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## **National Association for Trusted Exchange Recognizes National Champions of Consumer Access**

*First Ever Awards Celebrate Efforts to Ensure Patients' Rights to Their Data*

**ORLANDO, FL (February 21, 2017)** – The [National Association for Trusted Exchange](#) (NATE) today held a special reception at the HIMSS17 annual conference to recognize and honor the first ever [NATE Champions of Consumer Access](#).

NATE's top priority is to create and support efforts to advance consumer access to their health information and enable facile electronic health information exchange between data holders and healthcare consumers. The HIPAA Privacy Rule clearly gives patients the right to access their own health information. However, in many cases, the process to do that can be significantly challenging. NATE's Champions of Consumer Access have each in their own way contributed to easing this burden for consumers and their caregivers.

"NATE is excited to recognize its first ever Champions of Consumer Access," said Aaron Seib, NATE CEO. "We hope that everyone will join us at our awards ceremony as we celebrate the individuals and organizations that stand out among the crowd for their passion and commitment to ensuring the patient's right of access to their data."

NATE's Champions of Consumer Access for 2017 are:

- **Regina Holliday, The Walking Gallery** – Regina Holliday is a nationally recognized artist and tireless advocate for consumer access to data. Regina's work as founder of The Walking Gallery has brought significant attention to consumers' rights to their data under HIPAA.
- **Dr. Shafiq Rab, Hackensack UMC** – Dr. Shafiq Rab is now chief information officer and vice president of Rush University Medical Center in Chicago. Dr. Rab is being recognized for his prior work at Hackensack University Medical Center, where he developed an industry-first mobile application for patient self-enrollment, consent and secure messaging enabled by DataMotion.

- **Matthew Holt, Health 2.0** – Matthew Holt is the founder of The Health Care Blog and co-founder of Health 2.0. At Health 2.0, Matthew created an international stage that brings to light and nurtures innovative consumer facing technology and supports innovators determined to make a difference for consumers/patients.
- **Mark Scrimshire, CMS Entrepreneur-in-Residence** – As the Entrepreneur-in-Residence at the Centers for Medicare and Medicaid Services (CMS), Mark Scrimshire has brought FHIR technology into the mainstream through the instant download of claims information into a FHIR compatible consumer application.
- **Joshua Rubin, Learning Health Community** – Joshua Rubin is an integral member of the Learning Health Community, a grassroots movement dedicated to realizing the Learning Health System vision on a national scale. Josh’s vision of a multi-stakeholder, trans-disciplinary collaboration recognizes the singular importance of patient-generated contributions to the success of any Learning Health System.
- **Eli Rowe, WoMBA** – Eli Rowe is CEO and founder of WoMBA – the World Medical Bank – a consumer centric service that enables users to aggregate a longitudinal personal health record across the globe. Eli is being recognized for his vision of a global solution that one day will include medical information from all data sources, including data captured about the consumer in other countries.
- **Fatemeh Khatibloo, Forrester Research** – Fatemeh Khatibloo is a Principal Analyst in Forrester's Customer Insights practice. Fatemeh defined a new concept known as Personal Identity and Data Management (PIDM) to describe how consumers will soon manage the sharing of their personal data with each other and with businesses.
- **Jitin Asnaani, CommonWell Health Alliance** – Jitin Asnaani is the first Executive Director of CommonWell Health Alliance, on a mission to build a scalable infrastructure that enables health data to follow the patient, regardless of where care occurs. Under Jitin’s leadership, CommonWell is the first vendor-neutral platform to extend its services to allow patients direct access to their own data.

The NATE Champions of Consumer Access Awards reception is being held today from 4:00-6:00pm ET in the Sunburst Room & Terrace (W340A) of the Orange County Convention Center. All are welcome. RSVPs are requested here: <http://nate-trust.org/consumer-access-awards-2017/>.

NATE’s Champions of Consumer Access Awards reception is made possible by contributions from its sponsors: [NewWave Telecom & Technologies](#), [DataMotion](#), [Humetrix](#), [360ofme](#) and [Medyear](#).

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### ***About National Association for Trusted Exchange***

The [National Association for Trusted Exchange](#) (NATE) is a not-for-profit membership association focused on enabling trusted exchange among organizations and individuals with differing regulatory environments and exchange preferences. NATE brings the expertise of its membership and other stakeholders together to find common solutions that optimize the appropriate exchange of health information for greater gains in technology adoption and improvement of patient outcomes. Consistent with NATE's mission to address the legal, policy and technical barriers that inhibit health information exchange between data holders and healthcare consumers, NATE leads and participates in a number of ongoing and emerging projects focused on exchange via multiple modes of transport, including Direct secure messaging and APIs. NATE's [Blue Button for Consumers](#) (NBB4C) Trust Bundle provides a technical solution to establishing scalable trust among organizations using Direct secure messaging to exchange protected health information between HIPAA covered entities and the consumers that they serve. The NBB4C includes the trust anchors of multiple consumer-facing applications (CFAs) that have elected to adopt a common set of policies and practices that enable consumer mediated health information exchange while upholding personal privacy preferences. Stakeholders interested in participating in NATE's work to support consumer mediated exchange should consider [NATE membership](#) or subscribe to *News from NATE* on the NATE website at <http://nate-trust.org>.