

Welcome *(continued)*

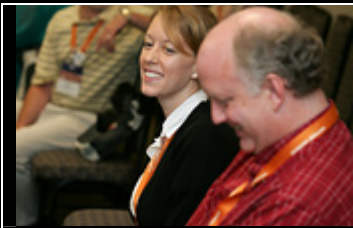
We owe a debt of gratitude to many people who have worked hard to make this conference possible. Many thanks to the members of the PHIN Conference Planning Committee, the Joint Public Health Informatics Taskforce including the PHIN Partners (NACCHO, ASTHO, APHL, CSTE, NAHDO, NAPHSIS, NAPHIT and PHDSC) who provided expert guidance and planning for the event. The conference committee has worked hard to implement their plans, and the result is evident in the excellent program being presented. We would also like to thank the dedicated reviewers whose names will appear in the Proceedings. A special word of thanks goes to our sponsors for their support of the programming and other activities.

We would like very much to count you among the conference participants, and encourage you to register online now and make plans to join your federal, state and local public health informatics colleagues at the Hyatt Regency in Atlanta, GA, August 30—September 3, 2009.

Best wishes,

Lynn Gibbs-Scharf
Centers for Disease Control &
Prevention
National Center for Public Health
Informatics
PHIN Conference Co-Chair

Valerie Rogers
National Association of County &
City Health Officials
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Session Samplings

by Claudia Vousden

Some of the hottest topics in public health informatics are presented at the annual PHIN conferences. Here's a preview of what's in store at PHIN 2009:

Past, Present, and Future of Assessment Initiative

This collaborative session will explore how the Assessment Initiative can leverage Public Health Informatics, and how past success, lessons learned, and best practices can be shared and guide future efforts. This is the first of three sessions scheduled for Sunday, August 30 addressing the Assessment Initiative as a "test-bed" for developing new methodologies and promising practices in Web-based data dissemination systems and community health assessment. Two subsequent sessions will focus on use and proliferation of the Web-based data query systems (WDQS) and the role of community health assessment as a core public health function.

Transforming Public Health Partner Networks

This session will address social collaboration models and their application within public health. Specific examples will include an overview of Community of Practice (CoP) use of the Indicator-Based Information System for Public Health (IBIS-PH), an open source, Web-based application that provides for indicator tracking and custom data queries for public health datasets. An overview and update on the PHIN CoP approach and "The PHIN Experience" will also be presented.

Improving Reportable Disease Surveillance and Reporting Processes

Over the years, much attention has been given to enabling surveillance for infectious disease. Currently, public health agencies are investing heavily in preparation for a possible pandemic H1N1 influenza outbreak. Speakers will critique the proposed public health informatics solutions to improve state and local public health infectious disease identification and reporting; explore the impact of these solutions on health department work processes; and discuss how the intersection of traditional surveillance methods with new technological capabilities can improve the systematic application of public health surveillance case definitions.

Building the Global Public Health Informatics Network

This session will describe current initiatives by the World Health Organization (WHO) and CDC's National Center for Public Health Informatics to address the challenges hindering global information exchanges and overcoming organizational and technological "silos". Presenters will also discuss WHO's Health Metrics Network framework and how the global network of Centers of Excellence for Public Health Informatics might facilitate the work of public health informatics practitioners worldwide.



Session samplings *(continued)*

Mobile Technology: US & Developing Countries

Mobile technologies are being used to support public health communication domestically and internationally. This session will present use of mobile phones as a medium for intervention in HIV/AIDS, lessons learned from using mobile-based technology in response to China's Sichuan earthquake, and a description of the business process used to strengthen vaccine logistics in low resource settings.

These and the other PHIN 2009 sessions, tutorials, and working group meetings have been developed to support the continuing growth in public health informatics capacity throughout the nation and around the globe.



Workgroups offer a chance to get involved

by Behnoosh Momin

Several workgroups have been planned to encourage interaction amongst attendees and continue to build a public health informatics community through sharing promising practices and lessons learned.

Beginning on Sunday, many stakeholder meetings have been planned. The **National Notifiable Disease Surveillance System (NNDSS)** will provide an opportunity for local, state, and federal stakeholders to engage and interact in sharing programmatic issues and updates impacting surveillance as well as a discussion on H1N1 readiness and NNDSS solutions. The **Electronic Health Record** stakeholder's meeting will also provide an opportunity for CDC to update and solicit feedback on current and future electronic health record alerting activities. Discussion topics will include public health clinical workflows in electronic health records, model architecture, and future goals.

The PHIN Communities of Practice (CoP) provides a collaborative environment for PHIN attendees to learn, share expertise, and develop solutions to improve the public health's capacity to use and exchange information. There are multiple opportunities for attendees to learn about and participate in CoP at this year's PHIN Conference. Specific Communities include the following:

- **InfoLinks CoP (IL CoP)**, which recently developed a Roadmap for Public Health Readiness. The roadmap has been finalized and will be presented at this session. Also during the Conference,
- **Vocabulary and Messaging CoP (VM CoP)** will explore its history and current work, highlighting community growth, lessons learned, and other accomplishments. The VM CoP will present a community dialogue of its strategic priorities for the upcoming fiscal year.
- **Enterprise Architecture CoP (EA CoP)** will collaborate with other industry experts to discuss strategies to advance health IT architecture initiatives for the future of health informatics, as well as to help shape the future of the EA CoP.
- **Communications and Alerting CoP (CA CoP)** will present on the Rapid Emergency Alert Communication in Health (REACH) study, which is a controlled and randomized trial that is assessing and contrasting the efficiency of email, text, and fax services for sending public health alerts to the healthcare industry. The CA CoP will also host a discussion on cascade alerting certification requirements for states through the Health Alert Network (HAN) system, as well as a discussion on obtaining PHIN Certification.



Workgroups *(continued)*

- **Laboratory Messaging Community of Practice (LM CoP)**, is comprised of three workgroups—Electronic Laboratory Reporting (ELR), Laboratory Information Management Systems Integration Project (LIMSi), and Public Health Laboratory Interoperability Project (PHLIP). The LM CoP recently formed to coordinate and leverage their body of work for accessing, developing and utilizing laboratory data. The LM CoP will present a facilitated working session, exploring its history, need for formation and the future blueprint for the community.



The **Outbreak Management System (OMS)** will host a workgroup on the outbreak management system, which provides CDC and its public health partners with tools for creating dynamic questionnaires, configuring outbreak-specific vocabularies, capturing standard data, creating reports, performing analyses, and creating outbreak-specific packages. The workgroup will demonstrate the features and functionality of OMS and seek insight and recommendations from partners during the session.



The Countermeasure and Response Administration (CRA), Epi Info™ and Outbreak Management System (OMS) workgroup will also explore different options for interoperability by seeking partner feedback on what approaches will best support their practices.



The Public Health Information Technology in the 21st Century workgroup will focus on addressing public health needs in electronic health information exchanges. The roles of public health professionals and public health information technology specialists in building these exchanges will be discussed. Attendees will participate in formulating the NAPHIT-PHDSC strategy towards assuring public health needs in meaningful HIT products.

These are only glimpses of the workgroups to look forward to at this year's 2009 PHIN Conference, many others have been planned and attendees are encouraged to attend the workgroups, learn from the past, and help build the future of PHIN.

Opening plenary

by Behnoosh Momin

The theme for this year's conference is *Informatics: Investment for the Future*. This year's plenary sessions will highlight impressive speakers representing the best of the informatics community.

The conference opening plenary, titled, "*People, Technology, and Informatics: What is the Return on Investment,*" will begin on Monday morning and will feature a panel of three speakers. This session will feature an invited speaker, Dr. Thomas Frieden, Director of the CDC; David Ross, ScD, Director, Public Health Informatics Institute; and Dr. Seth Foldy, Director, Milwaukee Department of Health.

The Opening Plenary will kickoff the conference with an exploration of the current trends in public health informatics, including the US national health information technology agenda, the American Recovery and Reinvestment Act and its impact on public health, investing in people through Communities of Practice, and an inside look at the interactions between federal, state, and local public health.

Tuesday morning marks yet another exciting plenary session in which a panel will speak on *Institutions Investing in Public Health Informatics*. This session will include an interactive discussion of topics including partnerships community programs supporting and advancing informatics, the interface between clinical care and public health, innovation in public health informatics, and how the future of public health will be shaped through informatics.

The expert panel consists of Dr. Ties Boerma, Director of Measurement and Health Information Measurement, International Representative, WHO; Dr. William Hacker, Public Health Commissioner, Joint Public Health Informatics Taskforce; Dr. David Hunt, Chief Medical Officer, Office of the National Coordinator for Health Information Technology; Dr. Poki Namkung, County Health Officer, Joint Public Health Informatics Taskforce. The panelists will conclude by addressing questions from the audience on the current state of health information technology and emerging trends.

The PHIN conference will close with a presentation by W.T. "Tee" Green III, President of Greenway Medical Technologies, titled "*Public Health Informatics' Investment in Innovation.*" This session will honor colleagues who have demonstrated excellence in informatics over the previous year and will include a presentation on the topics of Electronic Health Records and their relation to research, public health, registries, quality, and the future of healthcare.



Opening plenary *(continued)*

A diverse group of renowned speakers from local, state, national, and international backgrounds will provide attendees with a sneak peek of how people and institutions through collaborative efforts can truly advance public health informatics leading to an investment well worth it! We look forward to another wonderful conference in which all conference attendees are encouraged to take advantage of all PHIN has to offer.

Remember, the time is now to *Invest for the Future!*



Communities of Practice Program (CoPP): Presenting the future of the CoP

by Adam B. Arthur

More than 450 PHIN community members from 53 state and local public health jurisdictions, CDC, academia, and the vendor community have engaged in Communities of Practice (CoPs) since their launch at last year's PHIN Conference. PHIN CoPs work together to develop innovative methods, tools, and practices for improving the electronic exchange of public health information. By providing open communication among members in the same field—such as Laboratory Messaging and Health Information Exchange, CoPs advance relationships and collaborate to further the work of PHIN.



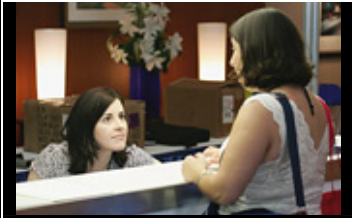
PHIN Communities of Practice were launched in August 2008 to address partner feedback. Many PHIN partners felt that PHIN needed to be more open and collaborative, with greater transparency and bi-directional communication. These concerns are being addressed through the collaborative structure of the PHIN Communities of Practice. Kevin Craddock from the Oregon Department of Public Health who leads one of the PHIN CoPs, states:

The Communications and Alerting Community of Practice (CACoP) has given state and local folks a bi-directional voice, a feedback loop to CDC. And it gives me personally a good forum to bounce ideas and plans off of people-- it's an excellent way to re-purpose good work.

And Myrlah Olson, an active PHIN CoP member from the Minnesota Department of Public Health, says:

Hardly a day goes by that I don't do something related to the CoP or talk to someone about a community project. The CACoP brings the national perspective much closer to home, and gives credibility to the work that we are doing at a state level.

PHIN Communities of Practice are beginning to improve the way CDC interacts with partners and the way those partners interact with each other.



CoPP *(continued)*

Communities Share and Gather at PHIN

PHIN CoPs will present their first year's work in scientific sessions throughout the 2009 PHIN Conference as well as gather face-to-face in meetings of their communities to network and plan for the coming year. All PHIN Conference attendees are invited to attend the **PHIN CoPs Reception and Road Mapping** event on Monday evening at the 2009 PHIN Conference to learn about the work of the PHIN CoPs and to help shape the agenda for future CoP efforts.

Members of these Communities have identified the need to collaborate beyond online meetings, email, and listservs. They have also expressed an interest in building on the success of the past year by expanding the connections of PHIN CoPs beyond PHIN, to enable critical connections with other national and international groups and organizations. At this year's Conference, PHIN CoP members will have opportunities to see how they can enhance their ability to work together across their CoP and to begin collaborating with other communities on phConnect.org, a communities collaboration platform created by the Public Health Informatics Institute (PHII).

Join your colleagues in a CoP activity at PHIN!



Networking, socializing: What's in store?

by Marshall Quin

The Assessment Initiative program will be hosting two roundtable discussions on Sunday, August 30th: *Web-Based Data Query Systems (WDQS)* and *Community Health Practice*. The Assessment Initiative is a cooperative program between CDC and state health departments to improve the way data systems and methods are used to provide information for public health decisions and policy.

On Monday evening, the Communities of Practice (CoP) will have an open reception where attendees can learn about the work of these communities, review the progress of the CoP process over the last year, and share your input to design a "Road Map" for the CoPs in the coming year. The discussions will be facilitated by the CoP Council, which works to identify cross collaborations among communities and serves as the collective voice of the CoPs, developing messages and mechanisms for communication across CoPs, the larger PHIN Community, and key public health informatics groups.

On Tuesday night, put on your dancing shoes and participate in the *PHIN, PHIT & PHUN* social event for some heart-healthy fun and hors d'oeuvres. Activity stations will also provide demonstrations on how to stay active and on the move while you travel. The night will end with an opportunity to watch and join in a few group dances from top Atlanta dance instructors.

The Davies Awards will be presented Wednesday morning to commemorate the value and benefit of Electronic Health Record (EHR) use among hospitals, independent practices, public health entities, and community health organizations. Following this presentation, the PHIN Poster Awards will recognize the winners of the third consecutive PHIN Conference poster competition. Wednesday evening will conclude with NCPHI's Global Public Health Informatics Program (GPHIP) co-hosting International Night with University of Washington's Global Program for Public Health Informatics (GPPHI). This event will include presentations to discuss the latest innovations in public health informatics by speakers from the World Health Organization's (WHO), the University of Washington's Global Partners in Public Health Informatics (GPPHI), the Rockefeller Foundation, the President's Emergency Plan For AIDS Relief (PEPFAR), and CDC's Global AIDS Program. The event will also include a dinner, as well as a poster session with entries from more than 20 countries. The event will also include an international dinner. Please RSVP to Sana Gogak at Sgogak@sph.emory.edu if you are able to attend.



Acknowledgement of the planning committee

The National Center for Public Health Informatics would like to acknowledge and thank the members of the PHIN Conference 2009 Strategic Planning Committee. This year's committee included 32 representatives from state and local health departments, universities, and national partner organizations in addition to CDC staff and contractors. The Strategic Planning Committee convened in March 2009 and played a key role in determining the conference theme, goals, and objectives; developing the program content areas and tutorials; identifying keynote and plenary session speakers; and reviewing abstracts for presentations and posters. Committee members also were instrumental in securing approval for the conference to offer continuing education units for physicians, nurses, health educators, and non-physician health care providers.

It is the time and effort contributed by the dedicated members of the Strategic Planning Committee that provides the foundation for the success of this year's conference, and for which we wish to give a special thank you.

- [PHIN Conference 2009 Strategic Planning Committee >>](#)

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