Starter package for external EPR communications

For healthcare institutions

Sanela – focus on health

This starter package for external EPR communications informs your (potential) patients as well as their relatives and visitors about the electronic patient record (EPR).

As soon as your healthcare institution is connected to the EPR, these groups should also be informed and have some knowledge of the EPR.

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Introduction

In the summer of 2023, the Federal Office of Public Health (FOPH), eHealth Suisse and the cantons launched the "EPR is effective" campaign to raise awareness about the EPR among health professionals. The campaign will then be rolled out for the general public. The exact date is not yet known.

Sanela coordinates its communications with those of eHealth Suisse, the federal government and the cantons. To ensure consistent and coherent communications, we refer and link whenever possible to the official EPR information platform (patientendossier.ch) of eHealth Suisse, the federal government and the cantons. The platform has comprehensive information about the EPR for the general public and health professionals, and you can order EPR information materials such as flyers, brochures and posters there as well.

Your healthcare institution is connected to the EPR and you are therefore a part of it. This means you too can use your external EPR communications to actively build awareness of the EPR. Being linked to the EPR requires internal resources and incurs costs, also in the future. However, the benefits of these investments increase with the number of patients who use an EPR. The more patients have an EPR, the more you stand to benefit from its advantages. Managing your external communications about the EPR can help you promote and support this development actively.

The following Sanela starter package is designed to help you set up and manage your external communications about the EPR.

External communications have the following goals:

– Make the public more aware of the EPR in general

– Inform the public about the importance of the EPR in general

– Get more people in Switzerland to use the EPR

Examples of external communication can include:

– **Flyers (and posters)** in the healthcare institution to advertise the EPR

– **Screen ads** with a QR code for setting up the EPR
(link to Sanela website for doing so online) and a clear call to action

– **Flyer in the admission package**
All patients receive a flyer with information about setting up an EPR
when they join the healthcare institution

– **QR code for setting up an EPR** printed on the admission documents;
send the EPR flyer electronically as part of some admissions

– Include information about the EPR on **your website**

Please contact us at any time if you have further questions.
We would be happy to help you with developing your EPR communications.

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Use of "Post Sanela Health Ltd," "Sanela reference community" and "Sanela"

Post Sanela Health Ltd offers the EPR as part of the Sanela reference community
in accordance with the Federal Act on the Electronic Patient Record (EPRA)
to the general public, healthcare institutions and their healthcare professionals.
Sanela is working with Swiss Post to develop the necessary technical infrastructure.

Clarification of the terms "Sanela reference community," "Post Sanela Health Ltd" and "Sanela"

– **Sanela reference community**
This is not an official organisation (entity), but is based on a joint contractual framework.
It includes all members (healthcare institutions and their health professionals)
who have delegated their statutory obligations to Post Sanela Health Ltd.
The term Sanela reference community is used in communications only when referring
specifically to the reference community.

– **Post Sanela Health Ltd**
This is the operator of the Sanela reference community.
Post Sanela Health Ltd therefore offers its members a certified reference community.

The name **"Sanela"** appears primarily in external communications for the general public. Sanela is an umbrella term for Post Sanela Health Ltd and the Sanela reference community. Section 6 has predefined text modules that you can adopt and use to develop your communications.

3

Use of the EPR umbrella brand and certification mark

eHealth Suisse has compiled the "Use of the EPR umbrella brand, certification mark and communication elements" handbook: Handbook_Use_Umbrella Brand_EPR.pdf (e-health-suisse.ch)

The requirements of eHealth Suisse must be observed when using the EPR umbrella brand or certification mark. Please contact us if you have any questions. We will be happy to help.

You can download the Sanela certification mark from the Sanela website: Communication materials

4

Use of the Sanela key visual and the Post logo

You are permitted to Sanela's key visual (the iris of a human eye) and the slogan "Focus on health" in your communications, but please observe the respective guidelines.
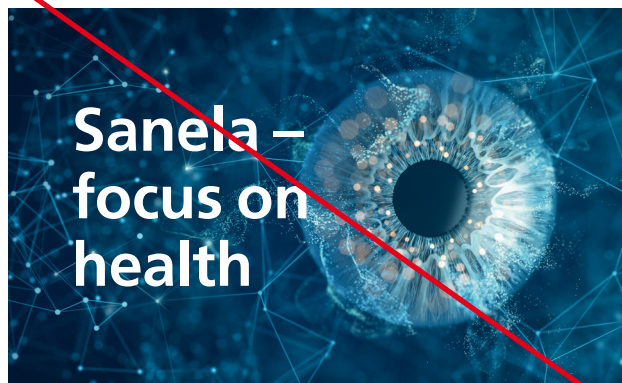
4.1 Use of the Sanela key visual

Sanela's key visual is the main design element and is used in various advertising media, such as flyers, posters, roll-ups, websites and the EPR Postbus. It aims to communicate the brand consistently and to make it clearly identifiable and easily recognisable.

It is permitted to use the Sanela key visual for EPR communications. When using the Sanela key visual, the eye must always be shown in full and no letters may cover it.

The key visual can be downloaded from the Sanela website: Communication materials

The **"Sanela – focus on health"** slogan promotes recognition and identification
in communications. The slogan for EPR communications can be used but must always include
the prescribed text 1:1.

4.2 Use of the Post logo

Please contact us in every case to explain your communication needs if you consider using
the Post logo in your external EPR communications.

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Important links
Below you will find important links
that you can include in your communications.

5.1 EPD allgemein

5.1.1 Patientendossier.ch
The official information platform (patientendossier.ch) for the electronic patient record (EPR)
of eHealth Suisse, the federal government and the cantons has general information
about the EPR for the public and your healthcare professionals.

Suggested text to use in connection with patientendossier.ch:

General information about the EPR
You will find information by eHealth Suisse, the federal government and the cantons
about the EPR at patientendossier.ch

5.1.2 post-sanela.ch
The Sanela website has information for the general public about the EPR,
e.g. how to set it up digitally, as well as support and videos on using the EPR.

Suggested text in connection with using post-sanela.ch:

More information about your EPR
Visit post-sanela.ch to learn more about the EPR.

5.2 Setting up an EPR digitally

5.2.1 Link to the Sanela website
The Sanela website has further information for the public about setting up an EPR digitally,
including requirements and recommendations:

German EPD online eröffnen – EPD eröffnen – Ihr EPD – Bevölkerung –
Post Sanela Health AG (post-sanela.ch)   Shortlink: post-sanela.ch/eroeffnen

French Ouvrir un DEP en ligne – Ouvrir un DEP – Votre DEP – Population –
Post Sanela Health AG (post-sanela.ch)   Shortlink: post-sanela.ch/ouvrir

Italian Aprire una CIP online – Aprire CIP – La Sua CIP – Popolazione –
Post Sanela Health AG (post-sanela.ch)   Shortlink: post-sanela.ch/aprire

Englisch   Setting up an EPR online – Setting up an EPR – Your EPR – General public – Post Sanela Health AG (post-sanela.ch)   Shortlink: post-sanela.ch/open

5.2.2 Direct link to EPR set-up: Sanela onboarding – home (post-sanela.ch)

Main messages and text modules about the EPR

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6.1 EPR

6.1.1 Brief explanation of the EPR

Headline

Option 1 With the EPR, you can access your health data anywhere at any time

Option 2 With the EPR, all treatment-relevant documents are in one place.

Short example

The electronic patient record (EPR) is a digital collection of important information about your health. The EPR lets you view and store your medical data online.
This means you and the health professionals you authorise can access important health information at any time.

Long example

The electronic patient record (EPR) is a digital collection of important information about your health. This includes, for example, hospital and care reports on examination results, medication lists and the digital vaccination record. You can share this information easily and securely with the designated healthcare professionals. Thanks to the EPR, your medical data is always available and retrievable via a secure internet connection. This means you and the healthcare professionals you authorise can access important health information about you at any time.

Please refer to the "Brief explanation of the EPR" at patientendossier.ch.

6.1.2 Why do I need an EPR?

Short example

With the EPR, your health data is:
– Safe in one place
– Available at all times
– Immediately available in an emergency
You have full control over your health data

Long example

The EPR lets you manage your health data yourself
– Control over your EPR: You decide who can access your health data
– Access to your health data: You and the authorised healthcare professionals
  can access your EPR at any time
– Immediately available in an emergency: In an emergency, vital information
  is immediately available
– Safe in one place: Your EPR is available at all times via a secure internet connection,
  and your health data is stored securely in Switzerland in compliance
  with data protection regulations
– Better treatment quality and more patient safety are the main goals of the EPR.
  Improve the quality of your healthcare by setting up your EPR
– Appointment of EPR deputies: Share or delegate how your EPR is used

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For additional advantages, please go to patientendossier.ch.

6.1.3 How the EPR works

	Patient	Deputy[1]	Health professional
Appoint a deputy	✔	✔	
Grant access rights	✔	✔	
View documents	✔	✔	**Only with access rights**
Store documents in the EPR	✔		✔
Access in case of emergency			✔
Close EPR	✔		

[1] You can grant access to your EPR to someone you trust.
  This person can help you manage your EPR partially or fully on your behalf.

Further functions are explained at patientendossier.ch.

The illustration can be downloaded from the Sanela website:
Communication materials

6.1.4 How secure is the EPR?

Example

Data protection and privacy are vitally important for the EPR. The EPR is subject
to the Federal Act on the Electronic Patient Record (EPRA) and the Federal Act
on Data Protection (FADP), which have strict rules on data protection and security.
Sanela's EPR meets all these requirements. All data is stored in Switzerland.
You will find more information about measures to protect your health data at
patientendossier.ch.

6.2 Healthcare institutions offer the EPR

This section informs you about your connection to the EPR. The following text modules
give you an idea about your communications. The examples shown serve as a basis
and must be adapted to your healthcare institution and its internal EPR processes.

Individual headline

Example 1: We are now connected to the EPR!

Example 2: [Name of healthcare institution] is now connected to the EPR!

Individual introduction

Example:
With the electronic patient record (EPR), all relevant health data is available from a
central and secure location. [name of healthcare institution] is also connected to the EPR.
The EPR lets you access the relevant documents created during your stay at
[name of healthcare institution] after your treatment.

Other external content for your healthcare institution's EPR connection:

Do you already have an electronic patient record (EPR)?
Please inform your healthcare professional[1].
We will gladly upload the relevant documents to your EPR promptly[2] after your treatment.

Are the documents still not in your EPR after one week[3]?
If so, please contact test@gesundheitseinrichtung.ch[3].

**Do you have any questions about the content
of the treatment-relevant documents we have provided?**
Please contact your healthcare professional.

Don't yet have an EPR?
See also Section 6.3

Please give us access to your EPR
Would you like our healthcare professionals to have access to and be able to view
your relevant health data? If so, please give us the corresponding access rights.
You can find us in your EPR at: NAME OF HEALTHCARE INSTITUTION[4].

Do you have any questions about access rights?
If so, please go to patientendossier.ch.
It explains access rights in detail.

Do you have any questions about your EPR?
If so, please call Sanela on 0800 55 88 02 or send an email to support.sanela@post.ch.
Availability (except public holidays):
Monday – Friday, 7:00 a.m. – 7 p.m., Saturday, 07.30 a.m. – 1 p.m

Further links that can be included:

You will find more information about your EPR on Sie post-sanela.ch.

You will find general information about the EPR on the official platform patientendossier.ch
for the electronic patient record (EPR) of eHealth Suisse, the federal government and the cantons.

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[1] In accordance with the healthcare institution's internal process: Who in the healthcare institution should be informed
[2] In accordance with the healthcare institution's internal process:
   If the period for uploading documents to the EPR has been defined internally, the exact time can be shown.
[3] In accordance with the healthcare institution's internal process:
   Who can patients contact if the documents have not been uploaded to their EPR after a certain period?
[4] Name of healthcare institution as listed in the Health Provider Directory HPD – national directory of healthcare institutions,
   groups of healthcare professionals and healthcare professionals connected with the EPR. You can also include
   the listed groups and healthcare professionals as needed.

6.3 Setting up an EPR

Headline

Option 1 Set up your EPR – irrespective of when and where

Option 2 Set up your EPR – anytime, anywhere

Option 3 Set up your EPR – completely digitally

Short example

Set up your EPR now – completely digitally

Have the following ready when you set up your EPR digitally:
–   Your biometric passport or identity card
     (Switzerland or EU/EEA; exception: German ID card
–   Your smartphone

You're all set: Click here to set up your EPR now.

Please note: You must be at least 18 years old to set up an EPR digitally.
If you are under 18, visit the website post-sanela.ch to learn how to set up your EPR.

You will find more information about setting up an EPR digitally here.

Other links to include:

You will find more information about your EPR on post-sanela.ch.

You will find general information about the EPR on the official platform patientendossier.ch
for the electronic patient record (EPR) of eHealth Suisse, the federal government and the cantons.

Medium example

Set up your EPR now – completely digitally in three steps:

1.   Create your verified electronic identity (eID) with SwissID if you do not already have one.
2.   You apply for your EPR from Post Sanela Health Ltd.
3.   You will receive a one-time, initial login for your EPR – done!

Have the following ready when you set up your EPR digitally:
–   Your biometric passport or identity card
     (Switzerland or EU/EEA; exception: German ID card
–   Your smartphone

Get started now

Please note: You must be at least 18 years old to set up an EPR digitally.
If you are under 18, visit the website post-sanela.ch to learn how to set up your EPR.

You will find more information about setting up an EPR digitally here.

Other links to include:

FYou will find more information about your EPR on post-sanela.ch.

You will find general information about the EPR on the official platform patientendossier.ch
for the electronic patient record (EPR) of eHealth Suisse, the federal government and the cantons.

Long example

Set up your EPR now – completely digitally in three steps:
1. Create your verified electronic identity (eID) with SwissID if you do not already have one.
2. You apply for your EPR from Post Sanela Health Ltd.
3. You will receive a one-time, initial login for your EPR – done!

It will take about 20 – 30 minutes to set up the EPR digitally. It will take a bit longer
if you first have to open or complete a SwissID account.

Have the following ready when you set up your EPR digitally:
– Your biometric passport or identity card
  (Switzerland or EU/EEA; exception: German ID card)
– Your smartphone
– Access to your personal, active email account
– Login for your SwissID account and the SwissID app
  installed on your smartphone (latest version)

If you are under the age of 18 or have a custodian, the legal representative must set up
the EPR. Please visit post-sanela.ch to learn how to set up your EPR.

Recommendation:
– Use your computer or tablet to set up the EPR:
  Start setting up the EPR on your computer or tablet and use your smartphone
  for the steps in the SwissID app. You can also complete all the steps
  on your smartphone.
– Use of passport for identification:
  Use your passport to verify your electronic identity. Your ID card is checked manually
  if you use it to authenticate yourself. You will be notified by email as soon as
  you can continue with the online set-up.

Get started now

Other links to include:

You will find more information about your EPR on post-sanela.ch.

You will find general information about the EPR on the official platform patientendossier.ch
for the electronic patient record (EPR) of eHealth Suisse, the federal government and the cantons.

You can adopt all the content 1:1 to develop your own communications.
You can download the texts you want to use from the Sanela website
(document on main messages and text modules):
Communication materials

7

Support

You can include direct links to our Sanela website for support for the EPR
and electronic identity (eID):
Contact – Support – Population – Post Sanela Health Ltd (post-sanela.ch)

7.1 Questions about the EPR

Phone 0800 55 88 02
Email support.sanela@post.ch

Availability (except public holidays):
Monday – Friday, 7:00 a.m. – 7 p.m., Saturday, 7.30 a.m. – 1 p.m.

7.2 Questions about electronic identity (eID)

If you have any questions about your eID (electronic identity),

please contact the support team of the relevant identity issuer directly:

SwissID: SwissID customer service
TrustID: TrustID customer service or TrustID support

7.3 FAQ

You can include links to our FAQs or use some FAQs directly:
– General information about the EPR
– Setting up an EPR
– Using the EPR
– Closing an EPR
– Switching the EPR to Sanela

Flyers, brochures and posters

8.1 General EPR

You can download or order information about the EPR from the official EPR platform of eHealth Suisse, the Confederation and the cantons:
Publications about the EPR (patientendossier.ch)

Our recommendation

EPR flyer for patients
Can be ordered free of charge from the federal government's shop.

8.2 Setting up an EPR

Flyer on setting up the EPR

– Digital

– Print (A5)

Poster on setting up the EPR

– Print (A3)

Download area
On our website,
you will find all the content you can download
and use in the Download section:

– **Large certification mark**

– **Small certification mark**

– **Sanela key visual**

– **Main messages and text modules**

– **Graphic – how the EPR works**

– **Flyer on setting up an EPR – digital version**

– **<u>Flyer on setting up an EPR – print version</u>**

– **<u>Poster on setting up an EPR</u>**

– **<u>Manual for using the EPR umbrella brand</u>**