



Information Links

Public Health and Health Information Exchanges: What's the Value?

Jim Mootrey



Who fills in the hole?





The value proposition

- **What does public health contribute?**
- **Provide individual patient information similar to other providers**
- **Reduced cost of mandated reporting**
- **Personalized information related to disease management**
- **Easy access to guidance of public health problems**
- **Point-of-service tools for diagnosis, management or education**
- **Serve as a trusted neutral manager**
- **Provide an accountable point of contact**



The value proposition

What does public health gain?

- **More timely and complete receipt of disease reports**
- **Faster transmission of better information to case managers**
- **Easier identification of gaps in preventive health services**
- **Easier identification and analysis of follow-up failures**
- **Geographic distribution of illness or injury**
- **Improved ability to communicate**



Real Opportunities

- **Short term**
- **Transformative**



InformationLinks: Connecting Public Health to Health Care

“Information systems can play a vital role in improving the health of our communities by helping to pinpoint disease outbreaks, track chronic disease in communities, and improve communication between health care providers and health departments.”

Stephen Downs

Robert Wood Johnson Foundation



Public health: at the HIE table





Shared Challenges

- **Standards**
- **Data elements**
- **Privacy**
- **Data ownership
/Stewardship**



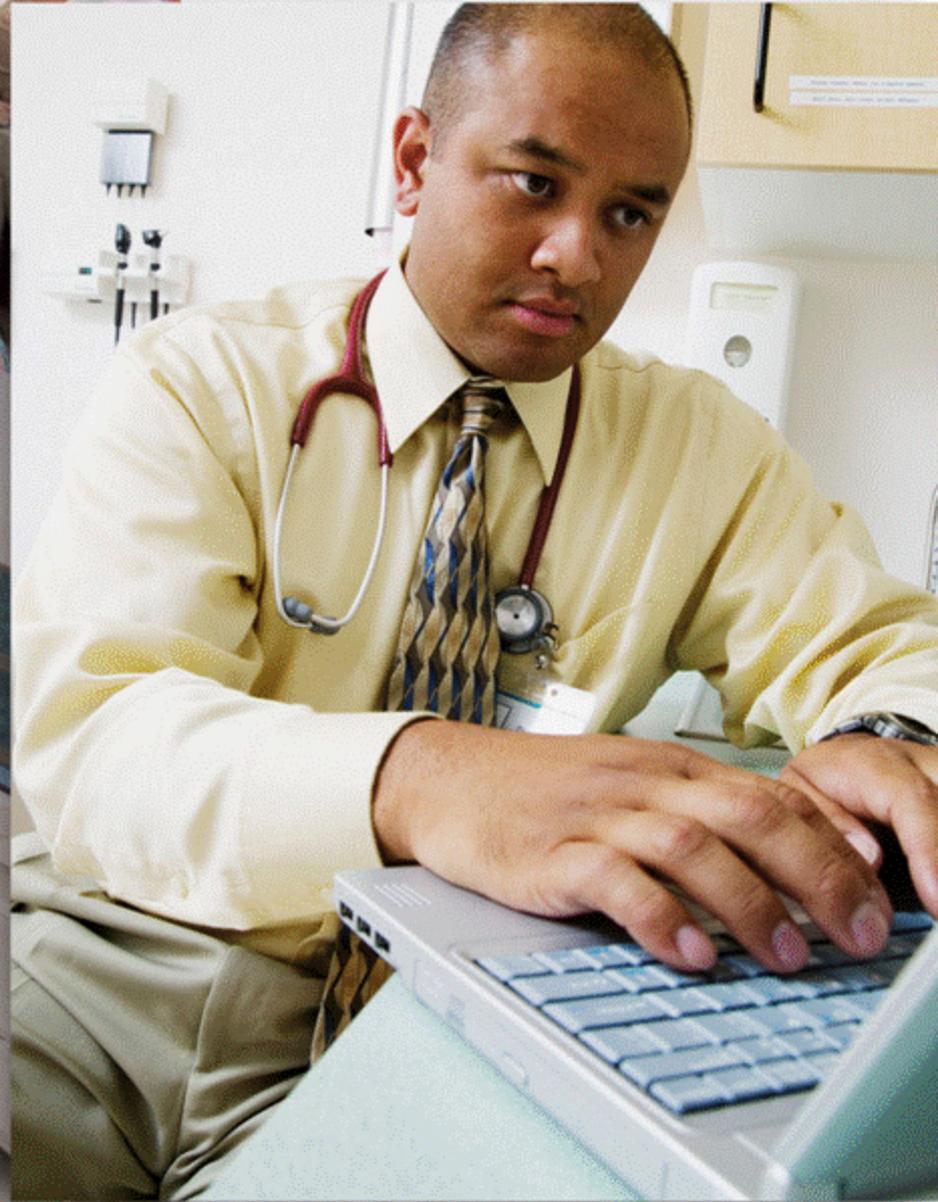
Public Health Informatics Institute

***Advancing public health
practitioners' ability to
strategically manage and apply
health information systems.***



The big question

**What is the business case for
public health to participate in
HIEs?**







What public health-health care exchange achieves

Examples:

- Sharing newborn screening results.
- Two-way flow of immunization registry data.
- Rapid and coordinated diagnosis, treatment and prevention of HIV, STDs, and TB.
- Timely laboratory specimen referral/reports.



A network of trust





Public Health: Filling the hole in the donut?





Public Health Informatics Institute Resources

- *Public Health Opportunities in Health Information Exchange*
- *From Transactions to Transformation: Realizing the community value in health information exchanges (Dec. 2006)*

Available at www.phii.org



Thank You

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