

The Health Data Initiative Forum



June 9, 2011

Natcher Conference Center
National Institutes of Health
Bethesda, Maryland



INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

The Health Data Initiative Forum

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June 9, 2011

Dear Friends:

On behalf of the Institute of Medicine (IOM) and the U.S. Department of Health and Human Services (HHS), welcome to *The Health Data Initiative Forum*.

The Health Data Initiative, launched by the IOM and HHS in June 2010, is a public-private collaboration that encourages innovators to utilize health data to help power applications and services that can improve health and health care. Last year's launch featured new "apps" that demonstrated highly innovative ways to employ community-level health data to improve health.

Over the past year, there has been increasing momentum for the innovative use of health data. New and improved data resources have been made available, a variety of code-a-thons held, developer challenges sponsored, technology platforms initiated, and many new innovations created.

Today's Forum will highlight the work of nearly 50 companies and other organizations and will demonstrate the potential for data to help drive improvements in health for individuals and communities. Presentations from government and business leaders will illuminate the attributes of health data and breakthrough data resources. Discussion sessions will provide an opportunity to delve into specific topic areas, such as privacy considerations for apps developers, the ins-and-outs of HHS data sets, and data-based investigative journalism, among others. Interspersed throughout the day will be "action beats" to announce exciting new projects and major activities, and to kick-off awesome new challenges.

We would especially encourage you to participate in one of the concurrent sessions that will be held during the afternoon. The afternoon sessions will feature the live Data and Apps Expo, three Apps Demonstration Session tracks, and seven topic-specific "Deep Dive" Panels.

The exchange of ideas and the connections made at today's Forum are key to the continued success of the Health Data Initiative in improving health. We hope that you will leave inspired to further engage in the Health Data Initiative. Thank you for your participation.

Sincerely,

Todd Park
Chief Technology Officer, HHS

Judith Salerno
Leonard D. Schaeffer Executive Officer, IOM

Forum Planning Committee

Richard N. Foster (<i>Chair</i>)	Lux Capital
Bob Kocher (<i>Vice Chair</i>)	Venrock
David Lansky	Pacific Business Group on Health
John Lumpkin	Robert Wood Johnson Foundation
Deven McGraw	Center for Democracy & Technology
Tim O'Reilly	O'Reilly Media
Robert (Bobby) Pestronk	National Association of County and City Health Officials (NACCHO)
Patrick Remington	University of Wisconsin School of Medicine and Public Health
Ronni Sandroff	Consumer Reports
Lisa Simpson	AcademyHealth
Ted Smith	Office of the National Coordinator for Health IT, HHS
Edward J. Sondik	National Center for Health Statistics, HHS
Indu Subaiya	Health 2.0

Sponsors

The Forum is sponsored by the U.S. Department of Health and Human Services (HHS), the Institute of Medicine (IOM) of the National Academies, the National Institutes of Health (NIH), and the National Cancer Institute (NCI).

Awards presented to the Go Viral to Improve Health: IOM-NAE Health Data Collegiate Challenge winners are sponsored by the IOM and the National Academy of Engineering (NAE); the Challenge was administered by Health 2.0 as a part of its Developer Challenge.

“Best of the Plenary” and “Best of the Demos and Expo” prizes for developers are sponsored by Health 2.0.

Agenda



The Health Data Initiative Forum

Natcher Conference Center
National Institutes of Health
45 Center Drive
Bethesda, MD

June 9, 2011

7:45 a.m. **REGISTRATION OPENS**
Location: Main Auditorium foyer, lower level
Breakfast available.

Opening Session

- 9:00 a.m. **Welcome and Opening Remarks**
Location: Main Auditorium, lower level
- Matt Miller, Host, “Left, Right & Center,” NPR (*moderator*)
 - Francis Collins, Director, NIH
 - Harvey V. Fineberg, President, IOM
- 9:10 a.m. **Promoting Innovation in Health and Health Care through the Use of Data**
The Honorable Kathleen Sebelius, Secretary, HHS
- 9:20 a.m. **Innovating with Data to Protect Public and Environmental Health**
The Honorable Lisa P. Jackson, Administrator, EPA
- 9:30 a.m. **The Health Data Initiative: Overview**
Todd Park, Chief Technology Officer, HHS

Morning Session: Emerging Inspirations

Location: Main Auditorium, lower level
Applications and tools that have successfully harnessed data to help consumers, improve care, and improve the health of communities will be featured.

9:40 a.m. **Overview of “Best of Plenary” and “Best of the Demos and Expo” Prizes**
Matthew Holt, Health 2.0

- 9:42 a.m. Healthagen / iTriage
Aetna / Medcity
Ozioma
- 10:12 a.m. **Announcements and Action Beats**
Abdul Shaikh, Program Director, National Cancer Institute, NIH
- 10:15 a.m. **Go Viral to Improve Health: IOM-NAE Health Data Collegiate Challenge**
Awards will be presented to first, second, and third place challenge winners. The first place team will demonstrate their winning application.
- Harvey V. Fineberg, President, IOM
 - Judith A. Salerno, Leonard D. Schaeffer Executive Officer, IOM
- 10:25 a.m. **Announcements and Action Beats**
- Paul Resnick, Professor, University of Michigan School of Information
 - James Barlow, Manager: Outreach, National Collegiate Inventors & Innovators Alliance
- 10:30 a.m. **BREAK (10 minutes)**
- 10:40 a.m. Healthline SPG - Surgical Procedure Guide
PatientsLikeMe – Clinical Trials
Maestro (Lumeris)
MA Y A Food Oasis
Asthmapolis
Multistate Foodborne Disease Outbreak Investigation System (FDOIS)
ElizaLIVE
- 12:05 p.m. **Announcements and Action Beats**
- Gregory D. Wasson, President and CEO, Walgreens
 - Dennis Urbaniak, Vice President, U.S. Diabetes, Sanofi-Aventis
 - Bill Davenhall, Global Manager, Health and Human Services, Esri
 - Peter L. Levin, Senior Advisor to the Secretary, and Chief Technology Officer, VA
- 12:30 p.m. **LUNCH AVAILABLE**
Location: Main Auditorium foyer, lower level
Boxed lunches available for pick-up. Food and drink are permitted in all rooms during the afternoon session.

Afternoon Session: Opportunities for Engagement and Action

Multiple sessions and events will run concurrently over the course of the afternoon—a Data and Apps Expo, three Apps Demonstration Sessions, and seven “Deep Dive” Panel Presentations. Attendees are encouraged to participate in sessions of their interest to customize their learning and interactive experience.

12:30 – 3:45 p.m. **Data and Apps Expo**
Location: Atrium, upper level

Explore the latest, cutting-edge apps featured by approximately 50 exhibitors. See how these innovative apps—applicable to consumers, businesses, communities, and governments—leverage health data to improve health outcomes, reduce health care costs, and increase value.

1:00 – 3:45 p.m. **Apps Demonstration Sessions**
Locations: Balcony A, B, and C, upper level

Over 20 presenters will demonstrate their latest products and answer questions. Learn how the newest health data apps and products focused on consumers, care, and communities can help meet your organization’s needs.

Moderator – Balcony A: Bob Higgins, Managing Partner, Highland Capital Partners

1:05 p.m. Doximity
1:23 p.m. Castlight Health
1:41 p.m. Daily Challenge
1:59 p.m. Treatment Pathways – Thomson Reuters
2:17 p.m. Practice Fusion
2:35 p.m. Global Health Data Exchange
2:53 p.m. Directrelief.org
3:11 p.m. MedV entive Population Manager and Risk Manager
3:29 p.m. Community Commons / Advancing the Movement

Moderator – Balcony B: Brandon Hull, General Partner, Cardinal Partners

1:05 p.m. Network of Care for Healthy Communities
1:23 p.m. MedWatcher
1:41 p.m. The Force.com application platform
1:59 p.m. Improvement Portal – Press Ganey
2:17 p.m. Humedica
2:35 p.m. SAP and Digital Infuzion
2:53 p.m. MedlinePlus Connect
3:11 p.m. Stats of the Nation / Healthyimagination / GE
3:29 p.m. Pillbox

Moderator – Balcony C: Christina Bethell, Director, The Child and Adolescent Health Measurement Initiative

1:05 p.m. Esri / Community Analyst
1:23 p.m. Robert Wood Johnson Foundation Childhood Obesity GIS
1:41 p.m. Policy Map
1:59 p.m. Kyruus
2:17 p.m. My Dietary Supplements (MyDS)
2:35 p.m. C3 - Phytel
2:53 p.m. IBM
3:11 p.m. DailyFeats
3:29 p.m. Find the Right Health Care Provider / Vitals.com

12:45 – 3:45 p.m. **“Deep Dive” Panel Presentations**

Led by experts, the following concurrent panel presentations will allow attendees to discuss specific issues and opportunities involving health data.

12:45 – 3:45 p.m. **Session A: Publicly Available Health and Health-Related Data Sets and Tools**
Location: Room E, lower level

A wide array of health and health-related data, such as environmental and labor data sources, will be discussed at the Forum. This session will discuss newly released and existing data from a variety of sources and explore ways that software developers, policy makers, firms, and non-profit organizations can leverage data. Central data repositories from HHS will be showcased, along with data from other Federal agencies. Many of these Federal health-related data sets are freely available for download by the public.

Facilitator: Cristian Liu, Strategic Business Analyst, HHS

Datasets:	HealthData.gov	Cristian Liu
	Health Indicators Warehouse (HIW)	Jim Craver / Amy Bernstein
	MONAHRQ: Input Your Data, Output Your Website	Carol Sniegoski
	Centers for Medicare and Medicaid Services (CMS) Presentations	
	HIW: Medicare Indicators	Karen Milgate
	Skinny Files / PUFs	Chris Haffer
	Linked Data	Margaret Pezeshki
	Environmental Protection Agency	David G. Smith
	Bureau of Labor & Statistics	Wayne Shelly
	Agency for Healthcare Research and Quality – Care Coordination Measures	Janice Genevro

1:00 – 2:00 p.m. **Session B: Privacy and HIPAA Implications for Application Developers**

Location: Room D, lower level

Organizations need to consider the privacy requirements and HIPAA implications of health apps and services. Learn about best practices for protecting the health information your organization and your app uses, and how to be compliant with the existing privacy regulations.

Facilitator: Deven McGraw, Director, Health Privacy Project, Center for Democracy & Technology

Panelists: Adam H. Greene, Partner, Davis Wright Tremaine LLP

Kirk Nahra, Partner, Wiley Rein

Verne Rinker, Health Information Privacy Specialist, Office for Civil Rights, HHS

Robert Rowley, Chief Medical Officer, Practice Fusion

1:00 – 2:00 p.m. **Session C: Health Data in the Era of Accountable Care**

Location: Room F, lower level

Health data and new technologies are critical as the nation seeks to address the “triple aim” of improving population health, enhancing the patient experience, and reducing costs. Whether it’s through Accountable Care Organizations (ACOs), bundled payments, medical homes or other payment and delivery models, the need to simultaneously improve quality and lower costs is greater than ever. Public and private systems need better information to identify opportunities for improvement, and to evaluate results. Health data and health apps are integral to providers, plans, payors, and businesses seeking to meet their goals. Hear how groups are using a variety of health data tools and other resources to improve population health, enhance the patient experience, and control costs.

Facilitator: Patrick Remington, Associate Dean for Public Health and Professor, Population Health Sciences, University of Wisconsin School of Medicine and Public Health

Panelists: Jim Chase, President, Minnesota Community Measurement

Patrick Gordon, Director, Colorado Beacon Consortium

Michael Painter, Senior Program Officer, Robert Wood Johnson Foundation

12:45 – 2:00 p.m. **Session D:** Health Data, GIS and Public Health: Mapping the Health Data Initiative

Location: Room A, lower level

Geographic Information Science (GIS) and spatial data continue to grow as a resource for formal public health assessments and along informal networks of volunteered geographic information impacting health. This session's expert panel of Public Health GIS Leaders will describe how the best practices they have implemented might be extended to building a robust spatial data catalogue.

Facilitator: Leah Vaughan, The Health Policy Group

Panelists: Carlos Castillo-Salgado, Associate Professor (Adjunct), Johns Hopkins University Bloomberg School of Public Health

Jane Garb, Spatial Epidemiologist and Biostatistician, Health Geographics Program, Baystate Medical Center

Adriel Hampton, City and County of San Francisco “SF Fire App’s” Public - Private Partnership

Jennifer Rankin, UDS Project Manager and Health Geographer, The Robert Graham Center

2:15 – 3:45 p.m. **Session E:** Information Needs of Communities and Counties

Location: Room A, lower level

Amidst daunting health budgets and an increased need for services, do counties and communities know how to use data as a resource to address their most pressing health needs? Led by expert panelists, this session will allow counties and communities to brainstorm on what information they need to meet the needs of those they serve.

Facilitator: Ed Sondik, Director, National Center for Health Statistics, HHS

Panelists: Michael Caldwell, Commissioner of Health, Dutchess County Department of Health

Florence Reinisch, Vice President of Research and Client Services, Healthy Communities Institute

Erika Wolter, Improvement Programs Administrator, Alaska Native Tribal Health Consortium

2:30 – 3:30 p.m. **Session F: Data-Based Investigative Journalism**

Location: Room G, lower level

Does that local big-name medical center do well – or poorly – on preventing hospital infections? How do health status, clinical practices of physicians and hospitals, and outcomes vary compared to other communities? Those are just a few of the questions journalists can now answer using data-based or computer-assisted reporting. A panel of experienced journalists will reveal the pleasures and pains of working with data to expose problems, spark improvements, and help consumers make the best choices.

Facilitator: Ronni Sandroff, Editorial Director, Health & Family, Consumer Reports

Panelists: Tom Detzel, Senior Editor, ProPublica

Doris Peter, Manager, Health Ratings Center, Consumer Reports

Glenn Platt, Co-Director, Armstrong Institute for Interactive Media
Studies and Professor of Marketing, Miami University

2:15 – 3:45 p.m. **Session G: Promoting the Innovative Uses of Health Data through
Challenges and Competitions**

Location: Room D, lower level

Come find out what the *challenge craze* is all about! We will discuss a number of effective challenge programs and a new innovation network. Discover what it takes to develop a great challenge, and get a glimpse of some winning applications from past challenges. Whether you're a data provider, a developer, or a patient, you can contribute to application development. We will show you how to get involved! You'll hear about the Health 2.0 Developer Challenge focusing on technology and data, and experiences from federal and private sector challenges. As an added bonus you'll get a sneak preview of the upcoming series of challenges coming from HHS in the "Investing in Innovation" series and hear more details about two new, prestigious, private sector challenges to be announced at the Forum.

Facilitators: Matthew Holt, Co-Chairman, Health 2.0

Wilma Tilson, HHS Challenge Ambassador

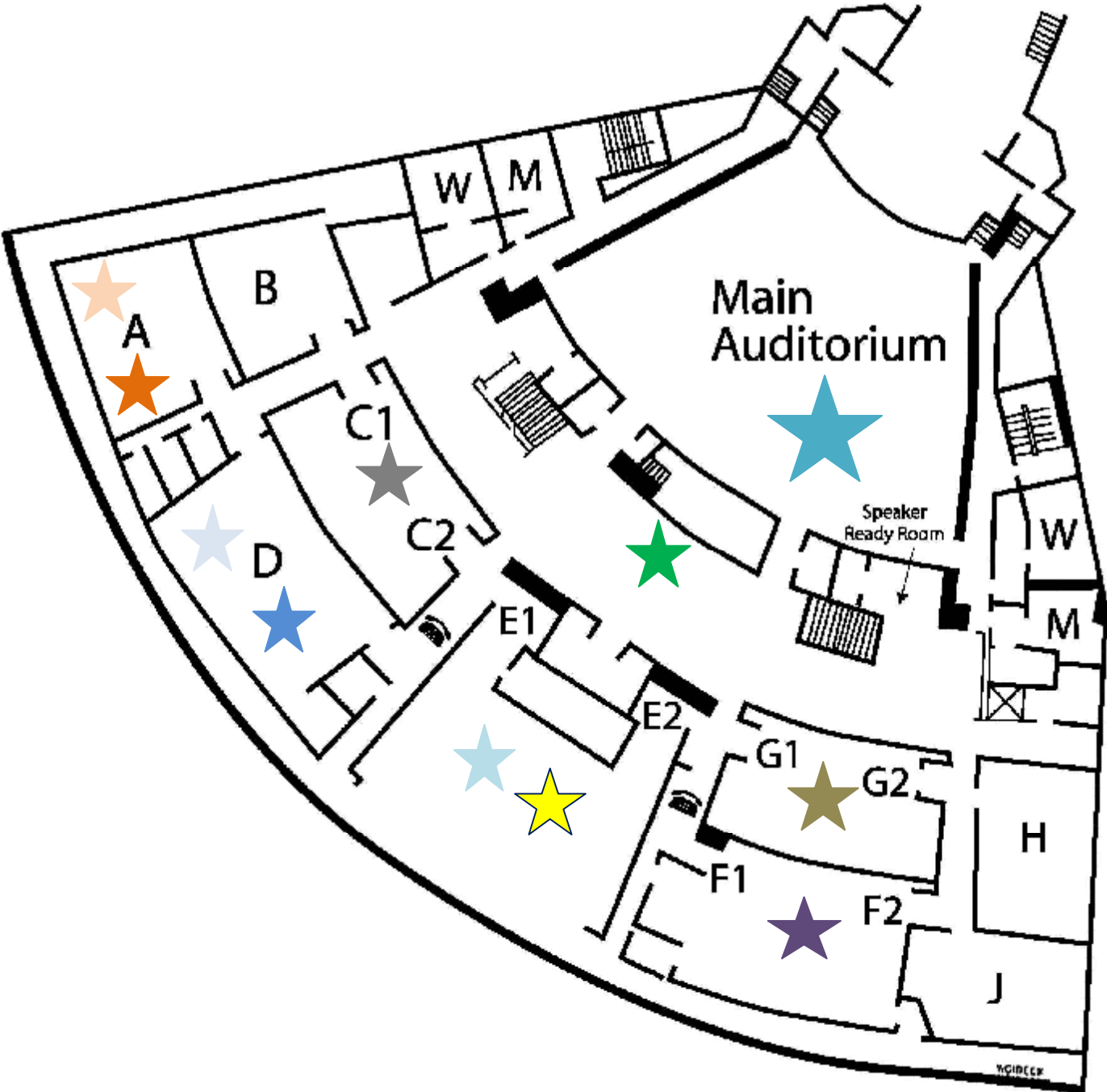
Closing Session: Accelerating the Change

Location: Main Auditorium, lower level

- 4:00 p.m. **Announcements and Action Beats**
- Aneesh Chopra, Chief Technology Officer of the United States (*moderator*)
 - Anne Beal, President, Aetna Foundation
 - Steve Krein, CEO and Co-Founder, OrganizedWisdom
- 4:10 p.m. **Panel Discussion: Arriving Now—The Future**
- Bob Kocher, Partner, Venrock (*facilitator*)
 - Aneesh Chopra, Chief Technology Officer of the United States
 - Timothy O'Reilly, Chief Executive Officer, O'Reilly Media
 - Richard N. Foster, Venture Partner, Lux Capital
- 4:45 p.m. **Announcements and Action Beats**
- Risa Lavizzo-Mourey, President and CEO, Robert Wood Johnson Foundation
 - Bill Corr, Deputy Secretary, HHS
 - Harvey V. Fineberg, President, IOM
- 4:55 p.m. **Presentation of “Best of the Plenary” and “Best of the Demos and Expo”**
Indu Subaiya, Health 2.0
- 5:00 p.m. **FORUM ADJOURNS**

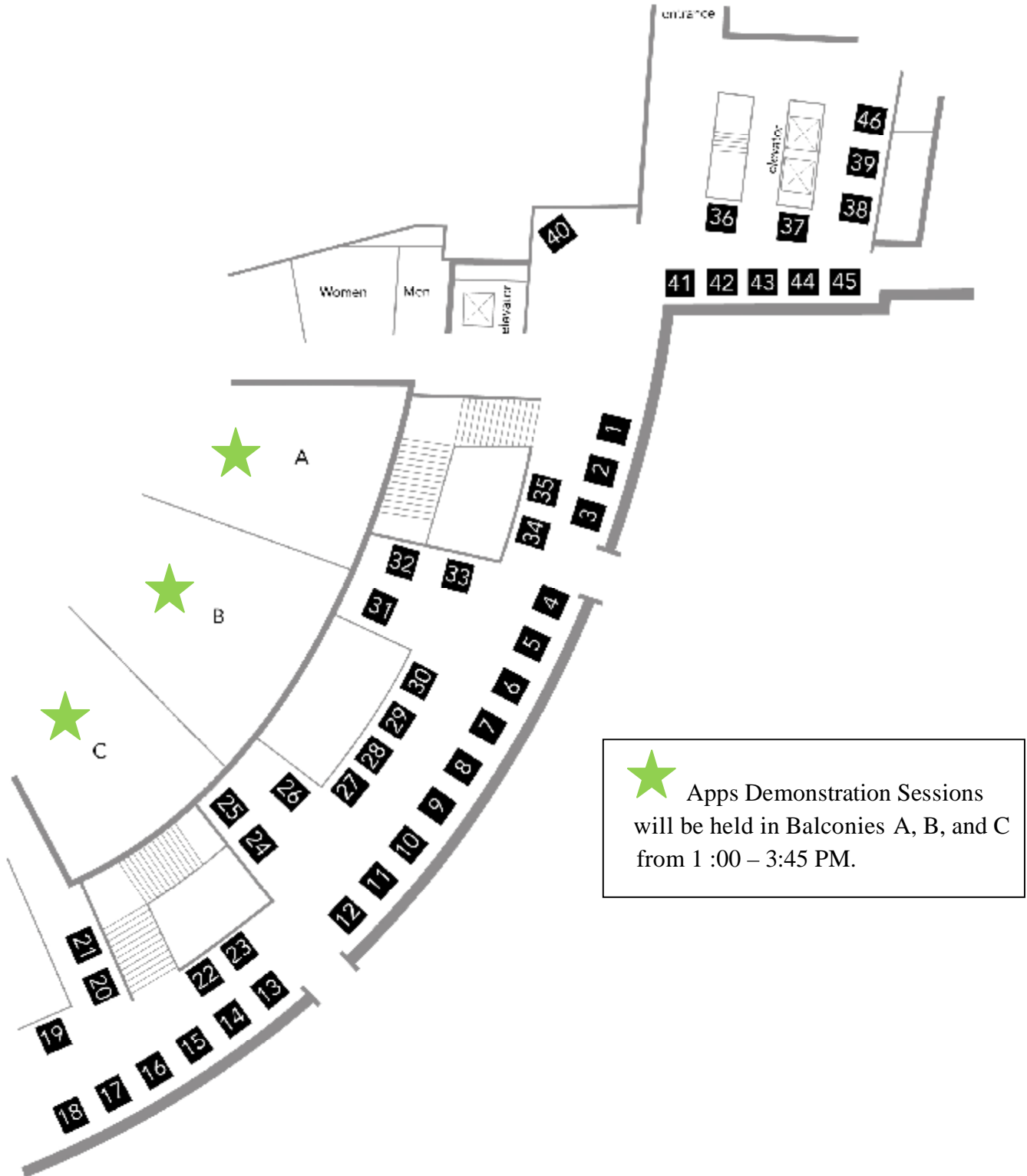
Session Schedule and Locations

Session Locations – Lower Level



	Activity or Session	Room	Time
★	Registration Area	Main Auditorium Foyer	7:45 – 9:00 AM
★	Plenary Sessions	Main Auditorium	9:00 AM – 12:30 PM 4:00 – 5:00 PM
★	Overflow Room for Plenary Sessions	Room E	9:00 AM – 12:30 PM 4:00 – 5:00 PM
★	Laptop Charging Room	Room C	7:45 AM – 5:00 PM
★	Panel Presentation Session A: Publicly Available Health and Health-Related Data Sets and Tools	Room E	12:45 – 3:45 PM
★	Panel Presentation Session B: Privacy and HIPAA Implications for Application Developers	Room D	1:00 – 2:00 PM
★	Panel Presentation Session C: Health Data in the Era of Accountable Care	Room F	1:00 – 2:00 PM
★	Panel Presentation Session D: Health Data, GIS, and Public Health: Mapping the Health Data Initiative	Room A	12:45 – 2:00 PM
★	Panel Presentation Session E: Information Needs of Communities and Counties	Room A	2:15 – 3:45 PM
★	Panel Presentation Session F: Data-Based Investigative Journalism	Room G	2:30 – 3:30 PM
★	Panel Presentation Session G: Promoting the Innovative Uses of Health Data through Challenges and Competitions	Room D	2:15 – 3:45 PM

Session and Expo Table Locations – Upper Level



The Data and Apps Expo will be held in the Atrium from 12:30 – 3:45 PM.

Please see below for table locations.

1	ElizaLIVE
2	Castlight Health
3	Rise Health with Medline Plus Connect
4	C3
5	Aetna / Medcity
6	MAYA Food Oasis
7	Within3
8	Stats of the Nation / Healthyimagination / GE
9	DailyFeats
10	Improvement Portal - Press Ganey
11	MedlinePlus Connect
12	Pillbox
13	Pharmacy Outcomes Enhancement Technology
14	MedWatcher
15	Community Commons/Advancing the Movement
16	Asthmapolis
17	Directrelief.org
18	Daily Challenge
19	IBM
20	Doximity
21	Multistate Foodborne Disease Outbreak Investigation System
22	Organized Wisdom
23	Maestro (Lumeris)
24	PatientsLikeMe - Clinical Trials

25	Health 2.0
26	SleepBot
26	Freebee
26	IMPAct
27	Network of Care for Healthy Communities
28	Robert Wood Johnson Foundation Childhood Obesity GIS
29	My Dietary Supplements
30	The Force.com application platform
31	Healthagen (iTriage)
32	Ozioma
33	Treatment Pathways - Thomson Reuters
34	National Data Resource Center/HRSA
35	Medventive Population Manager/Risk Manager
36	Esri / Community Analyst
37	PearlDiver HealthCare Data Mining Engine and Semantic Community
38	Humedica
39	Infochimps
40	SoloHealth Station
41	Blue Button
42	PolicyMap
43	Practice Fusion
44	HealthGrades / Physician Portal
45	myNYP.org Health Library
46	Healthline SPG - Surgical Procedure Guide

Apps Index

Apps Index

Aetna / Medicity

Expo [#05]

Morning Session – Auditorium

Aetna is one of the nation’s largest healthcare companies with over 3,000 nurses, social workers, and behavioral health specialists, and covers over 18 million medical members across the United States. Aetna is focused on delivering technology and care management solutions that provide greater value to our customers and meet the needs of the emerging ACO market. Working with our subsidiary, Medicity, and accessing HHS data, we created several new applications that showcase how information can be used to build a more personalized experience that can lead to improved health outcomes. Our use cases highlight both clinicians working from a call center to provide disease management and other services, and primary care/specialty physicians that see and treat patients on a daily basis.

Asthmapolis

Expo [#16]

Morning Session – Auditorium

Asthmapolis has developed a set of tools to capture data about the real time burden of asthma in communities. Visitors to our exhibit in the Data and Apps Expo can explore some of the medication sensors we’ve built to track the time and location where asthma inhalers are used. In addition, we will highlight the interfaces and mobile applications we’ve developed to help patients, physicians, and public health officials put this information to work to improve the management and control of asthma. We will also provide several case studies to illustrate how the technology is being applied in different settings to help identify patients with uncontrolled asthma, to wirelessly monitor and encourage adherence with preventive medications, and to track the health effects of specific environmental exposures.

Blue Button

Expo [#41]

The Blue Button enables Veterans, service members, and Medicare beneficiaries to download their personal health information from health portals offered by the government. The Blue Button extract is a so-called “ASCII text file,” the easiest and simplest electronic text format. Veterans and service members can download self-entered health information and extracts from the electronic medical records, VistA and AHLTA. Medicare beneficiaries can download claims information in addition to the self-entered health information. Blue Button files can be printed or saved on computers, portable storage devices or mobile phones. Having control of this information enables individuals to share their health data with health care providers, caregivers, or people they trust.

C3

Expo [#04]

Apps Demonstration – Balcony C [2:35 p.m.]

C3 is a comprehensive suite of products and services designed to support provider-led population health. C3 combines an electronic registry with an automated platform for communicating with patients who are overdue for preventive and/or chronic care services. By using evidence-based clinical protocols, the C3 registry and protocol engine can trigger outbound calls or secure online messages to patients who need to make an appointment with their doctor for particular services at specific intervals. Using an online health risk assessment, C3 collects data to deliver timely reminders, information therapy, and multi-media self-management programs to prepare patients for upcoming office visits, tests and ongoing health improvement. C3 produces point-of-care reports that combine EHR and other practice data with the patient's HRA (health risk assessment) results to create a snapshot of the patient's status with highlighted care opportunities for the care team. And C3 includes a digital coaching program that tailors information to each patient's conditions and preferences, thereby increasing the likelihood of achieving sustained change. Each coaching program is linked to our risk assessment and offer modules on weight management, smoking cessation, nutrition, exercise, stress management, diabetes management, and more.

Castlight Health

Expo [#02]

Apps Demonstration – Balcony A [1:23 p.m.]

Castlight Health's application enables true health care consumerism by integrating and personalizing the critical information for value-based health care decision making. Castlight users see out-of-pocket, service-level costs combined with the best available information on clinical quality and patient satisfaction. Castlight's data is created from a variety of commercial and public sources, including CMS, HCAHPS, and AHRQ. Castlight's proprietary educational program provides consumer-friendly guidance on health care costs, provider selection, and evidence-based care. Castlight Health was founded in 2008 and is based in San Francisco, CA.

Community Commons / Advancing the Movement

Expo [#15]

Apps Demonstration – Balcony A [3:29 p.m.]

Via www.communitycommons.org registered users will have free access to over 7,000 GIS data layers at state, county, zip code, block group, tract, and point-levels; contextualized mapping, visualization, analytic, impact and communication tools and apps; searchable profiles of over 1,000 place-based community initiatives working toward healthy/sustainable/livable communities—funded by government and private philanthropy—complete with text and video narratives on “*what's working*.” Peer learning forums in the “interactive commons” with colleagues exploring similar interests and challenges—hosted by leading national TA providers. Inspired by *Advancing the Movement*, www.communitycommons.org is a democratized learning and innovation platform for enhancing the reach and impact of distributed action for a healthier, more equitable, and prosperous United States of America.

Daily Challenge

Expo [#18]

Apps Demonstration – Balcony A [1:41 p.m.]

MeYou Health's Daily Challenge emails you one small thing to do each day to improve your well-being. In just nine months, this Facebook-enabled web application has enrolled over 105,000 users who have completed over 1 million challenges. In the course of exploring well-being, members are invited to get their well-being score using the Well-Being Tracker (an assessment tool derived from the Gallup-Healthways Well-Being Index). To date, over 50,000 people have completed the Tracker to get their personal well-being score. By combining well-being scores with social relationship data, MeYou Health enables its users to compare their score to the average score of their friends. Working with our partner, MedNetworks (founded by "Connected" author Nicholas Christakis, MD, PhD), we are mapping this unique social well-being data set to ultimately understand if well-being is contagious and how we might promote its diffusion across social systems.

DailyFeats

Expo [#09]

Apps Demonstration – Balcony C [3:11 p.m.]

DailyFeats helps you do good things. It will guide you in doing small but significant actions—or "feats"—that reflect your values and contribute to your life's goals. Along the way, you'll earn points, meet a helpful community, and save money on real-life expenses, motivating you to *do good*—every day. How does it work? Whenever you've done a meaningful, positive action—like enjoying a piece of fresh fruit, tutoring a kid, or taking a brisk walk after a stressful day—visit DailyFeats on your computer or smart phone, and check in that *feat*, sharing the value it created for you and inspiring others to do the same. You'll earn points to redeem for discounts at neighborhood businesses or savings from national brands.

Directrelief.org

Expo [#17]

Apps Demonstration – Balcony A [2:53 p.m.]

Direct Relief International is a California-based, nonprofit organization founded in 1948 to improve the quality of life for people affected by poverty, disaster, and civil unrest at home and throughout the world. Direct Relief provides essential material resources—medicine, supplies, and equipment—to over 70 countries globally and throughout the United States. Direct Relief receives medicines and medical products from more than 100 healthcare manufacturers, who collectively donate approximately \$250 million (wholesale) worth of pharmaceuticals and supplies annually. Direct Relief launched data.directrelief.org to empower people by providing access to important health data through an intuitive and powerful web-based interface. Users can search, analyze, and understand a variety of federal, state, and local government data, as well as Direct Relief's own data. Key variables have been hyperlinked to facilitate search and analysis across datasets. The goal of the site is to deepen insight, improve efficiencies, and facilitate interaction to improve health.

Doximity

Expo [#20]

Apps Demonstration – Balcony A [1:05 p.m.]

Doximity is a physician network that links medical professionals over mobile devices and the web, enabling them to deliver faster, smarter treatment. Its secure platform enables the physicians to find fax numbers, phone numbers, insurance information, clinical interests, and languages spoken; exchange private phone lists, back lines, and pagers, as well as send HIPAA-compliant messages to colleagues; connect with former classmates and residents; and access phone numbers of pharmacies, hospitals, and labs. To help medical professionals find the information they need quickly, Doximity pre-populates its national directory with practice information from the National Provider Identifier, Medicare, PubMed and other HHS databases.

ElizaLIVE

Expo [#01]

Morning Session – Auditorium

ElizaLIVE is a multi-modal engagement platform that brings understanding of healthcare data to a whole new level. ElizaLIVE combines data from proprietary outreach on hundreds of millions of individual conversations about health care, taking in interactions from web click streams, email, and automated phone conversations powered by Eliza’s proprietary speech recognition engine. ElizaLIVE weaves this data with clinical data, third-party, and publically-available data to better understand healthcare consumers and create multi-dimensional profiles including socio-demographic, clinical, and behavioral inputs. ElizaLIVE’s proprietary score predicts how people will behave, specifically assigning individuals a number on a 10 point scale that predicts how they will respond to attempted interventions that would improve care and lower costs. It is not enough to stratify a population by how much they are likely to cost; ElizaLIVE shows whether individual members are likely to respond to an intervention, while creating meaningful interventions, communications strategies, and programs that increase compliance and lower costs.

Esri / Community Analyst

Expo [#36]

Apps Demonstration – Balcony C [1:05 p.m.]

Community Analyst is a cloud-based application that provides seamless access to detailed data about communities, including socio-demographics (Census), lifestyle segmentation (Esri), business data (Esri) and health status indicators such as access to care, use of preventive health services, and premature death risk factors (HHS). These data about community demographics, health behaviors and outcomes can be quickly analyzed, visualized, and shared as stunning, smart maps! *Community Analyst* provides neighborhood-level views and generates detailed reports and interactive color-coded maps. Integration of additional datasets from ArcGIS.com a free data and map exchange provides access to thousands of additional data and maps providing insights about communities. HDI Forum attendees will be able to sign up for a free trial subscription of *Community Analyst* as well as download other free health relevant smart phone applications such as *My Place History* (environmental health) and *Business Analyst* (lifestyle behavior) smart phone applications at the Data and Apps Expo.

Freebee

Expo [#26]

The Freebee iPhone app uses short quizzes to inform college students of health issues that they face on campus on a regular basis. Each quiz covers a different health risk, such as alcoholism, cigarette smoking, or safe sex, in a fun and intuitive way. Questions are generated from the Health Indicators Warehouse data, and the correct answer to each question is displayed whether the student answers right or wrong. Students are encouraged to participate in Freebee by earning free incentives when they answer 5 out of the 6 questions correctly on any quiz. Freebee presents valuable information to college students not in the monotonous fashion they are used to in classes, but in a fun and easy way that makes the students want to learn to improve their health. As a result, Freebee will improve health across college campuses by raising the health buzz. *Second-Place Winner of the Institute of Medicine-National Academy of Engineering Go Viral to Improve Health Collegiate Challenge.*

Global Health Data Exchange

Apps Demonstration – Balcony A [2:35 p.m.]

The Global Health Data Exchange (GHDx) is a new data catalog for demographic, public health, and global health data. It was developed by the Institute for Health Metrics and Evaluation (IHME) at the University of Washington to address a key issue for global and public health analysis, which is a lack of knowledge about data and access to data. The GHDx is the first—and currently the only—data catalog that focuses on health-related data on a global scale. We will make every effort to build the broadest and most in-depth data catalog, and aim to be the go-to source for information about data for researchers, analysts, policy makers, and others in the global health space. The GHDx improves data discoverability by providing a user-friendly, validated, and searchable data catalog for global health, demographic, and other health-related datasets, including censuses, surveys, health records, vital statistics, and administrative data. The GHDx also aims at improving access to data by serving as a platform for data owners to share their data with the public. All of IHME's search results are available for download, and IHME invites others to distribute their data through the GHDx.

Health 2.0

Expo [#25]

Session G – Room D [2:15 p.m.]

The conference. The media network. The Innovation community. The Health 2.0 Conference is the leading showcase of cutting-edge technologies in health care, including Online Communities, Search and lightweight Tools for consumers to manage their health and connect to providers online. The Health 2.0 Developer Challenge is a series of prize competitions promoting health technology innovation. Health 2.0 also has its own media channels, Health 2.0 News and Health 2.0 TV; its own market intelligence service, Health 2.0 Advisors; and also sponsors the Health 2.0 Accelerator industry consortium. Health 2.0 was founded by Indu Subaiya and Matthew Holt in 2007 and is now a community of hundreds of organizations and thousands of innovators. For more information, see www.health2con.com

Healthagen (iTriage)

Expo [#31]

Morning Session - Auditorium

Co-founded by two emergency physicians, Healthagen is the software development company for *iTriage*, a free, consumer-based healthcare application that is a game-changer in healthcare. The comprehensive *iTriage* database includes information on thousands of symptoms, diseases, procedures and medications and combines that knowledge with a nationwide directory of every hospital, urgent care, retail clinic, physician, pharmacy and government health center. The proprietary Symptom-to-Provider™ pathway allows users to search symptoms, find possible causes, and be led to the most appropriate provider for a specific condition. Once the end-user selects a provider, the user can find information on ER Wait Times, pre-register for an ER visit (being piloted in select facilities), and access detailed information about that provider's specialties and credentials. *iTriage* is truly a one-stop shop for consumer healthcare information.

HealthGrades – Physician Portal

Expo [#44]

HealthGrades is a top 10 web health property and the leading site to search and find a physician, with 160+ medical specialty channels and up-to-date information on more than 800,000 specialists and doctors that will help more than 100 million consumers find a doctor in 2011. HealthGrades aggregates information from dozens of sources to construct profiles about every U.S. physician. Through www.healthgrades.com/update/hdj, physicians and their practice administrators can enhance and verify the information in their profile, providing some of the most important details that patients use to find the best physician for their needs on HealthGrades.com. The Portal also provides information back to the physicians to help them attract the “right patients”—those who match their expertise and interests—making healthcare more efficient. The Portal is a key part of how HealthGrades enables physician-patient relationships that lead to faster diagnosis and better adherence to care plans that translate into better outcomes.

Healthline SPG - Surgical Procedure Guide

Expo [#46]

Morning Session – Auditorium

Healthline Networks has created comprehensive, data-rich online learning environments to help consumers research and make informed decisions about serious surgical procedures. Leveraging Healthline's Medically Guided™ semantic search, we have incorporated CMS and FDA data to enhance Healthline's rich information resources and present consumers with the most comprehensive online surgical procedure resource available today. Healthline Surgical Procedure Guides (SPG) analyze and interpret MedPar data to help consumers understand what events and incurred charges they can expect throughout each stage of the patient pathway—from preparation, to surgery, through recovery and rehabilitation. To personalize this experience, the data is immediately localized based on the user's zip code. SPG also applies algorithms that process and summarize Hospital Compare data to provide consumers with “quick scores” that rank performance and charge trends for their hospitals against local, state, and national averages. FDA news and alerts for contextually relevant procedure data complement Healthline's reference and education materials. SPG is the newest offering in Healthline's suite of products that reach more than 100M consumers each month when they are searching for credible health information.

Humedica

Expo [#38]

Apps Demonstration – Balcony B [2:17 p.m.]

Humedica is a next-generation clinical informatics company that provides novel analytics solutions to the health care industry. Humedica integrates clinical, financial, and administrative data from disparate IT systems and then applies advanced analytics to define appropriate patient cohorts, treatment pathways, outcomes, and associated costs. Humedica MinedShare® can transform a provider organization's immense reservoir of data into valuable, actionable knowledge, all within a state-of-the-art, HIPAA-compliant, and highly secure environment.

IBM

Expo [#19]

Apps Demonstration – Balcony C [2:53 p.m.]

IBM has developed a variety of visualization tools that allow users to interactively explore, analyze, and manipulate complex multidimensional data clusters. For example, interactive refinement of patient clusters, as well as the detection of outliers and other statistically interesting measures can be performed using the DICON technique. A powerful icon-based encoding of data clusters which allows comparison between clusters, DICON conveys important statistical measures, and allows cluster refinement via direct manipulation. Users can merge and split icons via intuitive interaction techniques to embed user expertise in the clustering process or to explore alternatives. One use case for the DICON technique with applicability in health plans or integrated networks utilizes outputs from IBM work in patient similarity analytics, comparing the clinical features of an index patient to a larger cohort of patients. Another use case allows for the visualization of various clinical features and/or health status of the population in those counties.

IMPAct

Expo [#26]

IMPAct (Interactive Medical Planner ACTing on your health) is a website application that is available on any mobile device with Internet capabilities. The goal of IMPAct is to help inform individuals and families of the recommended screenings needed, based on their sex and age. IMPAct has the capability to automatically provide users a list of the needed health screenings, and add them to the user's Google calendars. A family can customize all the member's health appointments in one place as well as to find doctors around the area. Organization and scheduling for vaccinations, examinations and screenings requires a great deal of information and time, IMPAct will make this task easy and stress free. The IMPAct application can readily provide a flexible calendar that schedules you and your family's routine healthcare for the rest of your healthy lives! InteractiveMedicalPlanner.com. *Third-Place Winner of the Institute of Medicine-National Academy of Engineering Go Viral to Improve Health Collegiate Challenge.*

Improvement Portal – Press Ganey

Expo [#10]

Apps Demonstration – Balcony B [1:59 p.m.]

The *Improvement Portal*, Press Ganey's innovative online performance dashboard, provides an integrated view of a provider organization's total performance so they can target their improvement efforts and get results faster. The *Improvement Portal* enables provider organizations to gain real-time insight into current performance, provides immediate access to improvement resources and networking and aligns your organization around performance priorities in the areas of clinical, financial, operational and patient experience performance. And the *Improvement Portal* can work in two modes—it can utilize a provider's own institutional data, or it can utilize public data such as MEDPAR and HospitalCompare.gov data to produce the improvement opportunities. Whether leveraging the intuitive performance chart or the more comprehensive performance dashboards, it takes only a matter of seconds to pinpoint where the provider stands against other practices or facilities on key performance measures, all with one goal in mind: becoming a High Performance organization.

Infochimps

Expo [#39]

Think of infochimps.com like data.gov or healthdata.gov but with a broader ambition: an online repository and distribution network for data of all kinds, sizes, and shapes. If you have health data, you should publish it on Infochimps because data there lives in a connected web of knowledge where it can intermingle with demographic, social network, finance, geolocation, product, and scientific data. If you want your data to be shared openly, Infochimps will distribute it through our download and API channels to the world for free. If you want to make money from your data, you can set your own price, and Infochimps can be your data marketplace channel, earning you money each time your data is downloaded or queried. With 15,000 existing datasets, a complete metadata model that makes finding data easy for users, and a state of the art backend that seamlessly scales from hundreds of records to billions, Infochimps is a whole solution to the complex problem of publishing data easily, profitably, and understandably so that it can really make a difference.

Kyruus

Apps Demonstration – Balcony C [1:59 p.m.]

Kyruus brings transparency, accuracy, and efficiency to physicians' relationships with stakeholders across the healthcare ecosystem through data-driven products based on its physician profiling and analytics platform. Over the past 40-50 years, the advent of pharmaceuticals, biologics, medical devices, and other high-tech medical innovations have revolutionized the practice of medicine. Fundamental to these successes has been the robust and ubiquitous collaboration between researchers, clinical practitioners, and commercial entities through numerous types of engagements, including sponsored research, educational grants, clinical trials, and training programs. Despite the importance and high prevalence of these interactions, stakeholders have traditionally made poor use of data mining and analytics to appropriately match, manage, and measure these relationships in an information-driven manner, therefore leading to inefficiencies

and opportunities for optimization. Kyruus's p³ Platform enables processing, profiling, and predictive analytics based on the professional personas of physicians, enabling them as well as hospitals, companies, and other stakeholders to efficiently identify and facilitate opportunities for physician-industry collaboration in a transparent manner.

Maestro (Lumeris)

Expo [#23]

Morning Session – Auditorium

The Essence Group, through Lumeris, is the nation's first full-service enabler of next-generation accountable health care delivery systems. *Maestro*, from Lumeris, is powerful software that allows health plans, hospitals, medical groups, and individual physicians to find and confidently act on opportunities to improve the quality and lower the cost of health care. In addition to lending credible context to clinical and financial data, this web-based software supports greater collaboration between the payers and providers of health care.

MAYA Food Oasis

Expo [#06]

Morning Session – Auditorium

Initially developed at a Health 2.0 Code-a-thon, MAYA Food Oasis is an SMS-based virtual grocery marketplace intended to expand access to healthy, affordable food. To order food, consumers send a simple text message to the central system requesting specific items. Suppliers can review the individual orders, aggregate them into economically viable groups, and negotiate with buyers about price and quantity. Then, suppliers deliver the grouped orders to existing community locations like libraries, schools, or churches. The system provides an easy-to-use and dynamic marketplace that improves access for consumers and expands the market for suppliers. While the system is purposefully designed to have a positive impact on consumers trapped in a food desert, it could also improve access to healthy food for a wide section of the community.

MedlinePlus Connect

Expo [#11]

Apps Demonstration – Balcony B [2:53 p.m.]

MedlinePlus Connect, medlineplus.gov/connect, is an award-winning, free service of the National Library of Medicine (NLM) and the National Institutes of Health (NIH) that easily links patient portals and EHR systems to MedlinePlus.gov, an authoritative, up-to-date health information resource for patients, families, and health care providers. *MedlinePlus Connect* provides context-relevant responses for problems and diagnoses, medications, and lab tests. *MedlinePlus Connect* supports the HL7 Context-Aware Knowledge Retrieval (Infobutton) standard and accepts requests containing standardized code sets already used by EHRs. It is available as a web application and as a web service.

MedVentive Population Manager and Risk Manager

Expo [#35]

Apps Demonstration – Balcony A [3:11 p.m.]

Through our early roots combined with our work with Provider and Payer clients today, MedVentive brings unparalleled experience and expertise built from the physician perspective to support population and risk management. We provide two core products that support interrelated business requirements for Clinical Integration, Medical Home, and Accountable Care initiatives. *MedVentive Population Manager* is an enterprise population management platform. *MedVentive Risk Manager* provides the capabilities providers need to be successful under risk or value-based contracts with payers and/or employers. Most importantly, we take data beyond generalized reporting and identify actionable opportunities, then provide the tools, workflows, and detail to empower clinicians to improve the coordination and quality of care in our clients' networks.

MedWatcher

Expo [#14]

Apps Demonstration – Balcony B [1:23 p.m.]

Nearly half of all Americans currently take a prescription drug, yet the public remains largely unaware of medication safety concerns. While the Food and Drug Administration (FDA) regularly issues alerts on drug problems, many consumers become aware of problems with drugs from unofficial sources. The present structure highlights an important information gap between government and the public that has persisted for decades. We attempt to improve the drug safety process through the *MedWatcher* application for mobile phones (currently available for the iPhone and iPad). The app is designed to engage users (both the public and healthcare practitioners) in issues of drug safety, providing both current safety advisories and a reporting tool for direct submission of adverse drug events by the user. Developed in collaboration with the FDA, the system will be designed to generate intelligence about candidate medication risks, especially for widely prescribed medicines. These data have the potential to have tremendous public health value by augmenting traditional drug surveillance efforts while also being of major interest to pharmaceutical companies, medical device makers, pharmacies and benefit payers.

Multistate Foodborne Disease Outbreak Investigation System

Expo [#21]

Morning Session – Auditorium

The Multistate Foodborne Disease Outbreak Investigation System (FDOIS) is a collaboration between the CDC and Palantir Technologies that enables the CDC and its state, local and partner agencies to work together on investigations of disease outbreaks. The CDC facilitated the initial pilot program to address a major gap in multistate foodborne disease outbreak investigation methods: the lack of an electronic system to integrate key data sources and facilitate secure information sharing between public health partners while maintaining patient privacy. The FDOIS rapidly joins disparate data sets, including epidemiologic and laboratory data, into a single environment for partners across organizations to collaboratively analyze. The result is more rapid hypothesis generation and testing that translates into actions to reduce the public's risk. A "proof of concept" system is currently deployed at the CDC as well as six state health departments with plans to roll out further to federal partners in the next several months. Broadly, the system represents an "all hazards" solution, meaning the systems developed in this framework are applicable and adaptable to programs across CDC.

My Dietary Supplements (MyDS)

Expo [#29]

Apps Demonstration – Balcony C [2:17 p.m.]

The Office of Dietary Supplements at NIH has created a free mobile app for consumers called *My Dietary Supplements*, or “MyDS,” that allows users to keep a convenient, mobile record of their dietary supplements. Consumers can easily share this list with their health care providers and access it while shopping or wherever, whenever they need it. MyDS also provides reliable, science-based information on dietary supplements in English and Spanish as well as general information about ODS.

MyNYP.org Health Library

Expo [#45]

MyNYP.org is a personal health record web portal developed and deployed by NewYork-Presbyterian Hospital (NYPH). Since the launch of the site, in April 2009, all NYPH patients, during their stay and at time of discharge are informed about myNYP.org, its capabilities and are instructed on how to register for an account. Currently, we have over 20,000 patients enrolled. MyNYP.org delivers patient-controlled electronic medical records powered by medical data that are consolidated from a number of different applications in the hospital. The medical data is presented and saved to Microsoft® HealthVault (HV) in the industry standard Continuity of Care Record format. Patients are able to manage records for their entire family through one account and share their medical data saved in HV with other trusted health providers. In addition, myNYP.org allows users to schedule hospital appointments, pay bills, search for doctors, search for clinical trials, and find additional medical information via the integration of *MedlinePlus Connect*, a service of the National Library of Medicine, part of the National Institutes of Health.

National Data Resource Center for Child and Adolescent Health / HRSA

Expo [#34]

The Data Resource Center for Child and Adolescent Health provides online access to data from two federally sponsored surveys—the National Survey of Children’s Health and the National Survey of Children with Special Health Care Needs. The data are presented on www.childhealthdata.org with point and click results for hundreds of indicators on children’s physical and emotional health, access to care and quality of care, and school, family and neighborhood factors. Results are available for the nation and all states, and can be viewed by important demographic groups of children, including race/ethnicity, household income, insurance type, and special health care needs status.

Network of Care for Healthy Communities

Expo [#27]

Apps Demonstration – Balcony B [1:05 p.m.]

Brought to you through the National Association of County Officers and the National Association of County Health Officers, the Network of Care for Healthy Communities is a delivery platform for community stakeholders and citizens. For stakeholders, the platform consolidates and presents data from open.gov and other sources tied to actionable content, including promising practices, local resources, progress trackers, and collaboration centers. By adopting the platform locally,

communities can meet PHAB accreditation requirements, track progress to Healthy People 2020 goals, conduct needs assessments, and collaborate to promote change. For citizens, the platform provides a health encyclopedia, directories of services and supports care coordination, distance learning, and includes a secure health record that is compliant with open standards. This demonstration will showcase the power of making centrally provided health data locally relevant while providing individuals with the tools they need to improve both their health.

OrganizedWisdom

Expo [#22]

OrganizedWisdom, an expert-driven platform for health and wellness, is on a mission to close the “Online Health Gap” by making it easier for people to get access to credible health information online. Using data sets recently made available, it launched two innovative new apps that enhance the company’s Mobile Toolbox for doctors and Expert Health Alerts for patients. The first app makes it easy for doctors to share Health Risk Factors for any location with their patients. The app presents a clickable map by county and provides charts and graphs showing the distribution of risk factors. The second app integrates *MedlinePlus*’s database of Health Topics to allow people to receive important health information on more than 800 important health conditions. This information has been integrated into OrganizedWisdom’s free Expert Health Alert service enabling people to get automatic email updates on specific health topics that are important to them.

Ozioma

Expo [#32]

Morning Session - Auditorium

Ozioma, www.localhealthdata.org is a new online tool designed to increase the amount of locally-relevant health information in communities through media. *Ozioma* allows users to search for health data from HHS (e.g., National Cancer Institute and Centers for Disease Control and Prevention) and more than 60 other reliable sources—all in one place. Search results are presented as easy-to-understand sentences crafted by a team of communication and public health experts, which can be immediately included in press releases, news stories, blogs, reports, grants or policy briefs. Greater access to locally relevant data will help in building healthier communities.

PatientsLikeMe – Clinical Trials

Expo [#24]

Morning Session – Auditorium

PatientsLikeMe will present a new feature that helps patients find clinical trials that are right for them and helps companies find patients who are right for their trial. The feature, which updates daily with all of information reported on ClinicalTrial.gov allows members of the website to see every clinical trial they are interested in or eligible for based on the conditions and location they report. Investigators can also find their trial listed on PatientsLikeMe and see eligible patients, or search for patients that match their criteria. Companies, nonprofits, and academics that use PatientsLikeMe for trial recruitment can now also purchase enhanced

listings that message eligible patients anonymously through the site's private system. PatientsLikeMe aims to make trial enrollment faster, more efficient, and ensure patients know and have access to the opportunity to contribute to research.

PearlDiver Healthcare Data Mining Engine and Semantic Community Visualizations

Expo [#37]

PearlDiver and the Semantic Community have joined forces to showcase the next generation of medical data mining technology. Definition of a "Medicare Zombie": A patient who has been reported as dead to Medicare who goes on to have further treatment by Medicare providers on Medicare's dime. The *Medicare Zombie Hunter* application performs live searches through approximately three-quarters of a billion Medicare records to find those pesky dead patients to keep coming back for more medical treatment. Based upon the user input, the *Zombie Hunter* will identify the undead patients, the patient's medical provider, the amount of money charged to Medicare, and how much money Medicare reimbursed for the treatment. The data is then visualized by Semantic Community in Spotfire, a self-serve business intelligence tool. PearlDiver and the Semantic Community are exploring opportunities to collaborate together to provide transparent health information to those decision makers who need fast answers to very complicated questions.

Pharmacy Outcomes Enhancement Technology (POET)

Expo [#13]

Anthurium Solutions' *Pharmacy Outcomes Enhancement Technology (POET)* application facilitates comprehensive medication therapy management consultations and collaborations between patients and pharmacists. Developed in collaboration with the University of Minnesota College of Pharmacy, *POET* uses interactive voice recognition, electronic transcription, and billing from generation to streamline documentation and billing from hours to minutes. *POET* employs a National Council for Prescription Drug Programs database integration and bi-directionally exchanges patient information from external PHR, EMR, and pharmacy systems (batch and real time transactions, including HL7 CCD Specification). *POET* tracks comprehensive, longitudinal medication and behavioral data to identify adherence, compliance, and adverse effects, combines these data with information gathered through the pharmacist-patient interaction, and accumulates it into an enterprise database. *POET's* unique Service-Oriented Architecture enables the application to be easily reconfigured or customized for different customer requirements, and its in-the-cloud storage provides scalability and low cost of entry for customers.

Pillbox

Expo [#12]

Apps Demonstration – Balcony B [3:29 p.m.]

Some of the health care challenges this country faces cannot be solved by opening existing data. They require entirely new data sets. The National Library of Medicine (NLM), Food and Drug Administration (FDA), and pharmaceutical industry are meeting this challenge by creating the

largest, highest-quality data set of medication images that has ever been available. The NLM and FDA's ground-breaking *Pillbox Initiative* already gives developers direct access via API to previously hard-to-reach government drug identification and reference data in drug labels. Now it will add standardized high-quality drug images for prescription, over-the-counter, homeopathic, and veterinary medications. More than a single application, the *Pillbox Initiative* is a platform for innovation, giving developers an all-access pass to federal pharmaceutical data and creating a sustainable ecosystem of high-quality medication images. *Pillbox's* project manager will outline the recently-announced government/industry partnership, highlight the data, images, and services created and exposed through this patient-safety initiative, demonstrate the API, and showcase mobile, tablet, and web applications developed with this resource.

PolicyMap

Expo [#42]

Apps Demonstration – Balcony C [1:41 p.m.]

As a national leader in financing neighborhood revitalization, The Reinvestment Fund has long recognized that information drives change in all sectors: public, private, and civic—and that getting that information has not always been simple or efficient. With that in mind, TRF developed a national data warehouse and mapping tool—www.policymap.com—to provide users with simple, online access to data, tables, charts, reports and maps in a sophisticated, user-friendly web platform. PolicyMap users can not only view data and maps online, they can also download and export from our platform, as well as upload their own data to share with others. Development of this tool is rooted in TRF's belief that good data drives good investment decisions.

Practice Fusion

Expo [#43]

Apps Demonstration – Balcony A [2:17 p.m.]

Practice Fusion provides a free, web-based Electronic Medical Record (EMR) system to physicians. With charting, scheduling, e-prescribing, billing, lab integrations, unlimited support, and a Personal Health Record for patients, Practice Fusion's EMR addresses the complex needs of today's healthcare providers and disrupts the health IT status quo. Practice Fusion is the fastest growing EMR community in the country with more than 90,000 users serving 13 million patients. When pairing our structured, clinical data with the vast number of patient records in our system, the possibilities for research and development are endless. That is why Practice Fusion is opening our API to allow developers to utilize the data across our web-based platform. Practice Fusion's API for EMR is a first step toward future medical record interoperability, creating opportunities for seamless communication with hospitals, medical groups, patient platforms, and more.

Rise Health With MedlinePlus Connect

Expo [#03]

Rise Health is integrating the information made available through the NIH's *MedLine Plus Connect* library with our EHR and Patient Management Systems to provide vital content and educational information to physician practices and their patients. Rise Health assists primary

care physicians to evolve their practices to a new model of care that provides better access and outcomes for patients, while improving the group's practice environment and financial viability. Rise Health connects patients and providers with current, reliable, information about diseases, conditions and prescriptions. Rise Health uses multiple channels to integrate the data into our technology framework by applying the educational content within our EHR and by pulling the data into our proprietary Patient Relationship Manager. Through this approach, Rise Health systematically makes content available to providers and to their patients in print or electronically at multiple points within the patient-physician communication process. At Rise Health, this information is focused on supporting effective, patient-centered care by providing more consistent and better informed health decisions driven by reliable, understandable content.

Robert Wood Johnson Foundation Childhood Obesity GIS

Expo [#28]

Apps Demonstration – Balcony C [1:23 p.m.]

ChildhoodObesityGIS.org is an online, place-based information and collaboration system sponsored by the Robert Wood Johnson Foundation (RWJF) to provide interactive tools for RWJF grantees, Major Program Offices, and community partners working toward preventing childhood obesity. The Center for Applied Research and Environmental Systems (CARES) at the University of Missouri developed and implemented this unique multi-dimensional system by combining highly intuitive interactive maps and custom dynamic reports, with the ability to upload and overlay local and regional data with over 7,000 of national-source data sets. The system also provides peer-learning spaces for grantees to learn from each other about how they are reversing childhood obesity in their communities.

SAP and Digital Infuzion

Apps Demonstration – Balcony B [2:30 p.m.]

This demonstration will leverage SAP Business Objects to make health and disease related information more accessible and interactive for community and resource planners. In addition, our solutions will provide the health consumer with a greater understanding of health resources in their area. The long-term goal is to allow doctors and patients with the capability to view health, service, and disease-related data and make comparisons across different doctors and providers. We envision public data sources like the Area Resource File from HRSA to provide the framework for additional visibility for each person in need of greater health transparency.

SleepBot

Expo [#26]

Morning Session – Auditorium

SleepBot is a resource tool for users to manage their sleep schedules over mobile applications connecting to a web-based platform. The project is focused on using new technology to track sleeping patterns and spread awareness of sleep deprivation risks through visualization of data. SleepBot will chart, evaluate, and calculate the user's sleep deficit benchmarking the nightly amounts with health risks they could encounter due to lack of sleep, and potentially collect this data for research purposes. The web platform is planned to allow users to access this information and extensive resources on sleep health from any device, anytime using their own personal

accounts. SleepBot's goal is to provide completely free resources and tools in an easily accessible format and ultimately try to change the way people think about sleep!*First-Place Winner of the Institute of Medicine-National Academy of Engineering Go Viral to Improve Health Collegiate Challenge.*

SoloHealth Station

Expo [#40]

Based in Atlanta, GA, SoloHealth, www.solohealth.com, is a healthcare technology company that focuses on self-service consumer healthcare platforms that empower people to take care of themselves. The company's next generation healthcare kiosk, the SoloHealth Station, is an interactive healthcare kiosk which allows people to screen their vision, blood pressure, weight, and body mass index. Further, the wirelessly networked kiosk connects consumers with local healthcare providers and delivers specific, actionable health recommendations on how to improve their health. SoloHealth, which received a sizeable grant from the NIH, will tie into open government data to help people compare biometric results with others in their area and share results using social media and personal health records. The Stations, which are free of charge for the public, are located in high-traffic retail environments including pharmacies, grocery stores and mass merchandisers, as well as corporate worksites.

Stats of the Nation / Healthyimagination / GE

Expo [#8]

Apps Demonstration – Balcony B [3:11 p.m.]

Stats of the Union, GE's first ever data visualization iPad app, allows users to explore and compare different community health indicators across the United States with just the touch of a finger. Built on the Health Indicators Warehouse, Stats of the Union looks at 70+ health indicators, from population density to salmonella incidence to physicians per capita. Users can even take a snapshot of any of the pages, allowing them to share the insights they have uncovered.

TheForce.com application platform

Expo [#30]

Apps Demonstration – Balcony B [1:41 p.m.]

Force.com is the leading cloud platform for business apps. With security, reliability, and privacy that enable HIPAA compliant applications, it also excels at health apps. Every business needs apps: HR apps, inventory apps, iPhone, iPad, Android, and BlackBerry apps. Some require aggregating data from other systems, some generate their own data. Force.com enables both. Now you can use the Force.com platform to build all of your apps—and websites—quickly and easily. Over 200,000 apps have already been built. And with a robust program to help partners to be successful, our Technical Enablement and Independent Software Vendor teams make it easier than ever.

Treatment Pathways – Thomson Reuters

Expo [#33]

Apps Demonstration – Balcony A [1:59 p.m.]

Thomson Reuters MarketScan® Treatment Pathways facilitates faster and smarter healthcare research by overlaying an analytic interface onto robust patient level databases. This online research tool supports cross-sectional and longitudinal analyses, descriptive reporting, iterative exploratory research, and quick querying, so studies or portions of study work can be quickly and easily completed without the need for data intake, software, or custom programming. Data are hosted on a Thomson Reuters cloud, which users access through a web-interface. For more information, please e-mail marketscan@thomsonreuters.com.

Vitals

Apps Demonstration – Balcony C [3:29 p.m.]

Vitals uses federal, state, provider-supplied, patient-supplied, and private data to help web users make intelligent decisions about finding the health care provider that is right for them. MDx gathers the data, normalizes it, benchmarks it, applies quality metrics and presents it to web users as an aid in deciding which health provider to choose. Over the past year, more than 100 million patients and consumers have used the MDx sites (Vitals and UCompare Health Care) in this way. For all of them, the supplied data helps them make better, more informed health care choices about doctors, hospitals and clinics.

Within3

Expo [#07]

Within3 builds interactive communities for health professionals enabling them to collaborate with each other in a secure online environment. Each member has a personal profile that pulls data from clintrials.gov and PubMed, so physicians can find other like-minded or similar physicians to share the latest research, treatments and advice. Health systems, pharmaceutical companies and medical associations build these private communities to enhance relationships with key opinion leaders and promote ongoing interactions. Each community incorporates the best social media tools for active discussions, commenting, and posting data, ultimately enhancing the delivery of patient care.

General Information

General Information

Directions

The Natcher center is located at 45 Center Drive, Bethesda, MD, on the campus of the NIH.

By Metro: NIH can be easily accessed via Metro. The campus is located at the Medical Center Metro stop on the red line.

Driving: A very limited number of visitor parking spaces are available at the Gateway Visitor Center Complex, lot MLP-11. Vehicles parked in this lot are outside of the perimeter security and are not subject to vehicle inspection, thereby reducing the amount of time it takes to get on campus. The cost to park in MLP-11 is \$2 per hour for the first three hours, with a \$12 maximum for the entire day. The Gateway Visitor Center entrance opens at 6:00 AM and the exit closes at 11:00 PM.

Taxi/Car Service: Taxis and car services can pull up at the Gateway Visitor Center or directly at the Natcher Conference Center.

Internet Access

Individual wireless guest accounts are available to Forum attendees who would like to access the internet on their laptops. Please check in at the Wireless Guest Account table near the Registration Desk in the Main Auditorium Foyer for a username and password.

Laptop Charging Room

Room C is available for Forum attendees to charge laptops and other personal electronic devices. If you choose to leave your belongings unattended, please note that meeting hosts are not responsible for items.

Lost and Found

Lost and found is located at the Registration Desk in the Main Auditorium Foyer.

Lunch

Box lunches will be available at 12:30 PM in the Main Auditorium Foyer. A vegan/lactose-free/gluten-free option will be available. Food and drink are permitted in all rooms during the afternoon session. The picnic tables outside of the Natcher Center are also available to Forum attendees.

Questions

If you have questions or would like more information following the Forum, please feel free to contact us at healthdata@nas.edu or healthdata@hhs.gov.

Webcast

The Forum will be webcast live from www.hhs.gov/live and www.iom.edu/healthdataforum. An archived webcast will also be posted.

Map of NIH Campus

