



Informatics Supporting the State Health Official as Chief Health Strategist

*ASTHO Policy Summit
Washington, DC
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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.

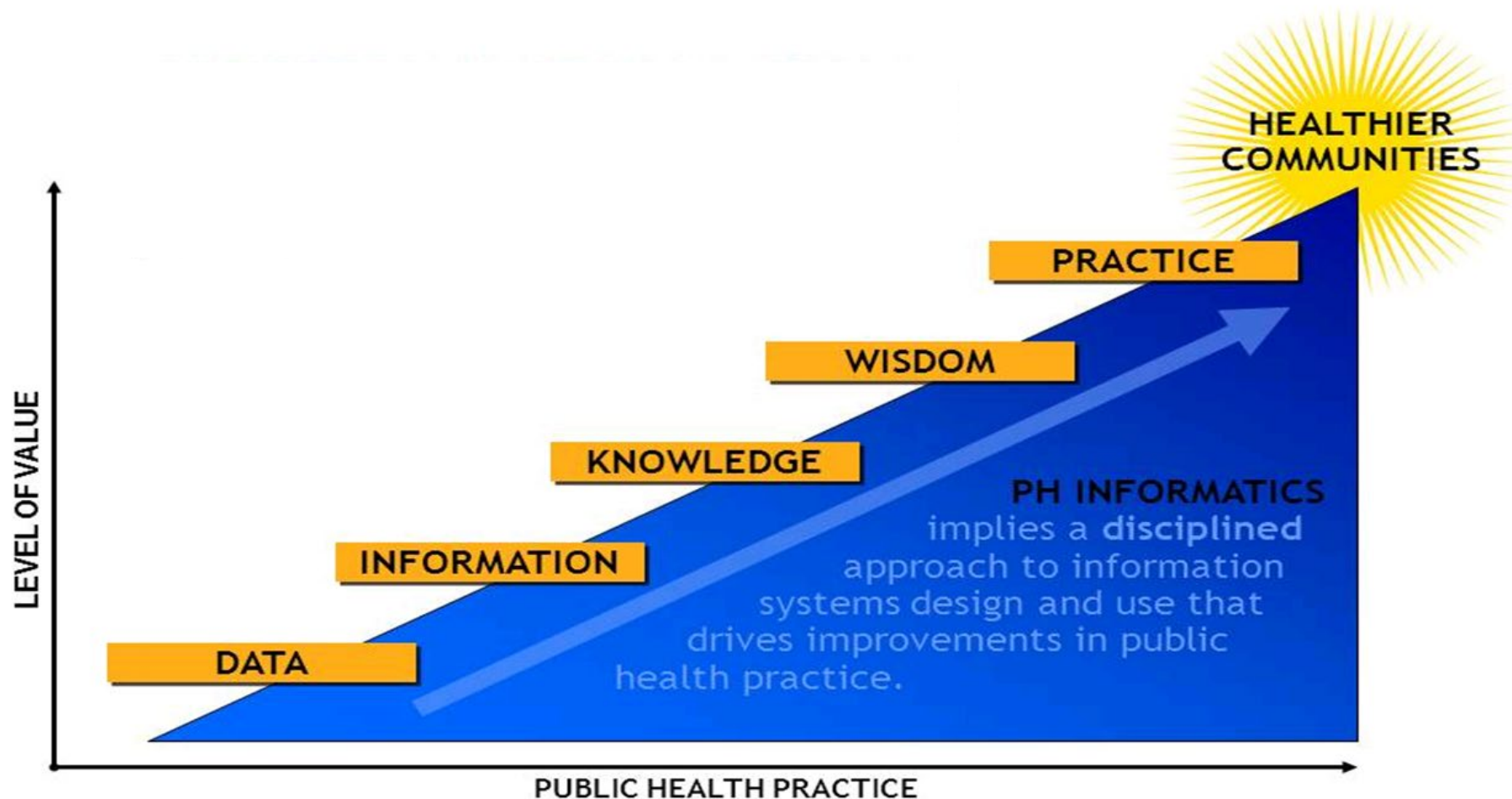
Chief Health Strategist

- 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

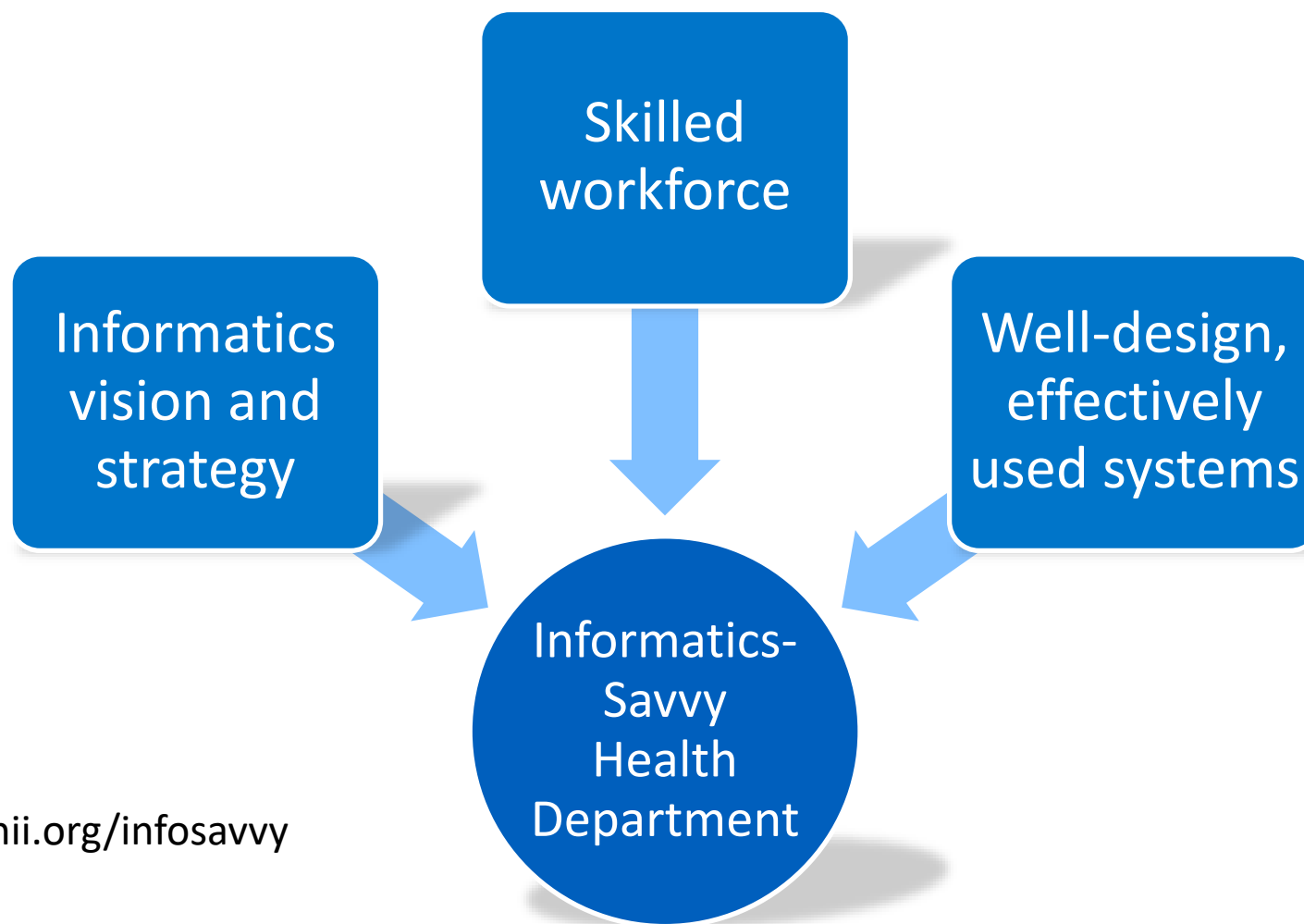
- *Practice:* Build a more effective, integrated health system
- *Role of informatics:*
 - Real-time exchange of data
 - Translating public health guidelines into clinical support tools
 - Mapping and merging information across the spectrum of care



Premise

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

The “Informatics-Savvy Health Department”





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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