Informatics Supporting the State Health Official as Chief Health Strategist

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Topics

• The central role of information in being the Chief Health Strategist
• How informatics as a discipline supports that role
• Strategies for becoming more informatics-savvy
Chief Health Strategist

• Leads a multi-sector approach to focus community resources on improving specific health outcomes.

• An engaged change leader (or group of leaders) who builds community coalitions that investigate and take action to make meaningful progress on a community health issue.

Source: Public Health Foundation
Chief Health Strategist

• Part of broader call for a “Public Health 3.0” driven by:
  – Changing health care needs and demographics
  – Information and data revolution
  – Focus on social determinants and other non-health factors

• Requires leveraging both traditional and new skills and activities
Premise

To be effective as a Chief Health Strategist, a health official/agency must also be a Chief Health Information Strategist.
Using Informatics to Improve Public Health Practice

PH INFORMATICS implies a disciplined approach to information systems design and use that drives improvements in public health practice.

Adapted by: Marty LaVenture, Bill Brand, Minnesota Department of Health. Karen Zeleznak, Bloomington Division of Public Health, 2005
Key Practices for a Chief Health Strategist

• *Practice*: Develop strategies for promoting health and well-being that work most effectively for communities of today and tomorrow.

• *Role of informatics*:
  – Standardize race and ethnicity data so data can be merged/compared
  – Capture, standardize, integrate new information sources
  – Capture data from EHR, long term care and other systems
  – Get information *out of* current public health information systems

* From *The High Achieving Governmental Health Department in 2020 as the Community Chief Health Strategist*, RESOLVE, 2014
Key Practices for a Chief Health Strategist

- **Practice:** Identify, analyze and distribute information from new, big and real time data sources.

- **Role of informatics:**
  - Capture data from EHR, long term care and other systems
  - Prepare/standardize/map data for sharing with others
  - Develop Informatics Roadmap for standardizing and sharing resources across the agency
  - Match disparate data sets for more complete picture
  - Match information/analytic needs with optimal tools
  - Serve as informatics liaisons with university and health care informatics and analytics departments
Key Practices for a Chief Health Strategist

• **Practice:** Build a more effective, integrated health system

• **Role of informatics:**
  – Real-time exchange of data
  – Translating public health guidelines into clinical support tools
  – Mapping and merging information across the spectrum of care
Premise

To be effective as a Chief Health Strategist, a health official/agency must also be informatics-savvy.
The “Informatics-Savvy Health Department”

- Skilled workforce
- Informatics vision and strategy
- Well-design, effectively used systems

Informatics-Savvy Health Department

www.phii.org/infosavvy
Strategy: Build information partnerships

• Leverage data analytics capabilities in healthcare
• Bring your insights into the right questions to ask and how to interpret the findings
Strategy: Challenge your staff to do more with the information

• Liberate your information for use by others
  – Information is among the very few commodities which increases in value with use

• Let go of “it has to be perfect”
  – It’s more about trends than case counts, merging data from many sources to get a bigger picture

• Have them continually ask, “What additional information from what source would provide a more meaningfully complete picture?”
Strategy: Become informatics-savvy

• Assess current capacity/capabilities
  – Informatics-savvy Health Department Self-assessment
  – Interoperability Self-assessment
  – Informatics Profile Toolkit
  – www.phii.org/infosavvy

• Create an Informatics Strategy Roadmap

• Build workforce skills in informatics
  – www.informaticsacademy.org

• JPHMP Management Moment columns
  – www.phii.org/infosavvy
Thank you

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