

## **Public Health Informatics and Technology Program Office (CPH)**

The Public Health Informatics and Technology Program Office (PHITPO) protects and improves the public's health through discovery, innovation, and service in health information technology and informatics. Informatics can be defined as the collection, classification, storage, retrieval, and dissemination of recorded knowledge. Public health informatics can be defined as the systematic application of information and computer science and technology to public health practice, research and learning. PHITPO assumes a leadership role for CDC in public health informatics and health information technology; ensures progress on CDC information resources, informatics, and health information systems and standards; facilitate cross-national center collaboration on informatics and health information projects; and advances and supports health information and informatics initiatives, systems, and activities across public health. (Approved 7/20/2010)

### Office of the Director (CPH1)

(1) Plans, directs, coordinates, implements, and manages activities of PHITPO; (2) develops and recommends policies and procedures relating to PHITPO informatics resources management and support services as appropriate; (3) develops vision and strategies for informatics and its application within public health both nationally and internationally; (4) assesses CDC-wide needs for informatics support; (5) collects external input on informatics and applies the knowledge gained to agency decision-making; (6) coordinates the establishment of CDC-wide informatics priorities, including opportunities for redirecting resources to areas of greater impact; (7) provides for the informatics response for cross-cutting urgent and emergent needs; (8) coordinates the establishment of measures of success/effectiveness of CDC informatics activities and provide guidance to CDC programs on applying these measures; (9) evaluates PHITPO services based on internal and external input; (10) coordinates the establishment and maintains internal CDC processes for decision making regarding standards, guidelines, policies that have applicability throughout CDC; (11) promotes the adoption of CDC-wide standards and specifications that facilitate interoperability across sectors, provides consistency of functionality, and leads to more successful outcomes; (12) establishes relationships for public health informatics across CDC and with state and local public health organizations and other partners on informatics methods, processes, and policies; (13) optimizes the portfolio of CDC's informatics projects and systems, identifying and facilitating opportunities for cross-coordinating center/coordinating office/national center collaboration in order to leverage investments and promote efficiency and integration; (14) promotes the integration of informatics systems and approaches across CDC; and (15) collaborates and coordinates with all CDC organizations on informatics and health information technology issues and works closely with the Office of the Chief Information Officer on the interrelationships between informatics and information technology services, security, and information technology capital planning. (Approved 7/20/2010)

### Business Management Activity (CPH12)

(1) Provides leadership, oversight, and guidance in the management and operations of PHITPO programs; (2) plans, coordinates, and provides administrative management support, advice, and guidance to PHITPO, involving the areas of fiscal management, procurement, property

management, personnel, travel, and other administrative services; (3) coordinates the development of the PHITPO annual budget request; (4) conducts management analyses of PHITPO programs and staff to ensure optimal utilization of resources and accomplishment of program objectives; (5) plans, allocates, and monitors resources; (6) maintains liaison and collaborates with other CDC components and external organizations in support of PHITPO management and operations; (7) works closely with other federal agencies involved with PHITPO interagency agreements; (8) coordinates PHITPO requirements relating to procurement, grants, cooperative agreements, materiel management, and interagency agreements; (9) provides fiscal management and stewardship of grants, contracts, and cooperative agreements; and (10) develops and implements administrative policies, procedures, and operations, as appropriate for PHITPO, and prepares special reports and studies, as required, in the administrative management areas. (Approved 7/20/2010)

#### Division of Informatics Practice, Policy and Coordination (CPHB)

(1) Establishes and maintains relationships for public health informatics across CDC, with partners and with other health care entities; (2) provides expertise and support to CDC staff, partners, and other health care entities on informatics methods, processes, policies, and standards; (3) promotes informatics standards and facilitates forums across CDC, sectors, and other federal agencies to ensure efficient data exchange, interoperability of systems, and consistent implementation of methods and policy; (4) promotes the interests of public health in the development of informatics standards (working with federal, state and local, and private sector initiatives and organizations) and initiatives (e.g. electronic health records, the Nationwide Health Information Network) to ensure the availability and utilization of expanded health data for public health purposes; (5) enhances the ability of public health officials to access and use data, information, systems, and technologies collected through traditional and non-traditional information systems, and through developing approaches to allow access while protecting privacy, confidentiality, and intellectual property rights; (6) enhances and maintains partnerships with other federal agencies, state and local public health departments, national organizations, health plans, care networks, regional health information exchanges to meet public health informatics needs; and (7) works towards more efficient and effective public health information systems by aligning informatics solutions with health IT policies and translating emerging science, research and learning into practice. (Approved 7/20/2010)

#### Office of the Director (CPHB1)

(1) Provides overall vision and strategic direction for the activities of the Division of Informatics Practice, Policy and Coordination (DIPPC); (2) plans, directs, coordinates, implements, and manages DIPPC operational activities; (3) provides financial oversight of DIPPC activities; (4) provides division-level oversight to assure use of scientifically sound systems initiation and operation principles for programs and projects; (5) provides division-level oversight and management of scientific clearance process; (6) assures division-level adherence to IRB, OMB, and other policy issues; (7) facilitates best practices for project management within the division; (8) provides operational oversight of project portfolio for OSELS to assure optimal resource utilization; (9) coordinates and facilitates division-level capital planning and investment control process issues; (10) evaluates, designs, and deploys, where appropriate, division-level processes, products and system for project management and system development; (11) assures the sharing

of consistent, audience-appropriate, and high quality information relating to division-level activities, including web-based, audio, video, and print-based media; (12) provides coordination of division-level activities relating to congressional inquiries and media entities; (13) facilitates division-level information sharing and relationship management activities internally to agency and externally to partners; and (14) facilitates preliminary development of project proposals by CDC and external partners. (Approved 7/20/2010)

#### Public Health IT Policy and Standards Branch (CPHBB)

(1) Promotes the development and adoption of standards and certification, Health IT policies, and articulate the implications for public health informatics programs; (2) participates on various standards committees to ensure the availability and utilization of expanded health data for public health purposes and ensure information is promulgated to appropriate public health partners and related programs; (3) works closely with the OSELS policy director on the coordination on health IT policies (e.g. electronic health records, the Federal Health Architecture, National Health Information Network); and (4) consults and coordinates with the Division of Informatics Solutions and Operations on the implementation of health IT standards in public health information systems. (Approved 7/28/2010)

#### Outreach and Consultation Branch (CPHBC)

(1) Provides outreach and consultation to critical public health partners to articulate public health Informatics needs and priorities; (2) works with the Informatics Strategy and Translation Branch to develop strategies to address these public health priority areas; (3) works within OSELS, CDC, HHS and other public health partners to define requirements through communities of practice and generate best practices for the public health informatics community; (4) establishes and maintains relationships for public health informatics; and (5) facilitates the coordination of informatics activities across OSELS, CDC and other critical public health/healthcare partners. (Approved 7/28/2010)

#### Informatics Strategy and Translation Branch (CPHBD)

(1) Provides the critical role of informatics translation for the Public Health Informatics and Technology Program Office; (2) develops strategies to bridge the Division of Informatics Research and Development's (DIRD) activities with the translation efforts in the branch to further the mission of OSELS while ensuring alignment with national efforts; (3) examines (with the support of DIRD) new informatics techniques and methods to address public health priorities and problem areas; (4) provides oversight and coordination of informatics activities of the Centers of Excellence and Health Information Exchanges to support the translation of applied science and to ensure dissemination to the public health informatics community at large; and (5) provides support in the translation of any prototype informatics research product (i.e., created by OSELS, internal or external CDC partners) to public health practice (i.e., full deployment and implementation) by providing the critical expertise to assure that in the translation process, appropriate data, systems, and architecture standards are leveraged appropriately. (Approved 7/28/2010)

### Division of Informatics Solutions and Operations (CPHC)

(1) Identifies needs and opportunities for components that can be utilized across multiple informatics solutions to ensure interoperability, integration and consistency and pursues appropriate direction for the solution (i.e. buy commercially available, re-use or build new); (2) develops, implements and maintains underlying components that enable the integration of solutions which address cross-cutting CDC or partner objectives; (3) identifies the need and opportunities for components (e.g. messaging specification, vocabulary, public health directory, secure data transfer) that could be utilized across multiple informatics solutions to ensure interoperability, integration, and consistency; (4) manages and allocates shared contractor resources (e.g. security, usability, quality assurance testing, developers, database administrators); (5) manages umbrella contracting and other common carrier mechanisms to achieve information solutions; (6) develops standards, quality assurance procedures, and guidelines for effective and efficient approaches to applications development and database management within OSELS/OD and the Program Offices; (7) fosters adoption of informatics standards; (8) provides informatics design and operational expertise and consultation services within OSELS and with appropriate external partners; (9) translates identified needs and potential solutions to public health issues into operational support of the public health programs; and (10) evaluates appropriate fit of solutions into the CDC and federal health architecture and develop appropriate measures to ensure that all systems and operations meet agency and national guidelines. (Approved 7/20/2010)

### Office of the Director (CPHC1)

(1) Provides overall vision and strategic direction of Division of Informatics Solutions and Operations (DISO) activities; (2) plans, directs, coordinates, implements, and manages DISO operational activities; (3) provides financial oversight of DISO activities; (4) provides division-level oversight to assure use of scientifically sound systems initiation and operation principles for programs and projects; (5) provides division-level oversight and management of scientific clearance process; (6) assures division-level adherence to IRB, OMB, and other policy issues; (7) facilitates best practices for project management within the division; (8) provides operational oversight of project portfolio for OSELS to assure optimal resource utilization; (9) coordinates and facilitates division-level Capital Planning and Investment Control process issues; (10) evaluates, designs, and deploys, where appropriate, division-level processes, products and system for project management and system development; (11) assures the sharing of consistent, audience-appropriate, and high quality information relating to division-level activities, including web-based, audio, video, and print-based media; (12) provides coordination of division-level activities relating to congressional inquiries and media entities; (13) facilitates division-level information sharing and relationship management activities internally to agency and externally to partners; and (14) facilitates preliminary development of project proposals by CDC and external partners. (Approved 7/20/2010)

### Standards and Security Branch (CPHCB)

(1) Provides consultation, guidance, support, and insight into technical standards and security operations of public health informatics to CDC and its partners; (2) provides oversight of adherence to standards and security policies for development, implementation, and operation of

OSELS information technology; (3) provides security services for OSELS OD and Program Office systems; (4) provides direction development and operations regarding upcoming standards and policies; (5) ensures that strategic activities and strategic partnerships meet required policies; (7) manages the certification and accreditation process for OSELS OD and Program Office systems; and (8) participates in national level standards organizations to provide technical input based on agency requirements. (Approved 7/28/2010)

#### Interoperable Services Branch (CPHCC)

(1) Provides OSELS with information technology services that cross application and programmatic boundaries; (2) guides OSELS use and development of geographic information system services for OSELS/OD and the Program Offices; (3) guides OSELS user and development of messaging services for OSELS/OD and the Program Offices; (4) operates the OSELS programmatic data architecture; and (5) provides guidance for development and/or implementation of the services required for compliance with national architecture and operational standards to CDC. (Approved 7/28/2010)

#### Systems Development and Operations Branch (CPHCD)

(1) Develops, implements, and/or maintains systems in support of OSELS and CDC programmatic direction; (2) provides support so that all applications supported by OSELS are based on both informatics science and programmatic need; (3) provides guidance and support to OSELS, CDC, and external partners in the design and operation of information technology systems; and (4) provides guidance for development and/or implementation of applications required to support programmatic needs in compliance with national architecture and operational standards. (Approved 7/28/2010)

#### Division of Informatics Research and Development (CPHD)

The Division of Informatics Research and Development (DIRD) advances the field of public health informatics through applied research and innovation. This division will collaborate with members of CDC programs as well as the broader public health community to develop innovative technologies and techniques to positively impact public health practice in the short and long-term time frames. Once demonstrated to be of value, new informatics solutions or techniques will be transitioned to the appropriate public health program for formal deployment and implementation. In carrying out this mission, the division: (1) Provides PHITPO, OSELS, CDC, and its external research and public health partners, consultation, guidance, support, and insight into the use of new informatics solutions for public health practice; (2) leverages its resources to rapidly create and validate hypotheses generated by PHITPO, OSELS, CDC, and its external research and public health partners; and (3) provides PHITPO OSELS and CDC an optimal (i.e., flexible and scalable) environment for the rapid development of prototype public health informatics solutions for testing and evaluation purposes. (Approved 7/20/2010)

#### Office of the Director (CPHD1)

(1) Provides overall vision and strategic direction of DIRD activities; (2) plans, directs, coordinates, implements, and manages DIRD operational activities; (3) provides financial

oversight of DIRD activities; (4) provides division-level oversight to assure use of scientifically sound evaluation and research principles for programs and projects; (5) provides division-level oversight and management of scientific clearance process; (6) assures division-level adherence to IRB, OMB, data release and data sharing issues, as well as peer review issues; (7) facilitates best practices for project management within the division; (8) provides oversight of project portfolio in the Informatics Research and Development (R&D) Laboratory to assure optimal resource utilization; (9) coordinates and facilitates division-level capital planning and investment control process issues; (10) evaluates, designs, and deploys, where appropriate, division-level processes, products and system for project management and system development; (11) assures the sharing of consistent, audience-appropriate, and high quality information relating to division-level activities, including web-based, audio, video, and print-based media; (12) provides coordination of division-level activities relating to congressional inquiries and media entities; (13) facilitates division-level information sharing and relationship management activities internally to agency and externally to partners; (14) facilitates preliminary development of project proposals by CDC and external partners; and (15) manages project proposal portfolio and provides regular updates to DIRD leadership. (Approved 7/20/2010)

#### Innovation and Infrastructure Branch (CPHDB)

(1) Provides consultation, guidance, support, and insight into public health informatics innovations to CDC and its partners; (2) proposes new informatics solutions to be validated by DIRD's Prototype Development Branch; (3) performs relevant knowledge dissemination to CDC and its partners via multiple modalities, including presentations, manuscripts, and web-based content; (4) provides direction to the staff of the Prototype Development Branch on DIRD-led research activities; (5) provides guidance to DIRD/OD on strategic activities and strategic partnerships; (6) defines and/or refines DIRD's internal software development methodology; (7) creates internally-generated informatics research project proposals to DIRD leadership; (8) provides regular updates to DIRD leadership on potential research projects; (9) maintains and enhances physical laboratory environment for DIRD and its internal CDC partners; (10) carries out modifications to the physical R&D laboratory environment in response to specific needs of R&D laboratory stakeholders, under the direction of the DIRD/OD and the Innovation and Infrastructure Branch (IIB); (11) provides regular updates to DIRD leadership as to the performance and utilization of informatics R&D laboratory resources; and (12) provides regular updates to DIRD as to the status of upgrades and enhancements to the Informatics R&D Laboratory infrastructure. (Approved 7/28/2010)

#### Prototype Development Branch (CPHDC)

(1) Creates software and hardware prototype solutions under the guidance of DIRD's IIB and/or other partners; (2) uses developed software and hardware prototypes to validate or invalidate hypotheses proposed by DIRD's IIB, CDC, or its partners; (3) provides education to fellows, colleagues, and partners on the tools/techniques/methodologies used by the Prototype Development Branch (PDB); (4) provides input to DIRD leadership on software development resource utilization issues; and (5) provides regular updates to DIRD as to the status of projects in the R&D Lab involving PDB staff members. (Approved 7/28/2010)