



Utilizing Technology to Deliver the Best Patient Care

Keeping an eye open for the next great opportunity is always an exciting challenge. AACP strives to meet this challenge by providing our members with the most recent and exciting opportunities that directly meet their teaching, research and service expectations. While we don't always think of the federal government as being a hot-bed of excitement, there are some innovative opportunities that you should be excited about.

A rare moment exists when someone turns to you and exclaims, "We just have all of these data sets and we aren't sure what to do with them!"

Now, imagine for a moment that person was from the Department of Health and Human Services and those data sets included previously unreleased health indicators for every community across the United States and de-identified claim level data from Medicare and Medicaid? What might you study? What problem might you solve?

President Obama announced the Open Government Initiative in December 2009. Todd Park, the new chief technology officer for the Department of Health and Human Services (HHS), encountered lists and lists of data and, in searching for what to do with them, found his answer while looking at the weather. The National Oceanic and Atmospheric Association (NOAA) regularly makes its data available to the public. Recognizing this, Park, and others at HHS and the Institute of Medicine (IOM), developed an interdisciplinary model for opening health data to the public that stretches the transparency, participatory democracy and collaborative goals of the Open Government Initiative. The result is the Health Data Initiative (HDI) or the "NOAA of health data."

The one-year anniversary of the Health Data Initiative (HDI) launch this June marks a whirlwind year of activity linking practitioners and patients, researchers and programmers, and businesses and government agencies. Successful activities of the HDI include:

- Developers Challenges—one-day conferences where programmers, developers, researchers, patients and policy experts start their day as strangers and present a fully-developed, health-related product solution before 6:00 p.m.;
- Creation of Web sites featuring streamlined data to compare hospitals, nursing homes and other patient care sites; and
- Department of Veterans Affairs Blue Button, a one-click resource for our nation's veterans to download their medical record to a single pdf file.

Project sponsors include HHS, IOM and Healthy People 2020, the American Heart Association, the Lucile Packard Foundation for Children's Health and the Microsoft Azure DataMarket. Technology stretches from a simple excel document and a PowerPoint slide to an integrated model developing patient treatment plans for movement disorders through the Microsoft Kinect and 3D imaging. Business products launched from the partnerships built from the sharing of data including Fooducate, a mobile phone app that uses product barcodes, nutrition label information and education to help consumers make healthier food choices while standing at the grocery store, and Asthmapolis, a GPS tracker for inhalers to allow a patient with asthma to review their inhaler use over time on a map, tracking environment indicators and promoting behavior change to reduce fast-acting inhaler use.

At the heart of this entire effort is a tremendous amount of enthusiasm for open data, new colleagues and new innovations.

The HDI took another huge step this year and launched <http://healthdata.gov>, raw health-related data from across government agencies, and <http://healthindicators.gov>, a user-friendly visualization of 1,100 health indicators such as community reading

levels and obesity rates. International governments and the United Nations are granting access to their open data through these sites due in large part to the success of the HDI here in the United States.

Visit <http://healthdata.gov> and view the Webinar on available data resources and projects for researchers, practitioners, programmers and patients. The site includes regular announcements of new products such as the launch of DailyMed that offers high-quality information about marketed medications through an effort with the National Library of Medicine and the Tracking and Accountability in Government Grants System (TAGGS). Currently in beta testing is the Medicare Prescription Drug Benefit Dashboard. HDI is engaging stakeholders and finding solutions, changing the healthcare workplace and educating patients on healthcare.

The Health 2.0 Developer Challenge will be held on June 11 in Washington, DC at the Kaiser Center for Total Health. These challenges feature collaborators from every industry, researchers, policy experts, programmers and other stakeholders focused on the data-driven technology solution to a health or healthcare-related problem. They discuss, map, program and present the solution all within an 8-hour window on a Saturday and compete at the end of the day for the chance to present at the national and international Health 2.0 conferences.

The Health 2.0 team is looking for campuses to host the remaining developer challenges this year. Consider hosting a challenge at your college or school. Place a spotlight on pharmacy education as an essential resource for patient-centered care teams and the technology solutions to deliver the strongest patient care. If you are interested in hosting or would like more information, please contact Whitney Zatzkin at wzatzkin@aacp.org and visit the Challenge Web site at <http://www.health2con.com/>.