BUILDING BRIDGES: 
CONSUMER NEEDS AND THE DESIGN OF HEALTH INFORMATION TECHNOLOGY 
July 27-28, 2009 

AGENDA

DAY ONE: FROM PERSONAL HEALTH INFORMATION MANAGEMENT TO EFFECTIVE DESIGN

8:00 am Refreshments
8:30 am Insight Policy Research, Inc. Welcome 
Anne Peterson, Principal
8:35 am Welcome and Comments by AHRQ 
Carolyn Clancy, Director
Teresa Zayas-Cabán, Senior Manager, Health IT
9:00 am Chair’s Presentation 
Patricia Flatley Brennan, Lillian L. Moehlman Bascom Professor, School of Nursing and College of Engineering, University of Wisconsin-Madison, Madison, Wisconsin
9:30 am Keynote Presenter 
Eric Dishman, Intel Fellow, Digital Health Group, and Director, Health Innovation and Policy, Intel Corporation
9:50 am Plans for Day 
Patricia Flatley Brennan
10:00 am Break
10:15 am Breakout Session: Setting the Stage: What do we know about how people manage personal health information and what else do we need to know? 

  - **Breakout Session A:** Observing, assessing, and surveying household members’ health conditions
  - **Breakout Session B:** Organizing, separating, and differentiating information types according to perceived importance or relevance
  - **Breakout Session C:** Obtaining, retrieving, and keeping track of health information according to household needs

12:00 pm Lunch
1:00 pm Presentations
2:00 pm Breakout Session: A Closer Look at Design 

  - **Breakout Session A:** Key strategies for design
  - **Breakout Session B:** Unfilled design needs: design that hasn’t been designed yet
  - **Breakout Session C:** Strategies of design for specific sub-populations

3:45 pm Break
4:00 pm Presentations
4:45 pm Chair’s Summary
5:00 pm Adjourn
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DAY TWO: FROM DISCUSSION TO ACTION: A PLAN FOR MOVING FORWARD

8:00 am  Refreshments
8:30 am  Welcome and Comments by AHRQ
          Jon White, Director, Health IT
8:45 am  Plans for Day
          Patricia Flatley Brennan, Lillian L. Moehlman Bascom Professor, School of Nursing and College of
          Engineering, University of Wisconsin-Madison, Madison, Wisconsin
9:00 am  Breakout Session: Setting the Action Agenda
          Breakout Session A: Setting the research agenda
          Breakout Session B: Setting the technologies and related industries agenda
          Breakout Session C: Setting the policy agenda
10:45 am  Break
11:00 am  Presentations
12:00 pm  Lunch
1:00 pm  Roundtable Discussion: Recommendations for Moving the Field Forward
          Led by Patricia Flatley Brennan
3:00 pm  Concluding Remarks
3:30 pm  Adjourn