



# Informatics Supporting the State Health Official as Chief Health Strategist

*ASTHO Policy Summit  
Washington, DC  
September 2017*

# 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.

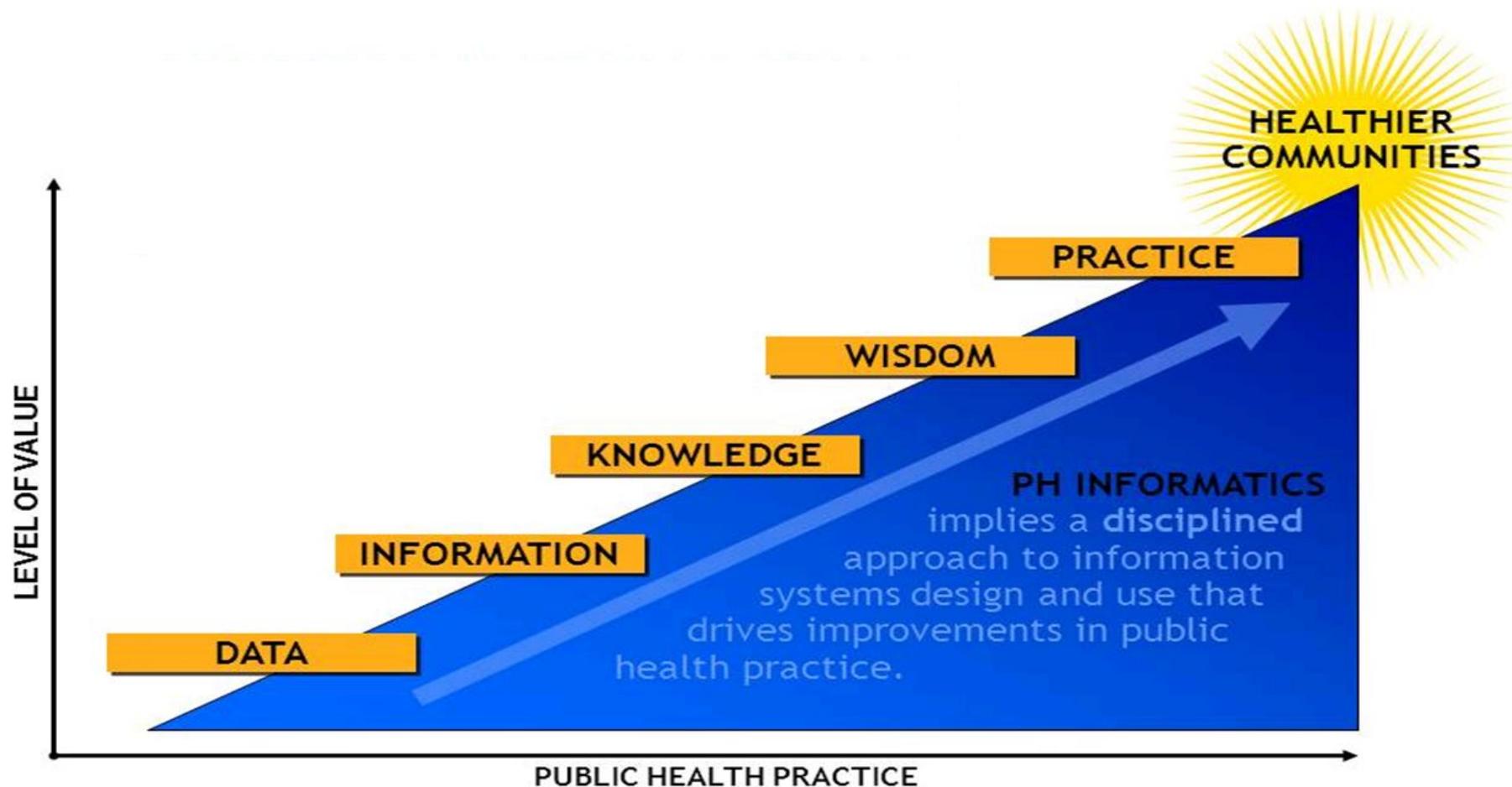
# Chief Health Strategist

- 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



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

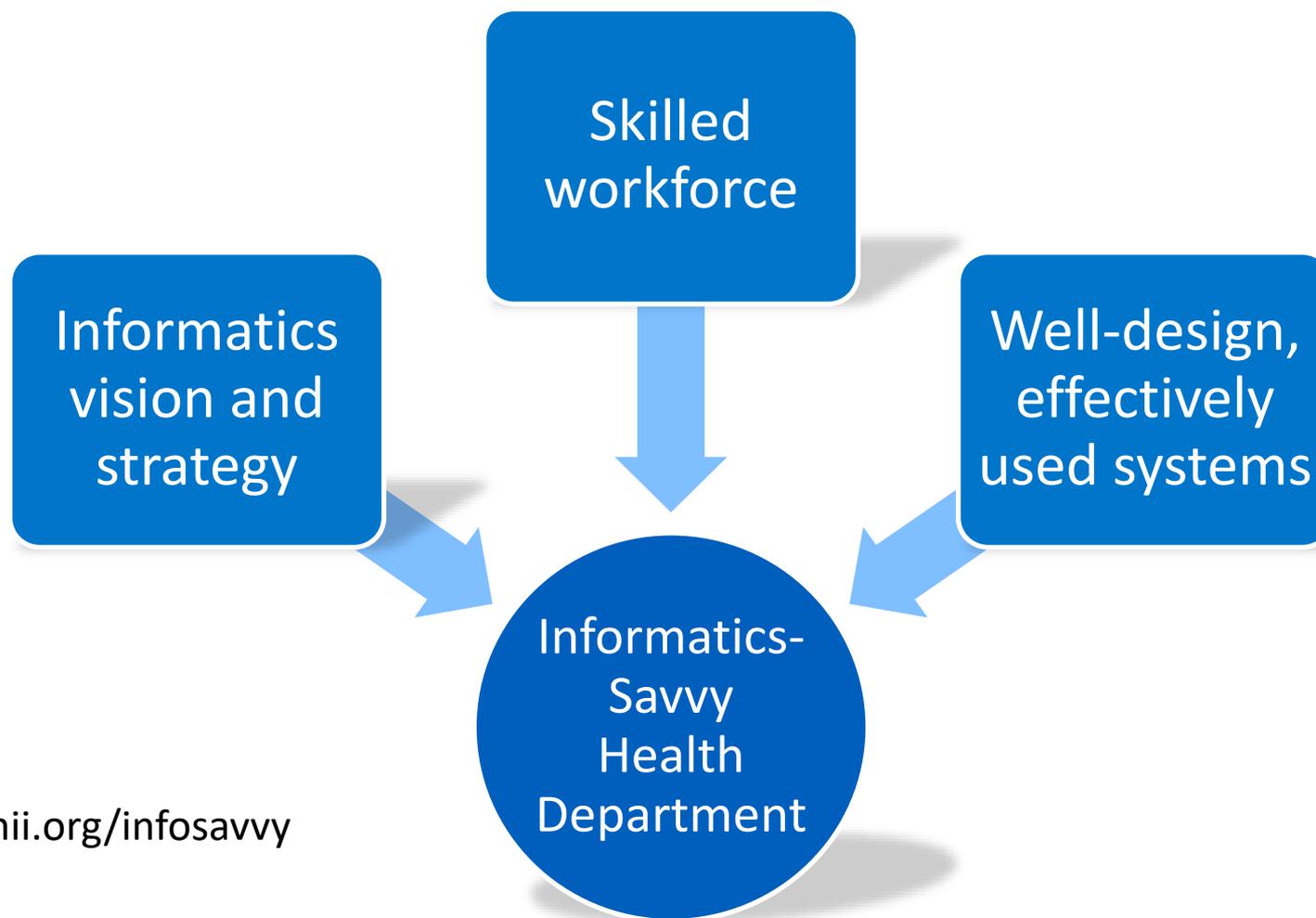
- *Practice:* Build a more effective, integrated health system
- *Role of informatics:*
  - Real-time exchange of data
  - Translating public health guidelines into clinical support tools
  - Mapping and merging information across the spectrum of care



## Premise

*To be effective as a  
Chief Health Strategist,  
a health official/agency must also be  
informatics-savvy.*

# The “Informatics-Savvy Health Department”



[www.phii.org/infosavvy](http://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](http://www.phii.org/infosavvy)
- Create an Informatics Strategy Roadmap
- Build workforce skills in informatics
  - [www.informaticsacademy.org](http://www.informaticsacademy.org)
- JPHMP *Management Moment* columns
  - [www.phii.org/infosavvy](http://www.phii.org/infosavvy)

# Thank you

Bill Brand, MPH  
Director, Informatics Science  
[bbrand@phii.org](mailto:bbrand@phii.org)

The Public Health Informatics Institute is a program of the Task Force for Global Health