

healthfinder.gov

Live well. Learn how.

health.gov

How Technology Supports Self-care and Literacy: Insights From the National Health Community

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OFFICE OF
DISEASE
PREVENTION AND
HEALTH
PROMOTION



Presentation Overview

- The Digital Landscape
- Digital Government Strategy
- Health Literacy and the Digital Landscape
- Examples of Implementing Joint Digital Health Literacy Strategies at HHS
- Final Thoughts



The Landscape



The Digital Government Strategy



DIGITAL GOVERNMENT:

**BUILDING A 21ST
CENTURY PLATFORM
TO BETTER SERVE THE
AMERICAN PEOPLE**

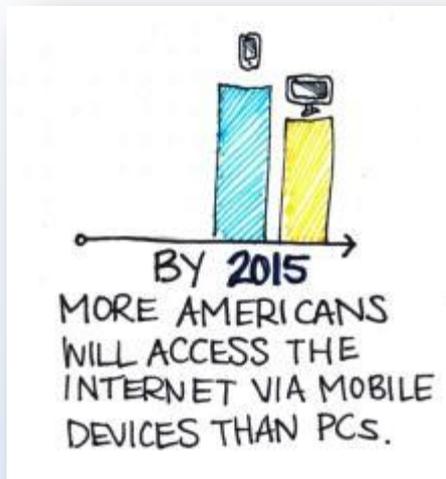
MAY 23, 2012

“I want us to ask ourselves every day, how are we using technology to make a real difference in people’s lives.”

– President Barack Obama



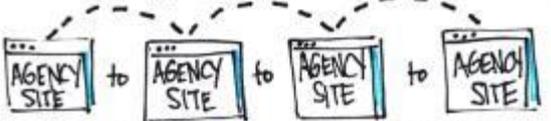
The Digital Government Strategy



IN 2011 CDC'S LIBERATED CONTENT WAS SYNDICATED TO **700** REGISTERED PARTNERS IN ALL **50** U.S. STATES & **15** COUNTRIES AND ACCOUNTED FOR AN ADDITIONAL **1.2** MILLION PAGE VIEWS.



CITIZENS DON'T KNOW & DON'T CARE HOW GOVERNMENT IS ORGANIZED... SO WHY MAKE THEM JUMP FROM



TO GET THE FULL PICTURE?

IN THE STATE OF FEDERAL WEB REPORT, AGENCIES REPORTED **150** SEPARATE IMPLEMENTATIONS OF **42** DIFFERENT SYSTEMS USED TO CREATE & PUBLISH CONTENT & **250** WEB HOSTING PROVIDERS.

What is the Digital Government Strategy?

The Federal Government wants to take **All** of its data and package it in such a way that its customers can access it **Anytime**, **Anywhere** using **Any Device**.

Enabling itself, its vendors and entrepreneurs To

- **Create** new applications across a broad set of devices
- **Employ** consistent open technologies
- **Foster** innovation using the mass of Federal data



The Digital Strategy

BIG FOUR

Goals

1. INFORMATION-CENTRIC

- ✓ Modernize content publication
- ✓ Manage discrete pieces of data
- ✓ Increase structure

2. SHARED PLATFORM

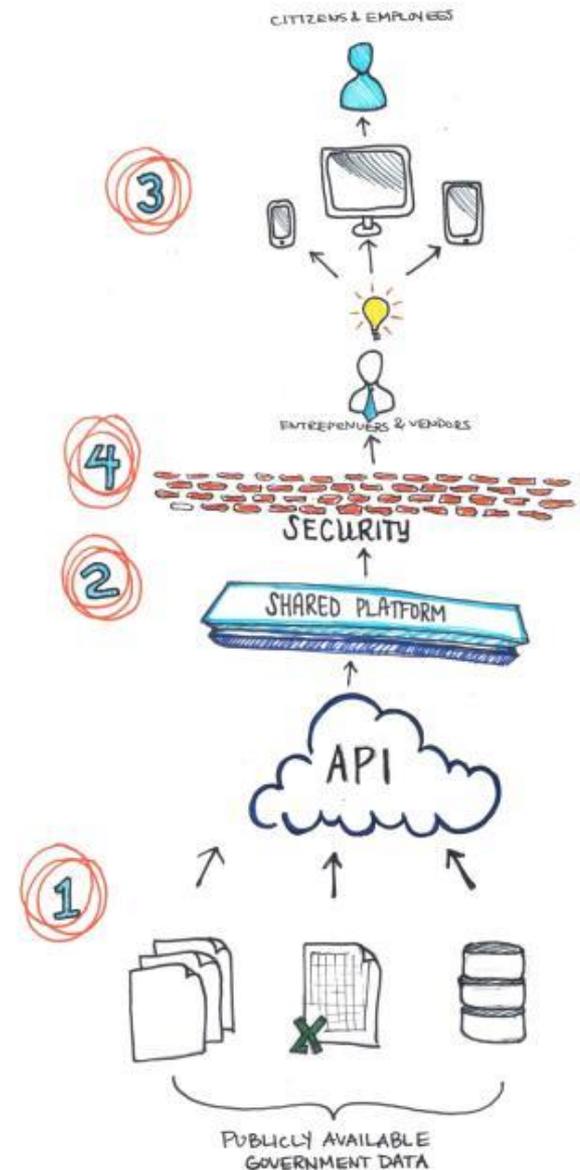
- ✓ Interoperable
- ✓ Reduced duplication
- ✓ Innovate with less

3. CUSTOMER-CENTRIC

- ✓ Anytime, anywhere, any device
- ✓ Higher quality of service
- ✓ Spur innovation
- ✓ Feedback driven

4. SECURITY & PRIVACY

- ✓ Safe/secure data
- ✓ Protect information & privacy
- ✓ Increase structure



Customer Centric Example: AIDS.gov

1

Information dispersed on various federal websites



2

Data consolidated into **user friendly** map interface



WIDGET:
Portable & Shareable



3



- Embedded on other websites (extending reach)
- Use for Campaigns

5

Accessible via mobile devices



6

Open data

4

Accessible on social platforms



For Internal Use



Responsive Design

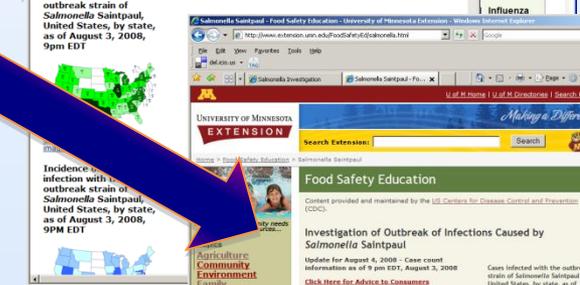
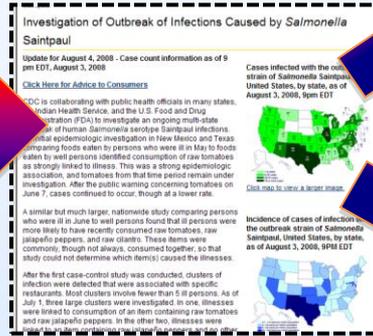


Page-Based Model of Content Syndication

CDC.gov

Partner Web Sites

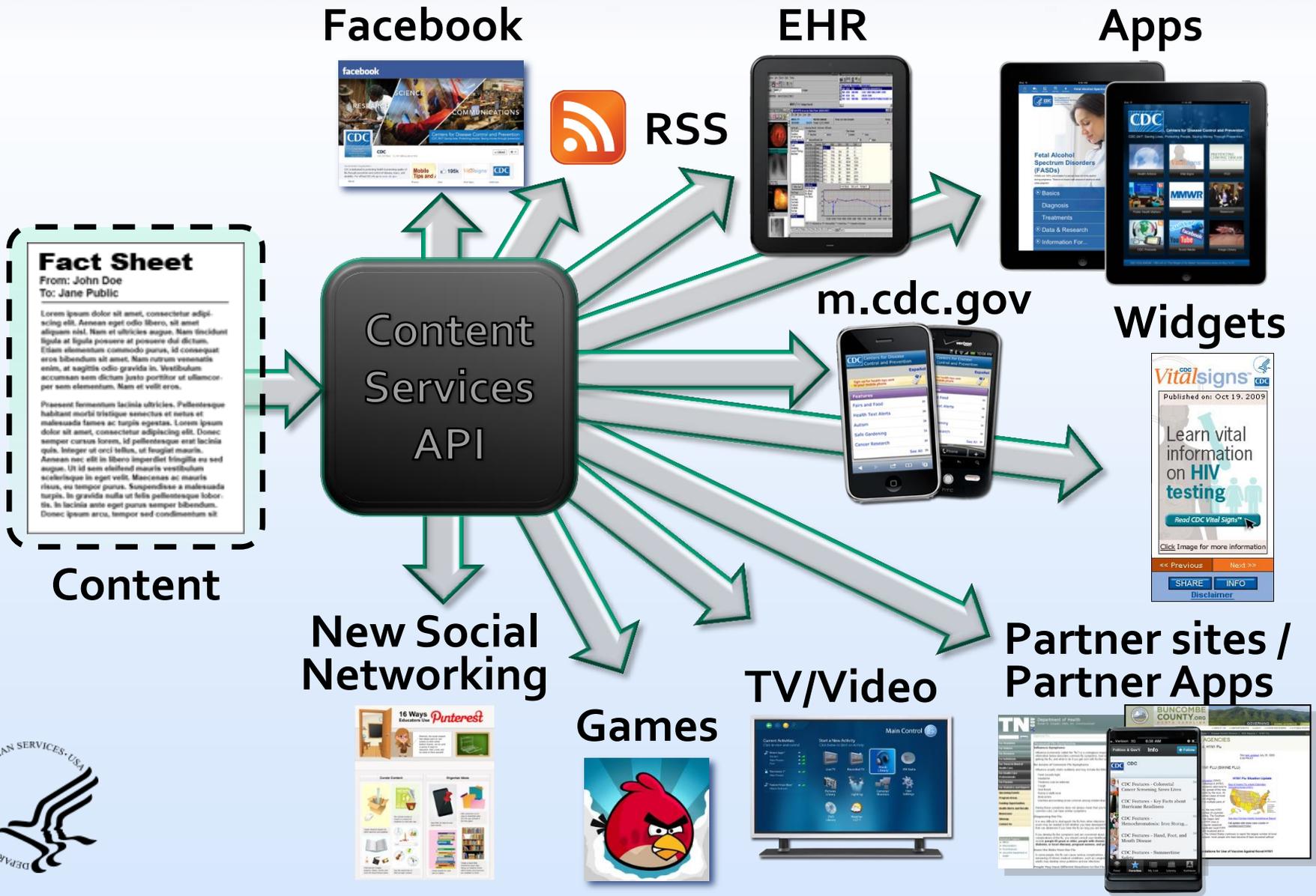
Syndicated Content



From AIDS.gov



Maintaining Multi-channel Content with our API



Remember this...

“any where, anytime, on any device.” – *Digital Government Strategy*



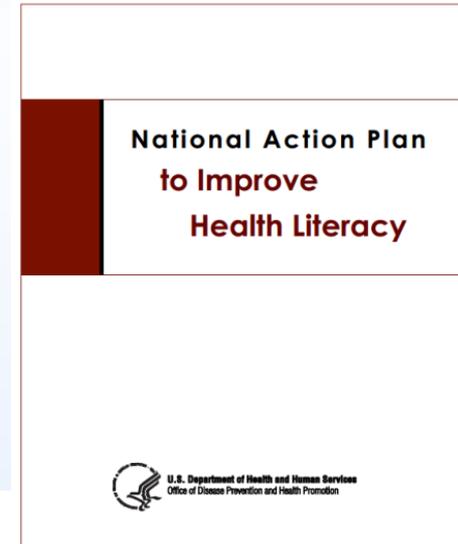
The Health Literate Digital Landscape at HHS

The National Action Plan to Improve Health Literacy

- Leverage technology and electronic health tools to deliver health information and **services at the time, in the place, and in the multiple formats people need and want; insure access; test for understanding**

The Federal Health IT Strategic Plan 2015-2020

Encourage the application of human factors, health literacy, and user-centered design in the development and use of health IT products, systems, and services



FEDERAL HEALTH IT STRATEGIC PLAN

2015 – 2020



The Health Literate Digital Landscape

Health Literacy Online

- Evidence based criteria for designing health literate user interfaces

Healthy People 2020

- Health Communication and Health IT Topic area co-led by ONC, ODPHP and CDC
 - A national survey tracking quality health websites
 - Tracking use of digital personal health information



Health Literacy and Communication

Americans need clear, actionable information to make informed choices about their health. Health professionals can use our evidence-based digital tools and resources to communicate more effectively.



Healthy People 2020

By establishing science-based objectives with national targets and assessing progress throughout the decade, Healthy People 2020 creates the roadmap for improving the Nation's health.



Implementing combined digital and health literacy strategies at HHS

Examples of implementing joint Digital Health Literacy Strategies at HHS

- Co-design Challenges using, APIs of health literate health information, health literacy and usability criteria (myfamily app winner)
- ONC's Health design challenge
- HHS Idea Lab/ HHS Ignite examples (eg Collaborating for User-Centered Design)
- Mydata Initiative – gives consumers access to their own individual data. Blue Button- fueling an ecosystem of apps and tool development to catch patient data



HHS Ignite

An Internal Accelerator for New Ideas

Benefits of Blue Button



Blue Button allows you to be in control of your healthcare and your family's healthcare.



Going Mobile

- Digital Government Strategy
- Cell phone use in the U.S.
 - 56% of adults own smart phones
 - 19% of adults have downloaded health apps
 - Access to underserved populations
- Content syndication and responsive design
- Enhance program offerings and brand awareness



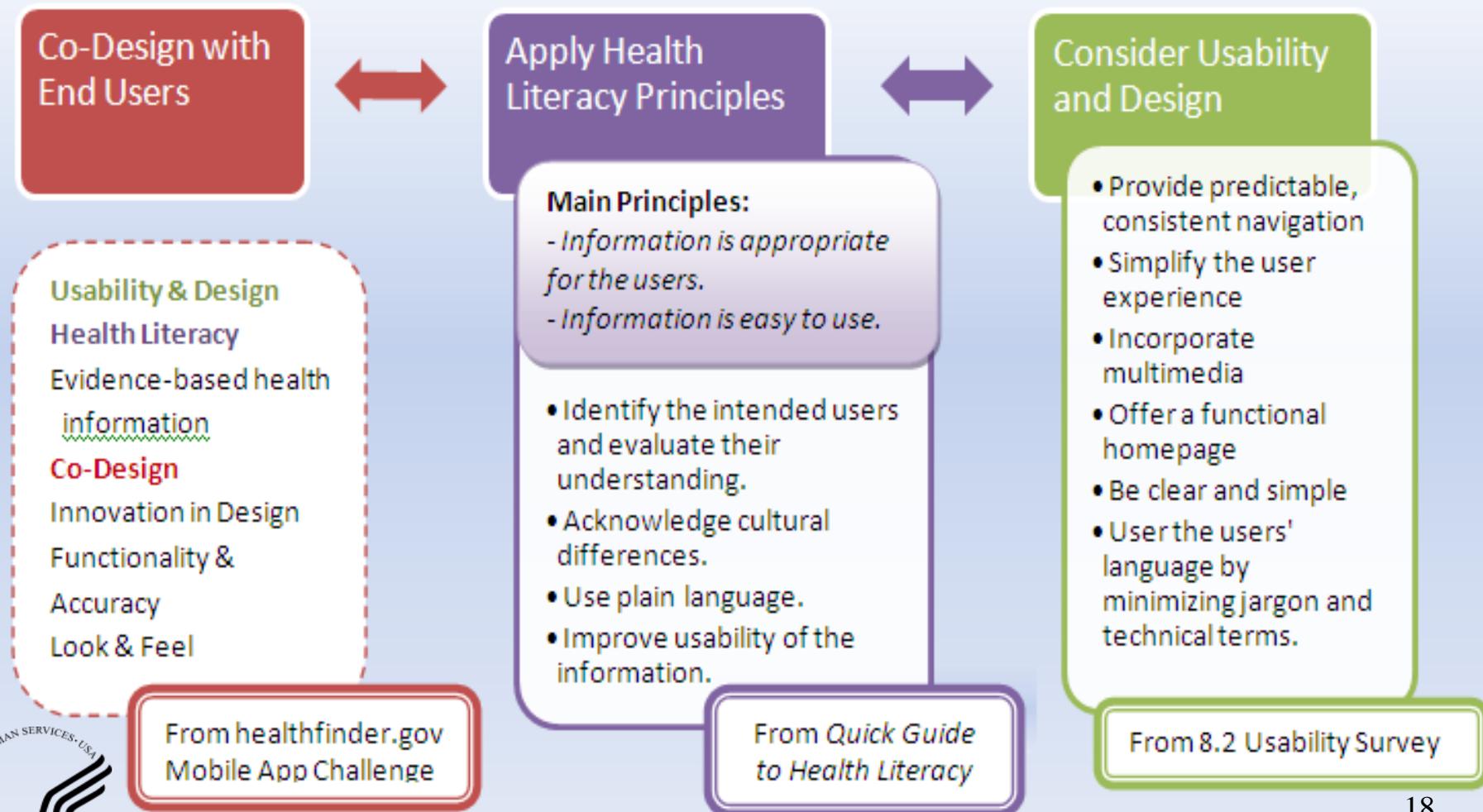
healthfinder.gov: Live Well. Learn How.

- ▶ Designed using health literacy principles
- ▶ Evidence-based prevention focus
- ▶ Wellness: Health Topics A-Z
- ▶ Preventive Services: myhealthfinder

The screenshot shows the healthfinder.gov website homepage. The header features the logo "healthfinder.gov" with the tagline "Live well. Learn how." and a search bar. Social media icons for Facebook, Twitter, and RSS are present, along with a "Get Email Updates" button. A navigation menu on the left includes links for Home, Health Topics A to Z, Stay Connected, Health News, Find Services Near You, National Health Observances, Health Care Reform, and Related Resources. The main content area features a large image of red apples and a "Take Our New Quiz on Healthy Living!" banner with a "Read More" button. Below this is a "Health Topics" section with categories: Health Conditions and Diseases, Nutrition and Physical Activity, Pregnancy, Doctor Visits, Everyday Healthy Living, and Parenting. Each category has a corresponding image. At the bottom, there is a "myhealthfinder" section with the text "Get health recommendations based on your age, sex, and pregnancy status." and a "Use the tool" button. A small banner at the bottom left reads "We Support a Healthier Future" with the "Healthy People" logo.

Health Literate Mobile Apps

Process for Developing Health Literate Apps



healthfinder.gov Mobile App Challenge

- **Phase 1:**

- ✓ Developers will submit working app prototypes, along with documentation and evidence of public feedback via Health Tech Hatch
- ✓ The top three applicants will be awarded \$10,000 each and move on to Phase 2

- **Phase 2:**

- ✓ Phase I winners will fully develop their apps and compete for \$50,000 grand prize



Challenge Criteria

- Usability & Design
- Health Literacy Principles
- Connection to Clinical Preventive Services & Wellness Information
- Evidence of Co-Design with End User
- Innovation in Design
- Functionality & Accuracy
- healthfinder.gov Branding



Co-Designing an App

healthtechhatch beta

Create Test Fund

Search

About Blog How to

Home

healthfinder.gov
Live well. Learn how.

healthfinder.gov provides reliable and actionable information on a number of prevention and wellness topics, including preventive services covered under the health reform law (Affordable Care Act). HHS is challenging developers to design a mobile application that makes healthfinder.gov content customizable and easy to use, reaching the user where they are.

The US Department of Health and Human Services' Office of Disease Prevention and Health Promotion, with the Robert Wood Johnson Foundation as an advisor, challenges teams of developers and health professionals and health consumers to co-design a mobile app that will be used by the public to access customized decision support for preventive services and wellness information from healthfinder.gov.

Developers and testers, we want to make the process of collaborating on the development of these apps as easy as possible. If you have any questions, or problems using the site, please don't hesitate to call or text (319) 538-6992 or (415) 599-6147, or contact us via email at info@healthtechhatch.com. Many thanks, The Hatch Team

View the submissions, and give your feedback!
Or upload your projects for a chance to win a grand prize of \$50,000!

Prizes

Submission Deadlines



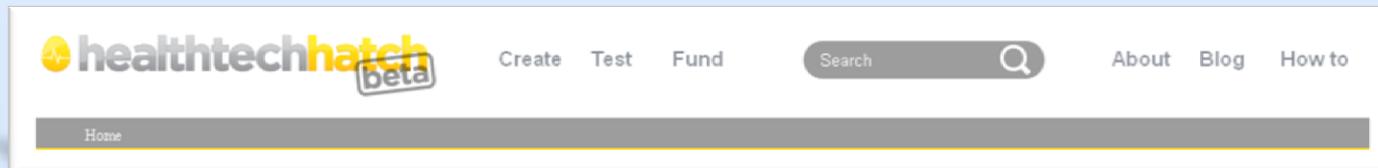
Crowdsourcing Results

Developers

- 28 teams submitted ideas to HTH
- 56 registered teams on Health 2.0
- 26 final submissions

Testers

- >160 registered
- 95 complete questionnaires
- >260 comments



Example of Co-Design Feedback

Developer Comments:

“Great feedback so far. I have incorporated the following features that you suggested: bilingual, ability to login without Facebook, and ability to add people who are not on Facebook.”

“Based on your feedback I'm now working on adding the database of community health centers that the HHS maintains.”

- Two test versions
- 6 testers, 7 tester comments, 4 developer comments
- Designed own questionnaire
- Took a vote on titles for app
- Feedback from testers:
 - “Like the dual language.”
 - “[I suggest] ability to login without Facebook, and ability to add people who are not on Facebook.”
 - “Add database of community health centers.”



Survey of participating developers

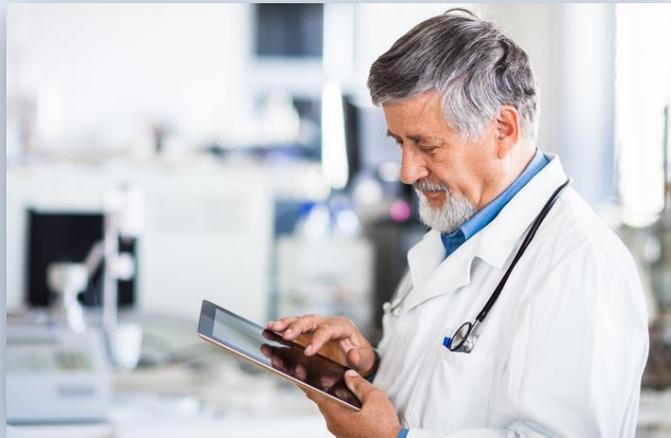
Excerpt; 7 respondents so far (still collecting responses)

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| <p>How valuable was the iterative feedback in shaping your overall approach to the app you are developing for this Challenge? (1 = not at all valuable; 5 = extremely valuable)</p> | <p>Four 5s Two 4s One 3</p> |
| <p>Did you make any changes to your original concept or design based on the feedback you received?</p> | <p>6 of 7: Yes</p> |
| <p>Would you post apps on Health Tech Hatch in the future to get early user feedback?</p> | <p>7 of 7: Yes</p> |



Final Thoughts

- Advantages of combining digital strategy and health literacy
- Open data, APIs, user-centered design, private sector engagement, informed consumer engagement



Closing Quote

“...we want every American ultimately to be able to securely access and analyze their own health data so that they can make the best decisions for themselves and for their families.”

-President Obama January 2015



Resources

- <http://www.health.gov/>
- <http://www.health.gov/healthliteracyonline/Health Literacy Principles>
- <http://www.health.gov/communication/HLActionPlan/>
- <http://www.healthfinder.gov/>
- <http://www.healthit.gov/policy-researchers-implementers/health-it-strategic-planning>
- <http://www.hhs.gov/idealab/>



Thank You!

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