



MyHealth[®]
ACCESS NETWORK

Powered by MyHealth

Toolkit

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Overview

MyHealth Access Network is Oklahoma’s statewide Health Information Exchange, enabling secure data sharing that supports care coordination and population health improvement.

The *Powered by MyHealth* toolkit helps organizations consistently acknowledge MyHealth Access Network when sharing reports, insights, or communications that use MyHealth data.

This toolkit provides approved branding assets, attribution language, and messaging guidelines that communications and marketing teams can quickly apply before publishing materials. Consistent use of the *Powered by MyHealth* designation helps preserve the integrity and trust associated with MyHealth data and ensures appropriate recognition of MyHealth’s role as Oklahoma’s statewide HIE in enabling reliable, high-quality information for reporting and decision making.

Brand Mark



Brand Mark Continued

One official *Powered by MyHealth* brand mark is available for use across all materials. The brand mark is provided in three color variations, including full color, white, and black.

Download PNG versions at www.myhealthaccess.net/powered-by-myhealth For SVG or JPG versions, reach out to Marketing@myhealthaccess.net.

Usage Guidelines

- Use only the official brand mark files provided. Do not recreate or modify the mark.
- Maintain clear space around the mark so it remains legible and visually distinct.
- Choose the color variation that provides the strongest contrast with the background.
- Do not stretch, recolor, rotate, or add effects to the brand mark.

The *Powered by MyHealth* brand mark should be used whenever MyHealth data is referenced in published reports, presentations, dashboards, or communications.

Attribution Language

When publishing reports, presentations, dashboards, or communications that use MyHealth data, organizations should include clear attribution to MyHealth Access Network. Organizations may select the attribution level that best fits the format and audience, but attribution to MyHealth should be included whenever MyHealth data is used. Use the approved language below to ensure consistent and accurate recognition.

For charts, graphics, or footnotes: Data source: MyHealth Access Network

For reports and presentations: This analysis is powered by data accessed through MyHealth Access Network.

For formal publications or external communications: This report uses data accessed through MyHealth Access Network, Oklahoma's statewide Health Information Exchange. MyHealth enables secure health information sharing to support care coordination, population health insights, and improved health outcomes across Oklahoma.

Messaging Guidelines

When referencing MyHealth Access Network in communications that use MyHealth data, organizations should use language that is accurate, clear, and aligned with MyHealth's role as Oklahoma's statewide Health Information Exchange.

Key Messaging Principles

- Describe MyHealth as Oklahoma's statewide Health Information Exchange.
- Emphasize MyHealth's role in enabling secure health information sharing.
- Reference MyHealth as a data infrastructure partner that supports reporting, analytics, and population health insights.
- Use clear, audience appropriate language and avoid unnecessary technical jargon.

Avoid

- Statements that imply MyHealth owns an organization's data or conclusions.
- Claims that overstate MyHealth's role in producing outcomes or results.
- Informal or inconsistent descriptions of MyHealth's purpose or function.

Consistent messaging helps maintain trust in MyHealth data and reinforces a shared commitment to improving health across Oklahoma.

Data Responsibility and Compliance Notice

Organizations using MyHealth data are responsible for complying with all applicable privacy, security, and data use requirements. The *Powered by MyHealth* designation does not replace or modify existing agreements or obligations.