which helps to ensure CPR's sustainability.

How You Can Help

The following is a list of key hashtags, sample social media posts, and shareable images to help build awareness around the #Data #BillofRights and to provide helpful tools and resources to engage with your audience.

Key Hashtags:

- #DataBillofRights
- #BreakDataGridlock
- #HealthCareData
- #AccessOwnershipUse

Sample Twitter Language

@CPR4Healthcare introduced you to your #DataBillofRights, now it's time to #fight! Read their latest #pressrelease and hear the call. You deserve #access to your data! Learn more:

<https://www.catalyze.org/about-us/cpr-in-the-news/catalyst-for-payment-reform-helps-employer-purchasers-overcome-health-care-data-barriers/>

Not getting your own #data?

Need to beef up your #RFI with questions about data ownership, access, and use?

Want to understand and negotiate your #healthplans' data sharing policies?

Join @CPR4healthcare and fight for your right to data!
#AccessOwnershipUse

Sample Twitter Language

Many employer-purchasers experience significant #barriers when it comes to #data #access, #ownership, and #use. #BreakDataGridLock!

RT and share how you/your organization are/is fighting for your #DataBillofRights. We want to hear from you!

Data is the new #healthcare currency. Are you getting shortchanged?

Join @CPR4healthcare and fight for your #DataBillofRights. <https://www.catalyze.org/about-us/cpr-in-the-news/catalyst-for-payment-reform-helps-employer-purchasers-overcome-health-care-data-barriers/>

[INSERT YOUR ORG HERE] are joining @CPR4healthcare to fight for our right to #data! Join us to #BreakDataGridlock by utilizing these plug and play tools. Free for employers and other health care purchasers!

<https://www.catalyze.org/product/breaking-barriers-data/>

Sample LinkedIn Language

Catalyst for Payment Reform introduced you to your #DataBillofRights, now it's time to fight! Read their latest #pressrelease and hear the call. Employers and other health care purchasers deserve access to their #HealthCareData. Learn more:

<https://www.catalyze.org/about-us/cpr-in-the-news/catalyst-for-payment-reform-helps-employer-purchasers-overcome-health-care-data-barriers/#AccessOwnershipUse>

For employers and other health care purchasers who are @selfinsured, this moment in time may feel like navigating choppy waters without a compass. What is that #compass? #Data. Regain control over your #HealthCareData by utilizing these plug and play tools. Free access for health care purchasers with creating a CPR login. Learn More:

<https://www.catalyze.org/product/breaking-barriers-data/#DataBillofRights>

Sample LinkedIn Language

As an employer purchaser you require access to #claims and #clinical #data to implement and evaluate high value strategies, right? But getting access to that data isn't so simple...Read Catalyst for Payment Reform's latest press release and find out what your organization can do to #BreakDataGridlock! Learn More:

<https://www.catalyze.org/about-us/cpr-in-the-news/catalyst-for-payment-reform-helps-employer-purchasers-overcome-health-care-data-barriers/#AccessOwnershipUse>

We at [INSERT ORG NAME] are joining forces with Catalyst for Payment Reform to help #BreakDataGridlock and demand access, ownership and use to our #HealthCareData. You too can be a part of the movement, share this message and read CPR's press release: <https://www.catalyze.org/about-us/cpr-in-the-news/catalyst-for-payment-reform-helps-employer-purchasers-overcome-health-care-data-barriers/>

Sample LinkedIn Language

We at [INSERT ORG NAME] along with Catalyst for Payment Reform are calling on all self-insured employers to act by:

1. Securing ownership of their claims and clinical #data by including a core requirement in requests for proposal documents.
2. Eliminating #gag clauses in their TPA and vendor contracts, which limit access to and use of data and therefore prevent purchasers from fulfilling their #ERISA Plan #fiduciary obligations.
3. Setting parameters around how long it takes to acquire data for use by themselves and by their business associates.

#DataBillofRights

Social Shareables

Click link below to access social shareables and media:

<https://drive.google.com/drive/folders/1cdW-hJ630YtyrWD5XynMLEPfJhPUoQB4?usp=sharing>