

# MINUTES

## Health Information Technology and Transparency Advisory Board Meeting

Georgia Department of Community Health  
2 Peachtree Street, Atlanta, GA 30303  
40<sup>th</sup> Floor Overflow Board Room  
November 19, 2008  
1:00 P.M- 3:00 P.M.

### **Insert Header**

### **Members Present**

Mike Adloo	Jack Chapman, M.D.	Patty Lavelly
Pam Matthews	Martha Okafor	Joel Schuessler
Diane Turcan	Denise Watson	

### **DCH Staff Present**

Denise Hines	Doris Konneh	Altamese Morris
Renea Steele	James Truesdale	

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The meeting was called to order by Renea Steele, Director, Office of Health Information Technology and Transparency (OHITT), at 1:15 p.m. A quorum of the Board was present.

Mrs. Steele then introduced a new Board member, Pam Matthews. Ms. Matthews is the Senior Director with the Healthcare Information and Management Systems Society (HIMSS). She heads several committees around Health Information Exchange with HIMSS. Ms. Matthews will be replacing Robert Bush as the Health Information Exchange member on the Board.

The introduction of Ms. Matthews was followed by the introduction of James Truesdale, Program Director with the Office of Health Information Technology and Transparency (OHITT). Mr. Truesdale will be serving as Program Director for the Rx Exchange initiative. Mrs. Steele gave a brief overview of the Rx Exchange initiative and discussed the executive order issued by Governor Sonny Perdue.

Denise Hines, Transparency Program Director, gave an update on the Transparency Web Site project. Mrs. Hines stated that the Web site is currently in the User Acceptance Testing (UAT) phase. UAT started on November 18, 2008 and will end on December 10, 2008. The testing team will use a detailed test plan as the guide to test the Transparency Web site. All defects will be logged and sent to IBM daily by close of business. The goal is to exit UAT without any defects that impact the Web site functionality.

The month of January will be allocated to incorporate feedback from the launch of Phase I. Concurrent with the launch of Phase I the team is working on Phase II enhancements and new functionality by gathering requirements, data requirements, and data validation.

Mrs. Hines then reported this month's key Accomplishments which are:

- Completed build review meetings
- Finalized prototype and prototype launch activities
- Presented prototype to Governor Perdue
- Reviewed e-hosting processes and procedures
- Submitted remaining Phase I production content

Next Steps are to:

- Finalize submitted remaining Phase I production content
- Conduct user acceptance testing (UAT) – began November 18, 2008
- Access technical environments
- Continue detailed planning sessions for Go-Live and Operations Support of Phase I
- Continue planning sessions for Phase II
- Prepare for go-live

A detailed explanation of the content of the Web site was explained by Mrs. Hines for both Phase I and Phase II of the Web site. The scope of each phase was reported:

Phase 1 – December 2008

Phase 2 – June 2009

#### **Content Management**

- Up to 16 pages
- Up to 2,200 Mayo Clinic content objects
- Add up to 12 new pages

#### **Search for Care**

- Summary Provider Profiles
- Compare Quality, Cost, Service data for;
  - Pharmacies (2,000)
  - Hospitals (180)
  - Health Plans
  - Outpatient Care Centers
- Geographic mapping functions with driving directions
- Add Detailed Provider Profiles
- Add Compare Quality, Cost, Service data for;
  - Long Term Care
  - Free Standing Health Clinics
  - Dialysis Centers
  - Additional Hospital and Ambulatory Service
- Long Term Care Decision Support Tool

#### **Health Data Warehouse**

- Up to 10 Subject Areas
- Up to 600 Attributes
- Up to 14 Discrete Data Sets
- Add 5 Subject Areas
- Add up to 400 Attributes
- Add up to 6 Discrete Data Sets

Mrs. Hines then presented the Transparency Web site prototype which demonstrates the Search for Care feature, MayoClinic.com health education and customizable content provided by the Department of Community Health such as Georgia Health News and Health Information Security and Privacy information. The Search for Care tool will help consumers Search, Find and Compare Hospital, Pharmacy and Out Patient Services.

The Web site URL is [Georgiahealthinfo.gov](http://Georgiahealthinfo.gov) with the tag line of "Know before you go." The front page of the site is branded with the [DCH.gov](http://DCH.gov) and the [Georgia.gov](http://Georgia.gov) logo. Health information provided by MayoClinic.com will be branded with their logo. There will also be a section relating to Health Information Security and Privacy (HISP).

Lisa-Marie Shekell, Director of Communications, gave an overview of the marketing plan for the Transparency Web site. She identified the metrics needed for a successful campaign. She stated in addition to building awareness of Georgia's Transparency Web site across the media, provider community and consumers, the following objectives will be addressed:

- Brand the Web site as an authority and unbiased source of health care information
- Position the Transparency Web site as a health care planning solution/tool
- Generate 15 media impressions during launch week
- Educate the public about the value of Health Information Technology and Transparency (HITT)

The marketing strategy will include marketing a soft launch of the Web site during December and a full-scale launch in February. February is National Wise Health Consumer Month; it presents an ideal time to host a full-scale launch of the Web site.

The marketing concept is *georgiahealthinfo.gov; Know Before You Go. The facts of Georgia's Healthcare.*

Outreach Activities will be in three phases and will include:

- Phase I: Build Awareness:
  - Focus on continuing to build awareness among select stakeholder populations, including the media, provider community, health professional groups/associations, health support groups/non-profits and activists
- Phase II: Call to Action:
  - Build anticipation of the launch of the Transparency Web site and spur consumers into action
  - Leverage key stakeholders to help excite consumers and drive site traffic through a strategic targeted media and community relations campaign
  - Begin two weeks prior to the launch of the Web site and continue 1 – 2 weeks post launch
- Phase III: Continued Momentum:
  - Continue to build awareness around the Transparency Web site and overall HITT initiatives for all Georgia health consumers
  - Ensure consumer activity on the Web site and increased understanding of health care consumerism. Phase III will begin on the launch date and continue for the life of the Web site.

Doris Konneh, Project Manager, gave the update on the Health Information Security and Privacy (HISP) project. Mrs. Konneh update included the schedule of deliverables which are as followed:

- Developed messages with Security and Privacy Steering Committee – **September - November 2008**
- Developing consumer outreach/education campaign (materials and forums) – **November 2008**
- Launch consumer outreach/education campaign – **December 2008**

- Launch security and privacy web site – **December 2008**
- Host outreach/education forums – **January – March 2009**

Next Steps are:

- **Finalization of Materials and Venues for Upcoming Forums** – December ‘08
- **“Lunch-N-Learn” for DCH Staff** – January ‘09
- **Outreach/Education Forums** – January-March ‘09

Laura Franzke, PhD, MPH from Centers for Disease Control and Prevention (CDC) National Center for Public Health Informatics (NCPHI) Division of Informatics, Outreach & Education (DIOE) spoke briefly about a cooperative agreement between CDC and AMIA. She stated the Centers for Disease Control and Prevention (CDC) recently launched a 5-year cooperative agreement with AMIA funded by the National Center for Public Health Informatics (NCPHI) and the Office of the Director, Centers for Disease Control and Prevention (ODCDC). The purpose of the program is to strengthen the breadth and depth of the public health workforce by providing training in public health informatics. As a first step AMIA is accepting applications from public health workers at state or local public health agencies interested in participating in informatics training.

She gave a brief overview of how the courses were going to be offered in two parts: an 11-12 week Web-based component and a one day in-person session held in conjunction with an AMIA Spring or Fall meeting. Tuition fees for the course are paid by the CDC. Ms. Franzke stated that applicants should have a bachelor’s degree and relevant work experience in the health or medical field with at least 3-5 years prior work experience in public health. For more information please go to the following websites:

- <http://www.amia.org/10x10>
- <http://www.amia.org/home/news.asp>

With no further business to be brought before the Health Information Technology and Transparency Advisory Board adjourned at 3:00 p.m.

Patty Lavelly reminded the board that the board will not meet in December. The next meeting will be January 21, 2009.

THESE MINUTES ARE HEREBY APPROVED AND ADOPTED THIS \_\_\_\_\_  
DAY OF \_\_\_\_\_, 2008.

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Patty Lavelly, Chairman

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Jack Chapman, M.D., Vice-Chairman