



Unleashing the Power of Data, IT, and Innovation to Improve Health

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There has never been a better time to be an innovator at the intersection of health, data, & IT



New Incentives

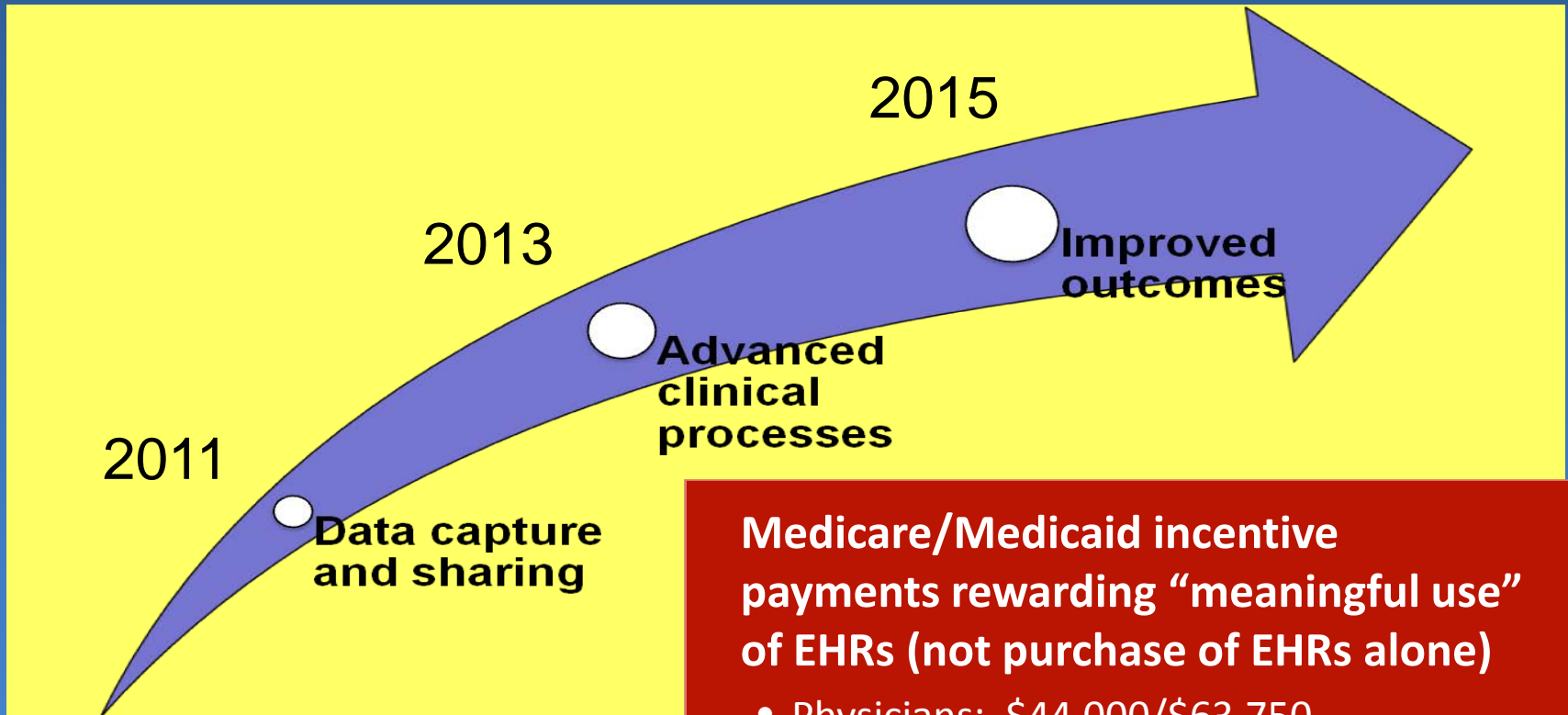
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Information Liberation

=

Rocket Fuel for Innovation

New incentives, part 1: “Meaningful Use”



Medicare/Medicaid incentive payments rewarding “meaningful use” of EHRs (not purchase of EHRs alone)

- Physicians: \$44,000/\$63,750
- Hospitals: \$2M plus bonuses for higher Medicare, Medicaid volume
- Escalating requirements – 2011, 2013, 2015
- Over 100,000 providers have registered to participate thus far



New incentives, part 2: The Affordable Care Act and payment reform

- True transformation of the health care system depends on changing how we pay for care
- The Affordable Care Act will drive a **shift from “pay for volume of services” toward “pay for health and value”**
- Law launches an array of key payment reform programs + a game-changer: **the Center for Medicare and Medicaid Innovation**



Payment reforms will motivate and reward innovation at a whole new level

Patient Centered Medical Homes

- Organized outpatient care, coordination and team-based approaches

Accountable Care Organizations

- Shared savings; redesigned care processes for high quality, efficient delivery

Bundled Payments

- Pilot program for episodes of care; incentivizes reduced costs around eight conditions

Readmission Reduction Programs

- Motivates hospitals to engage with care coordinators and better organize delivery systems

IT Innovations Needed:

Timely Clinical Data, Decision Support

Care Integration Tools

Technology to Extend Physician Reach

Consumer Engagement Tools/Platforms/Apps

Data Mining/Analytics

Information liberation, part 1: rising patient data liquidity



The Direct Project



Wiki Home
Join this Wiki
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home Page Discussion (22) History

The Direct Project

Welcome to the Direct Project's Implementation

For overview information on the Direct Project, please

Recent News

- The recording for the "Getting Started with Direct" webinar
- [Health IT Buzz](#) Dr. David Blumenthal and Aneesh Chopra
- [New York Times](#) on the Direct Project
- [The Health Care Blog](#) on the Direct Project
- For many other articles, visit the [Direct Project](#) web site, then click on the "Direct Project" link
- Consensus achieved: [Applicability Statement for Secure Health T](#)

- Home
- [ONC Direct Boot Camp](#)
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- Collaborative, open project to develop a simple method for enabling secure transmission of health information via the Internet
- Launched 3/10, specs posted 6/10, first "secure health care email" production transaction 1/11
- Now being implemented by 65+ vendors representing over 95% of the EHR base of the US, key consumer platforms, etc.
- Go to [directproject.org](#) to learn more



Information liberation, part 1: rising patient data liquidity (continued)

“Blue Button”

- The ability for any veteran, Medicare beneficiary, or military beneficiary to download an electronic copy of their own personal health or claims information
- Launched 10/10, utilized by over 450,000 unique users thus far
- Now being adopted by Aetna, United Health, Walgreens, RelayHealth, Indiana, Vermont, etc.
- Go to bluebuttondata.org to learn more

The screenshot shows the Blue Button website interface. At the top left is the Blue Button logo, which consists of a blue circle with a white download icon and the text "Blue Button" next to it. To the right of the logo are navigation links: "About", "How To", "Commit", and "Advocates". Below the navigation is a large banner image of a smiling woman. On the left side of the banner, there is text: "a simple concept with transformative potential" followed by "To improve healthcare, we must empower patients. Join the effort to give all Americans the information they need to become active participants in their own care." and a "Learn More »" link. Below the banner is a tweet from k8ethics (Kate Michi Ettinger) mentioning Aneesh Chopra and the Blue Button initiative. At the bottom of the screenshot, there is a quote from Aneesh Chopra, White House Chief Technology Officer, and a "commit now" button.

Information liberation, part 1: rising patient data liquidity (continued)



Improved Patient Access to Lab Data

- New proposed CLIA rule announced by HHS 9/2011
- Would give patients the right to get their own test results directly from the labs that generate them

Information liberation, part 2: increasing market transparency



HealthCare.gov

Health care is getting better. So is HealthCare.gov. Help us improve by adding your comments where you see

HealthCare.gov

Newsroom | Implementation Center

Take health care into your own hands

Home | Email Update | Font Size

Find Insurance Options

Learn About Prevention

Compare Care Quality

Understand the New Law

Information for You

Explore your coverage options

Find out which private insurance plans, public programs and community services are available to you.

Pick Your State

GO

Your Health Care, Explained

Families with Children

Individuals

People with Disabilities

Seniors

Young Adults

Employers

- Key early requirement of the Affordable Care Act
- First website to compile comprehensive inventory of private and public health coverage options across the U.S. for consumers
- Initial version deployed 7/10

6 Options for You

Based on the info you provided, Change Options

1. Coverage for Young Adults Under Age 26
2. Health Insurance Through Work
3. Health Insurance Plans for Individuals & Families
4. Pre-Existing Condition Insurance Plan (PCIP)/High

Need Help? - Be sure you understand what you're buying. [Learn how to use this tool.](#)

84

Private Insurance Plans

for 1 person in 50301 effective 11/01/2010

CHANGE

NARROW YOUR RESULTS

MAXIMUM OUT-OF-POCKET COSTS FOR INDIVIDUAL (ANNUALLY):

Up to \$1000 (1)
\$1000 to \$2500 (19)
\$2500 to \$5000 (57)
\$5000 to \$10000 (32)
\$10000 & Above (4)

ANNUAL DEDUCTIBLE FOR INDIVIDUAL:

Up to \$500 (4)

Sort by: Max Out-of-pocket Cost low to

Sort By

1 2 3 ... 9

Copay Select 100 - 1000

UnitedHealthcare Individual Markets

PLAN DETAILS

Compare (up to 3)

Maximum Out-of-Pocket Costs for Individual: \$1000

Doctor Choice: PPO

Monthly Premium Estimate: Premiums start at \$162 per month

Annual Deductible for Individual: \$1000

Prescription Coverage: Yes

You may be charged more. 10% received surcharged quotes.

How many people are denied? 17% who applied were turned down.

CelticSaver HSA Indemnity 100% 1500 Individual or 3000 Family Deductible

Celtic Ins. Co.

PLAN DETAILS

Compare (up to 3)

Maximum Out-of-Pocket Costs for

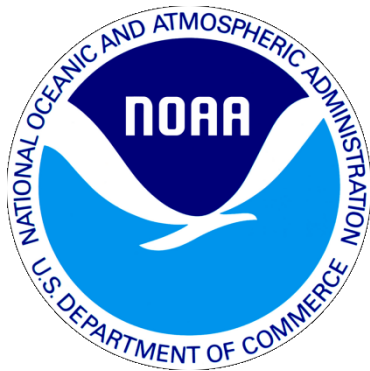
Monthly Premium Estimate: Premiums start at \$160 per month

- Insurance pricing and benefits info added 10/10
- Significantly enhanced clinical provider quality information on the way

Information liberation, part 3 -- the Health Data Initiative (HDI): turning HHS and our sister agencies into the “NOAA of health data”



Weather data



Made available to the public

FUELS

- Weather newscasts
- Weather websites
- Weather mobile apps
- Weather insurance
- And more



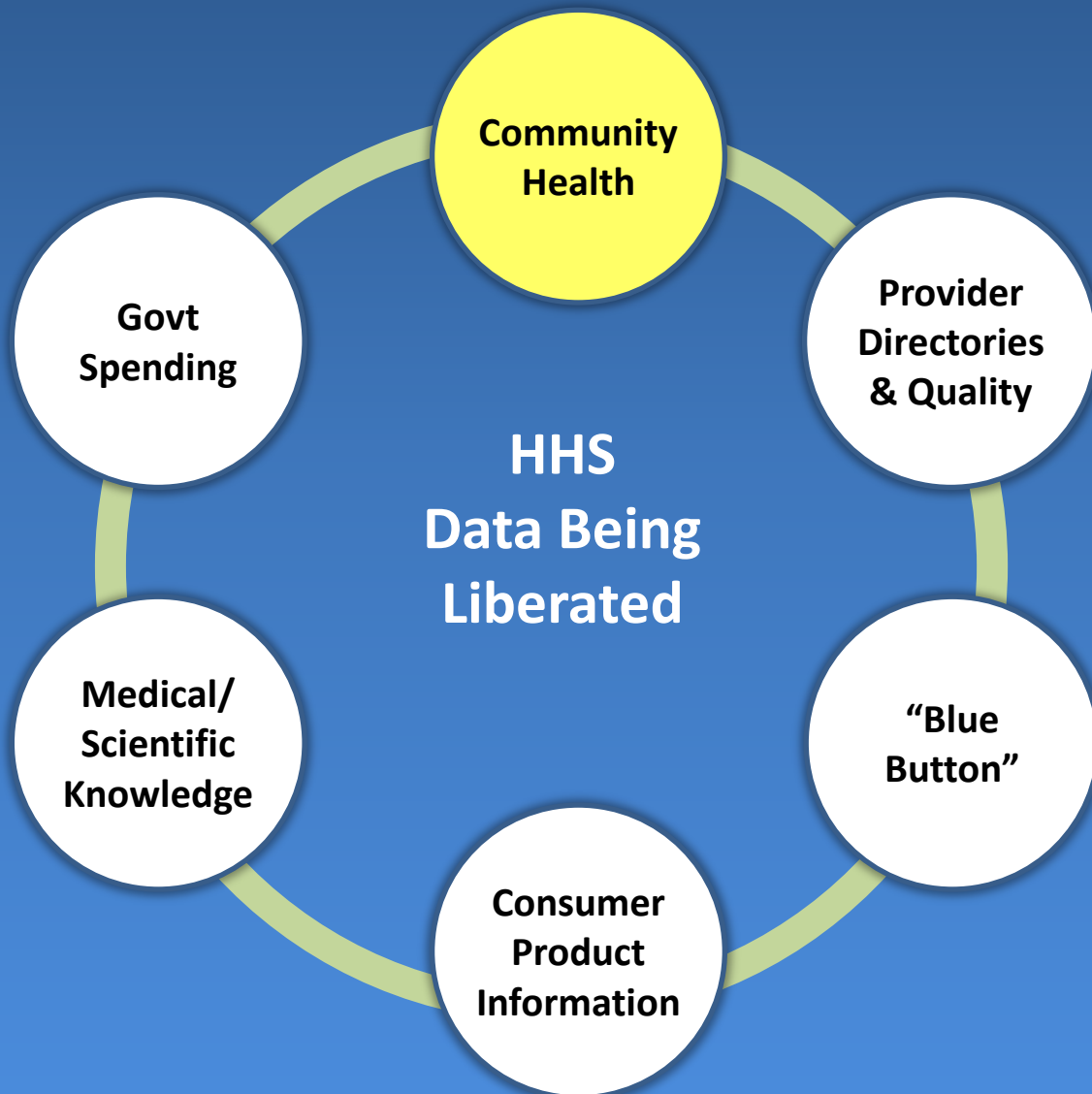
AccuWeather.com
World's Weather Authority™

Health Data Initiative core activities: liberate data and catalyze innovation



- 1. Publish brand new HHS data for public access** – while rigorously protecting privacy and confidentiality
- 2. Make existing HHS data much more accessible** -- “machine-readable,” accessible via application programming interfaces (APIs), free, much easier to find
- 3. Energetically publicize our data to innovators** -- who can use it as raw material to develop applications and services that help improve health and health care

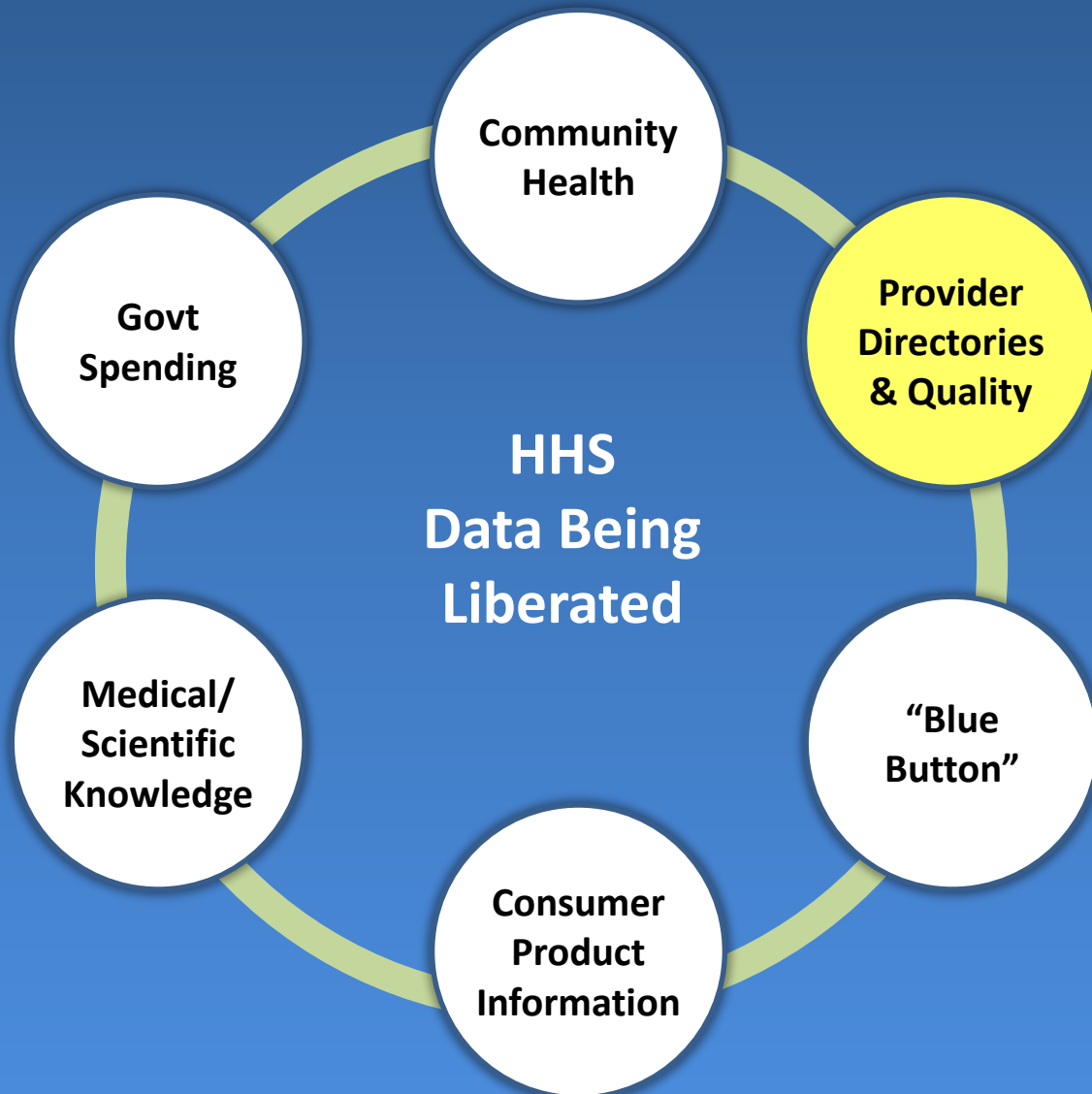
What kinds of data are we liberating?



Community Health Data Example:

- Health Indicators Warehouse, at healthindicators.gov
- 1,170 metrics of community health and health care performance
- Launched 2/2011

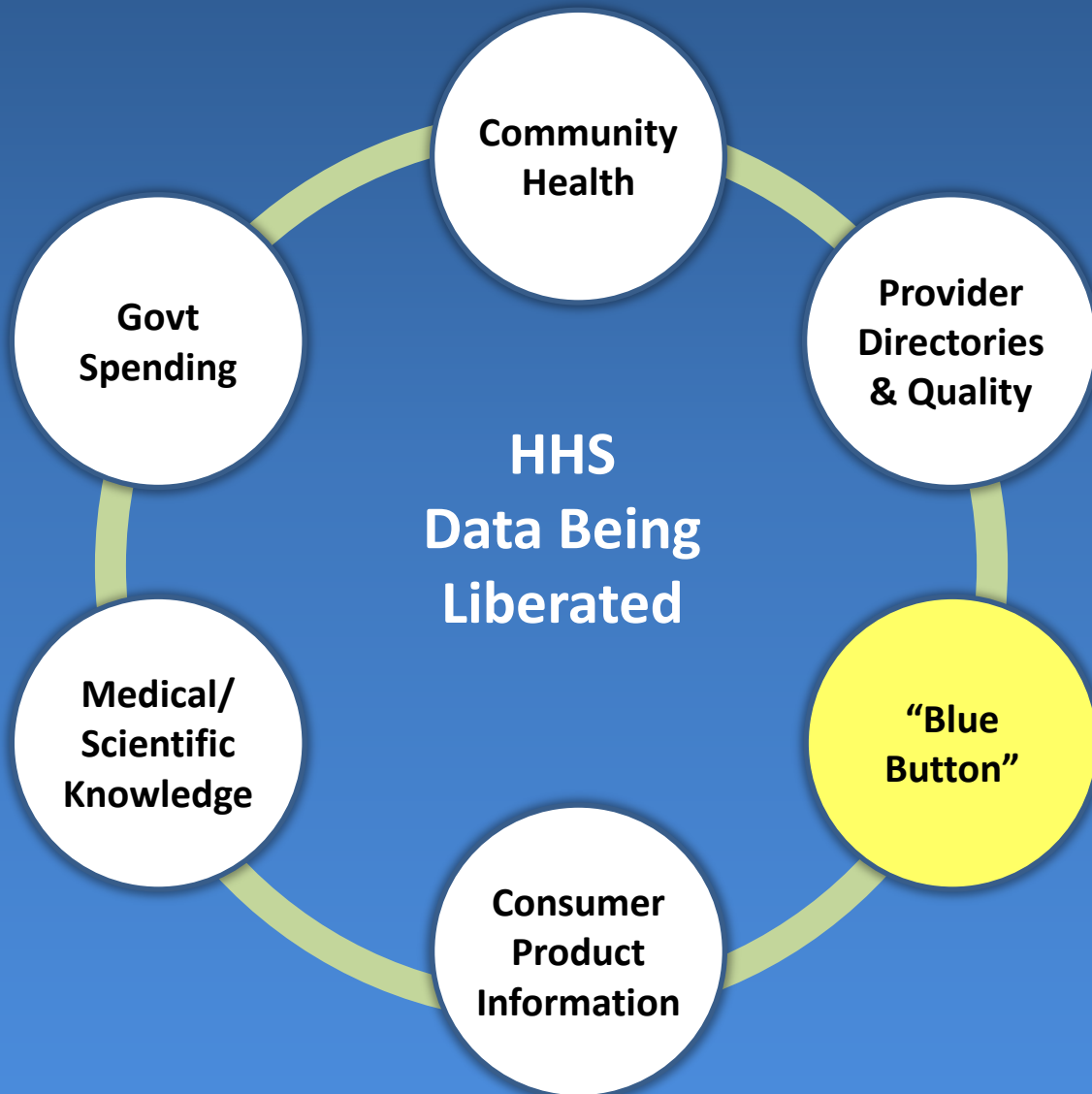
What kinds of data are we liberating?



Provider Directories & Quality Data Examples:

- Nationwide directories of care providers
- Provider quality COMPARE APIs at data.medicare.gov, launched 9/2010
- Medicare claim files for provider quality measurement, coming 1/2012

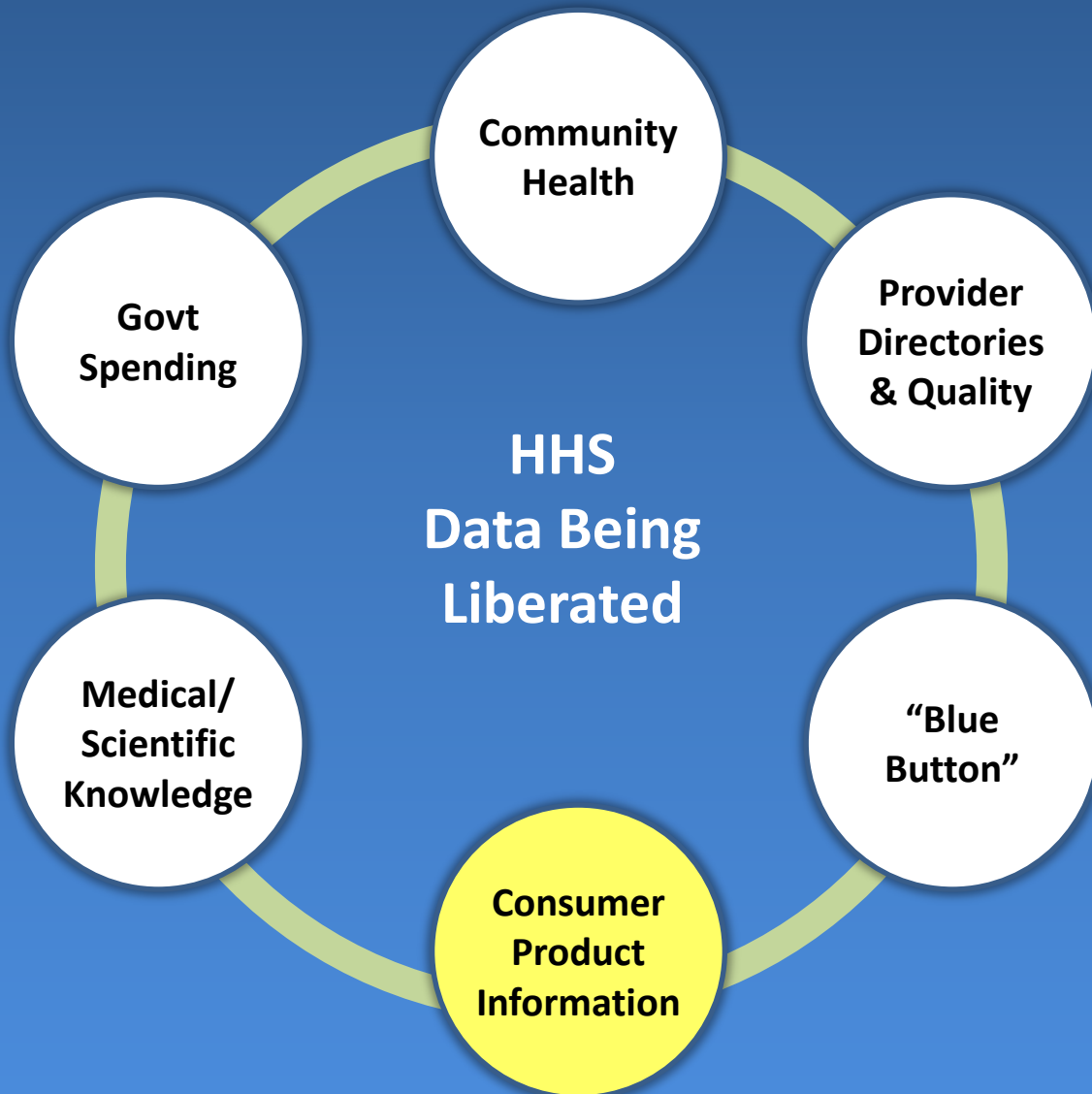
What kinds of data are we liberating?



"Blue Button" Data

- VA, HHS, DoD joint venture
- Allows veterans, Medicare beneficiaries, and active duty military to download their own claims or personal health information
- Launched 10/2010

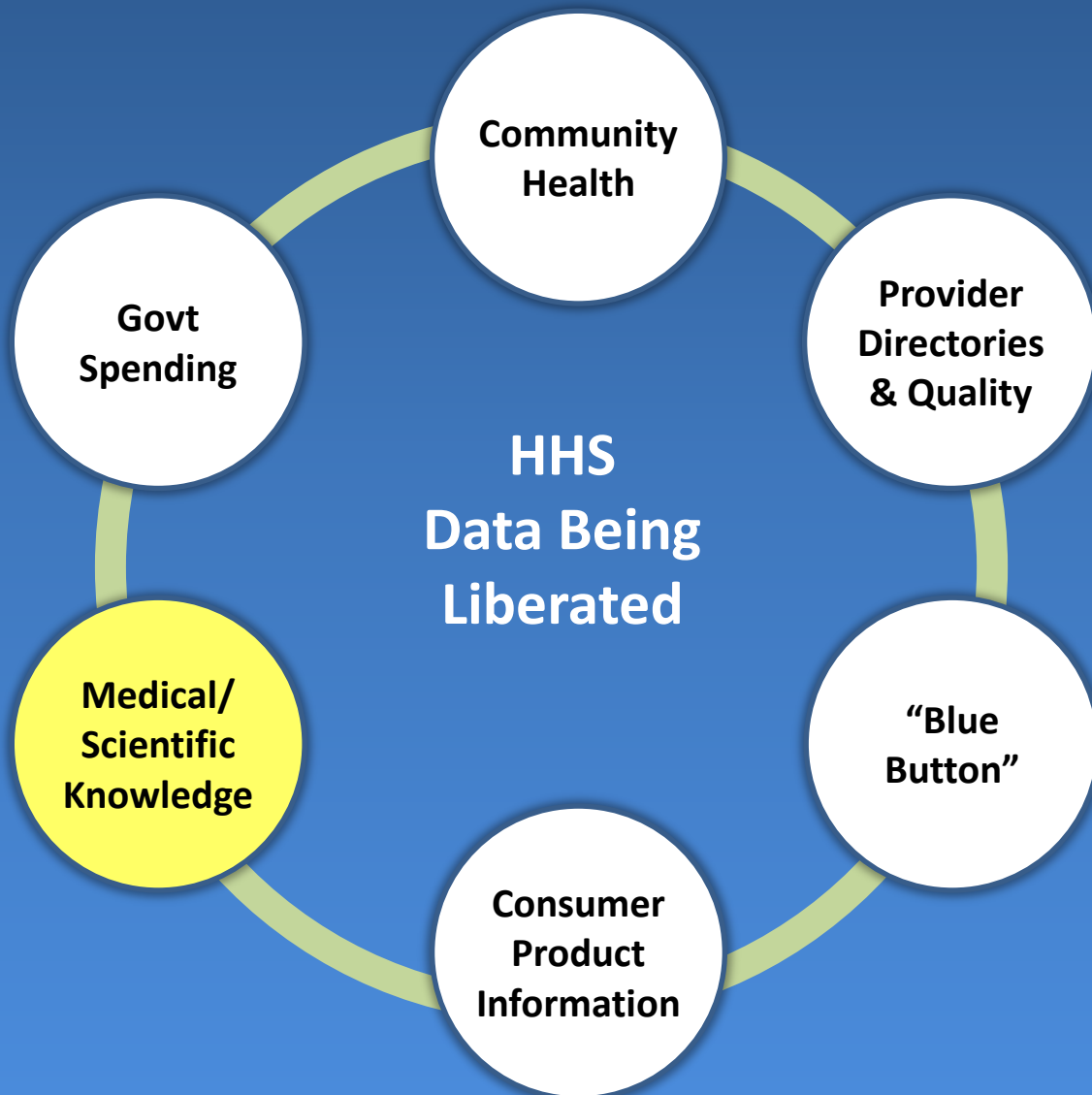
What kinds of data are we liberating?



Consumer Product Information Examples:

- FDA recall (drugs, devices, food) data in downloadable XML format --published 10/2010
- Health insurance products available in the individual and small business markets across the U.S. – made available via downloadable files 8/2011

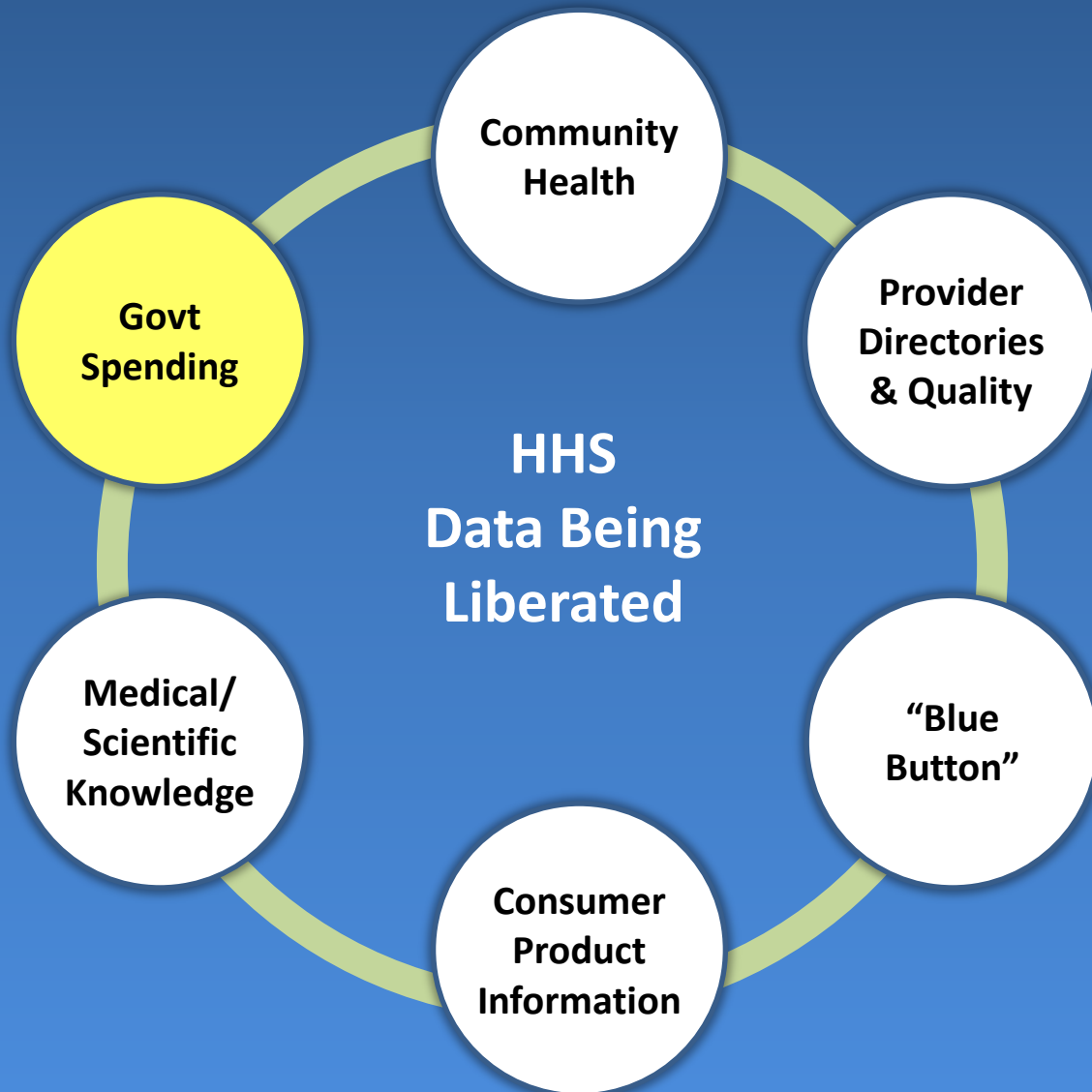
What kinds of data are we liberating?



Medical/Scientific Knowledge Examples:

- National Library of Medicine API Portal, deployed 9/2010, including ClinicalTrials.gov and Pillbox APIs
- Medline Plus Connect, launched 11/2010

What kinds of data are we liberating?



Govt Spending Data Example:

- Medicare claims “basic standalone files” – first-ever claim-level files (“slimmed” for privacy protection), available for free public download for all major types of care as of 5/2011

HealthData.gov, the one-stop place to get all of our free, publicly available data, launched 2/2011



Welcome to the Health Data Community

You've found a public resource designed to bring together high-value datasets, tools, and applications using data about health and health care to support your need for better knowledge and to help you to solve problems. These datasets and tools have been gathered from agencies across the Federal government with the goal of improving health for all Americans. Check back frequently because the site will be updated as more datasets and tools become available.

[More Information](#)

Special Features

Health Data Initiative Forum

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Recent Blog Post



What's New



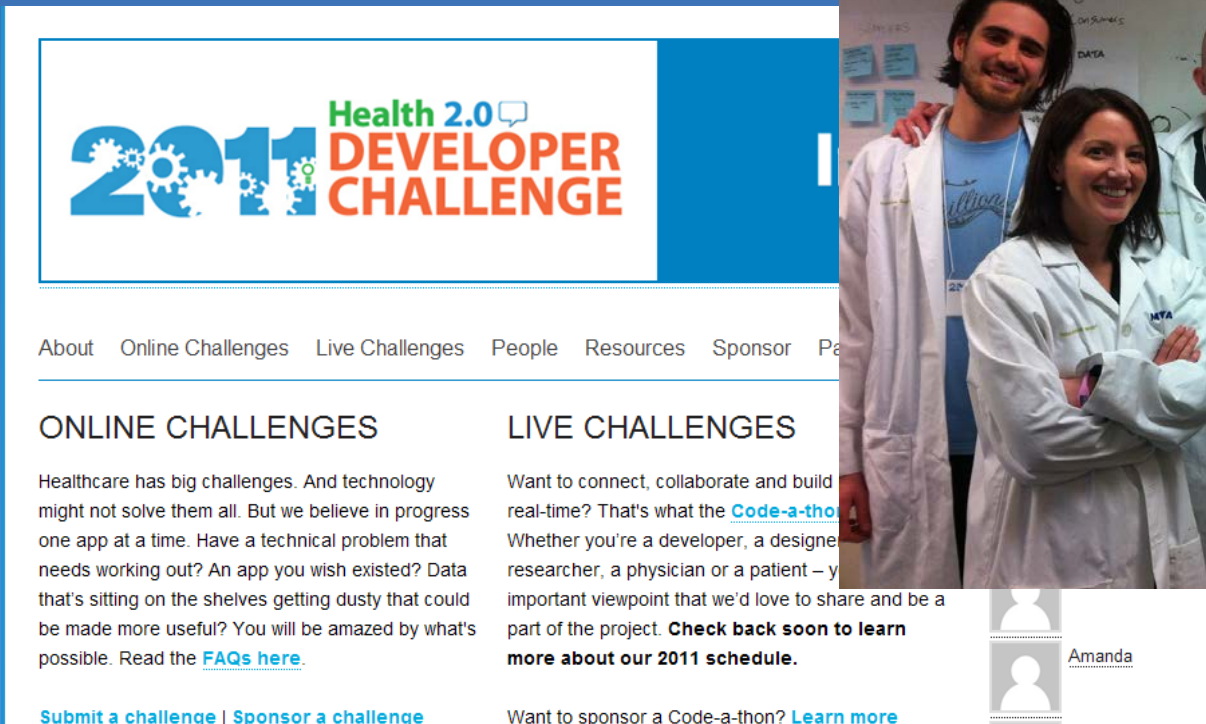
Challenges



Publicizing our data to innovators across America



- Challenges and “code-a-thons” (health2challenge.org)
- Many innovator “meetups” and conferences
- Annual “health datapaloozas”



The screenshot shows the website for the 2011 Health 2.0 Developer Challenge. At the top left is the logo for the "2011 Health 2.0 DEVELOPER CHALLENGE". Below the logo is a navigation menu with links for "About", "Online Challenges", "Live Challenges", "People", "Resources", "Sponsor", and "Partners". The main content area is divided into two columns: "ONLINE CHALLENGES" and "LIVE CHALLENGES".


ONLINE CHALLENGES

Healthcare has big challenges. And technology might not solve them all. But we believe in progress one app at a time. Have a technical problem that needs working out? An app you wish existed? Data that's sitting on the shelves getting dusty that could be made more useful? You will be amazed by what's possible. Read the [FAQs here](#).

[Submit a challenge](#) | [Sponsor a challenge](#)

LIVE CHALLENGES

Want to connect, collaborate and build real-time? That's what the [Code-a-thon](#) is all about. Whether you're a developer, a designer, a researcher, a physician or a patient – your important viewpoint that we'd love to share and be a part of the project. **Check back soon to learn more about our 2011 schedule.**

 [Amanda](#)

[Want to sponsor a Code-a-thon? Learn more](#)



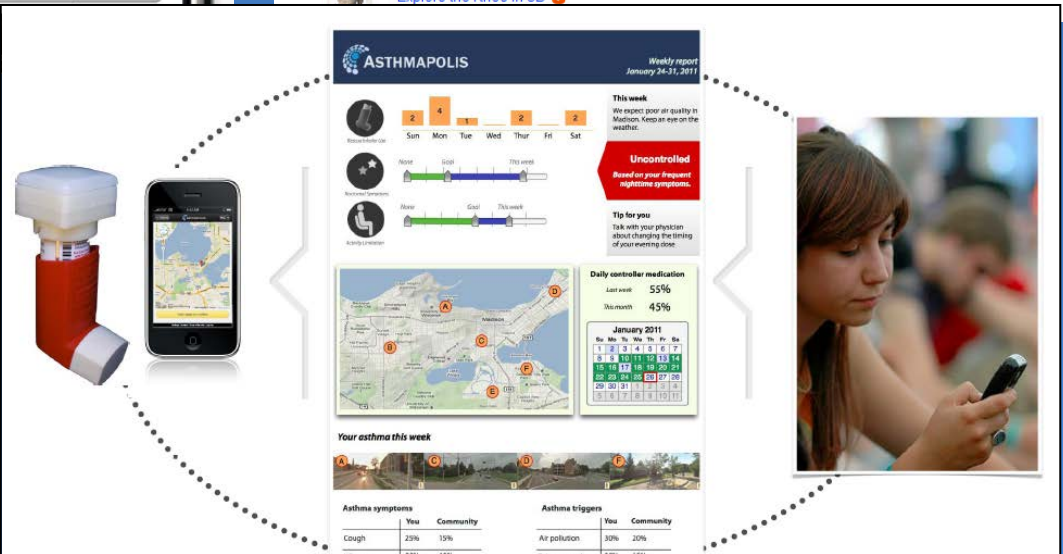
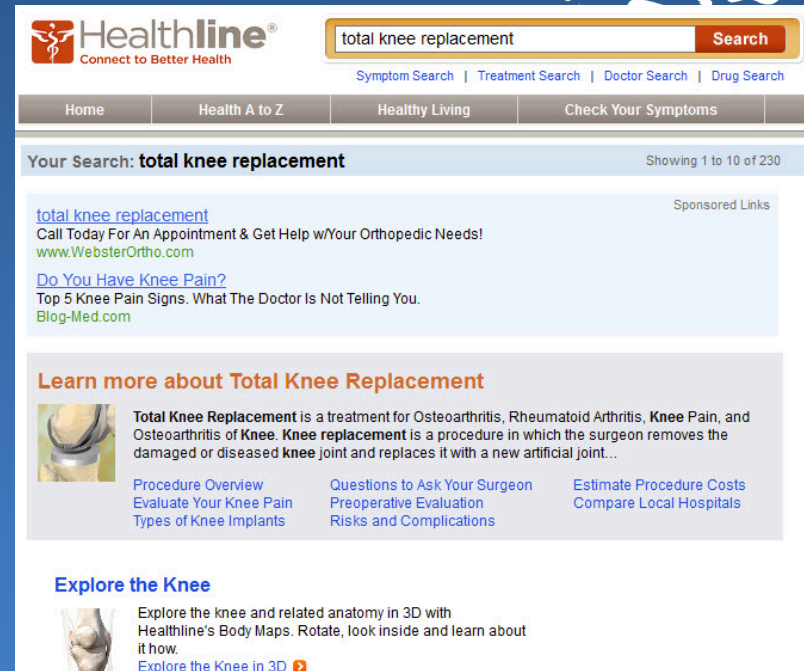
The June 9, 2011 Health Data Initiative Forum

- 2nd annual “health datapalooza” -- sponsored by the Institute of Medicine and HHS
- Showcased 50 of the best innovations developed by companies that help consumers, care providers, employers, and communities improve health and health care
- Featured major announcements by nearly 20 additional companies and other organizations



Examples: helping consumers take control of their health and health care

- iTriage
- Healthline
- Vitals.com
- Patients Like Me
- Asthmapolis
- Food Oasis



Examples: helping care providers deliver better care (and succeed as accountable delivery systems)

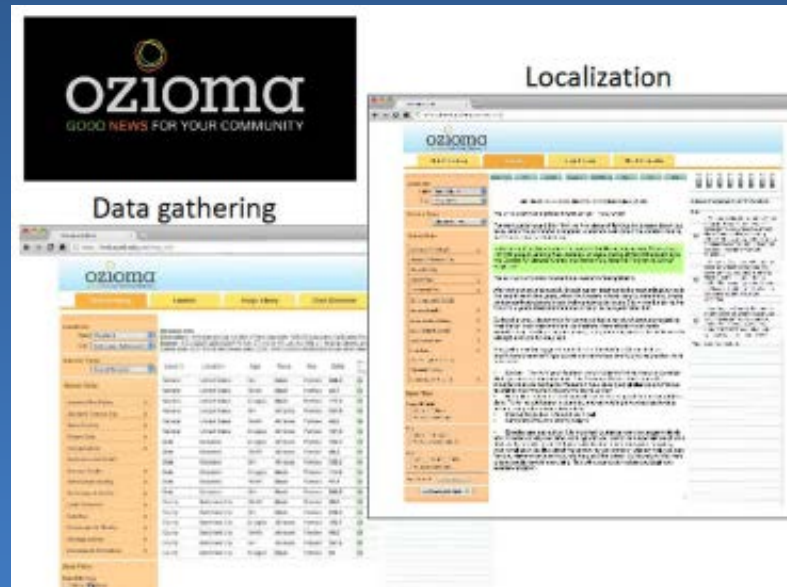


- Aetna
- Essence Group/Lumeris
- Doximity
- Press Ganey
- Rise Health
- ElizaLIVE



Examples: helping communities improve health

- Ozioma
- ESRI
- Network of Care for Healthy Communities
- Palantir/CDC



Selected announcements at the Forum

- Walgreens “Health Guides” + challenge
- Aetna Foundation challenge
- Sanofi Aventis diabetes challenge
- NCIIA Nursing Home of the Future “invent-a-thon”
- University of Michigan: nation’s first consumer health informatics masters degree program
- Startup Health: new health startup “seed accelerator/entrepreneurship academy”
- New “Health Data Consortium”



Founding members of the Health Data Consortium



- Academy Health
- California HealthCare Foundation
- Consumers Union
- ESRI
- Gallup-Healthways Well-Being Index
- Grantmakers in Health
- Health 2.0
- InnoCentive
- Institute of Medicine
- Lucile Packard Foundation for Children's Health
- Mayo Clinic Center for Innovation
- National Association of Counties
- O'Reilly Media
- Robert Wood Johnson Foundation
- U.S. Department of Health and Human Services



HDI goal: a self-propelled, open “ecosystem of innovation” using data to improve health (and create jobs of the future)



A Rapidly Growing Array of Innovative Products and Services That:

- Help consumers take control of their health and health care
- Help employers promote health and wellness
- Help care providers deliver better care
- Help journalists shed light
- Help local leaders make better-informed decisions
- Support all of the above through “data intermediary” services
- And much more

Health-Related Data from



FUELS

A historic moment and opportunity!



New Incentives

+

Information Liberation

=

Rocket Fuel for Innovation & Progress