Patient ID Week Toolkit

Patient ID Week (May 12-16) is dedicated to raising awareness about the importance of patient identification and matching and its impact on healthcare delivery and patient outcomes. We encourage you to join us in raising awareness about the critical need to decrease patient misidentification within the healthcare ecosystem to improve patient safety. Visit our website to learn more and use this toolkit to raise awareness and inspire action among your networks.

SOCIAL GRAPHIC: Download the Patient ID Week social graphic here.

SAMPLE SOCIAL MEDIA POSTS: Please feel free to personalize the following messages to fit your voice.

LINKEDIN/FACEBOOK:

Option 1:
It's Patient ID Week (May 12-16) and we are raising awareness around the challenges posed by patient misidentification in healthcare. I am proud to stand alongside AHIMA [Tag AHIMA] and the Patient ID Now Coalition in advocating for meaningful change through the MATCH IT Act. This legislation, introduced by Representatives Mike Kelly and Bill Foster, aims to address the problem of patient misidentification within the healthcare ecosystem while improving patient safety and privacy through increased standards and transparency. Join me in supporting this important advocacy effort!

📭 Visit the AHIMA Action Center to write your representatives and encourage them to support the MATCH IT Act: https://www.ahima.org/advocacy/take-action/

💡 Learn more about Patient ID Week and the importance of accurate patient identification: https://www.ahima.org/advocacy/focus-areas/topics/patient-identification/

Together, we can pave the way for a healthcare system that prioritizes patient well-being.

#AHIMAadvocates #patientIDnow #AHIMA #HealthInformation

Option 2:
During Patient ID Week (May 12-16), we are spotlighting the urgent need for improved standards and transparency when it comes to patient information. By supporting the MATCH IT Act, we're taking a significant step towards addressing this critical issue. This bipartisan legislation, sponsored by Representatives Mike Kelly (R-PA) and Bill Foster (D-IL), will improve definitions and standards for how we measure patient match rates and standardize how demographic elements are entered into the patient record. These improvements will help to ensure patients are accurately matched to their medical record.

Join me in advocating for the MATCH IT Act by visiting the AHIMA Action Center to contact your legislators. Together, we can create a healthcare system that prioritizes health information accuracy and patient privacy.

Take action here: https://ahima.org/advocacy/take-action/.

#AHIMAadvocates #patientIDnow #AHIMA #HealthInformation

Option 3:
Let's talk about the hidden costs of patient misidentification during Patient ID Week (May 12-16). Did you know that some patients pay an extra $2,000 per inpatient stay and over $1,700 per ER visit due to patient matching errors? It's a burden patients shouldn't have to bear. Join us in advocating for H.R.2002, the MATCH IT Act, which will address the problem of patient misidentification within the healthcare ecosystem while improving patient safety and privacy through increased standards and transparency. Together, we can make a change!

Take action now: https://ahima.org/advocacy/take-action/. #AHIMAadvocates #patientIDnow #AHIMA #HealthInformation

X:

Option 1:
It's Patient ID Week (May 12-16), and we're raising awareness about patient misidentification. Join @AHIMA & @PatientIDN to support the MATCH IT Act. Let's improve patient safety and privacy! Take action now: https://ahima.org/advocacy/take-action/ #AHIMAadvocates #patientIDnow #AHIMA #HealthInformation

Option 2:
Patient misidentification is a pressing issue we can't ignore. Support the MATCH IT Act to improve patient matching in healthcare. Take action today: https://ahima.org/advocacy/take-action/. #AHIMAadvocates #patientIDnow #AHIMA #HealthInformation

Option 3:
Together with @MikeKellyPA & @RepBillFoster, we're advocating for improved patient matching through the MATCH IT Act. Join us during Patient ID Week, May 12-16, to spread awareness and support. Take action: https://ahima.org/advocacy/take-action/. #AHIMAadvocates #patientIDnow #AHIMA #HealthInformation

LINKS: Here are links to include in your posts.
- AHIMA Advocacy Center: https://ahima.org/advocacy/take-action/
- AHIMA Website: https://ahima.org/PATIENTID
- PATIENT ID Now Website: https://patientidnow.org/

CONGRESSIONAL CHAMPIONS SOCIAL MEDIA ACCOUNTS: To tag the congressional champions in your messages, please use the following accounts.

Rep. Mike Kelly (R-PA)

- X (Twitter): @MikeKellyPA
- Facebook: @MikeKellyPA

Rep. Bill Foster (D-IL)

- X (Twitter): @RepBillFoster
- Facebook: @CongressmanBillFoster

AHIMA SOCIAL ACCOUNTS: To tag AHIMA in your messages, please use the following accounts.
- LinkedIn: @AHIMA
- Facebook: @AHIMA
- X (Twitter): @AHIMAResources
- Instagram: @AHIMAResources

HOW CAN YOU HELP RAISE SUPPORT FOR PATIENT IDENTIFICATION AND THE MATCH IT ACT?

- Visit the AHIMA Action Center and participate in our MATCH IT Act campaigns to encourage your members of Congress to support the bill.

- Contact advocacy@ahima.org to find out how your healthcare organization can endorse this important legislation.