

PARTNERSHIPS '98

April 28, 1998

National Press Club,
Washington, DC
Policy Issues in Consumer
Health Informatics

May 27-29, 1998

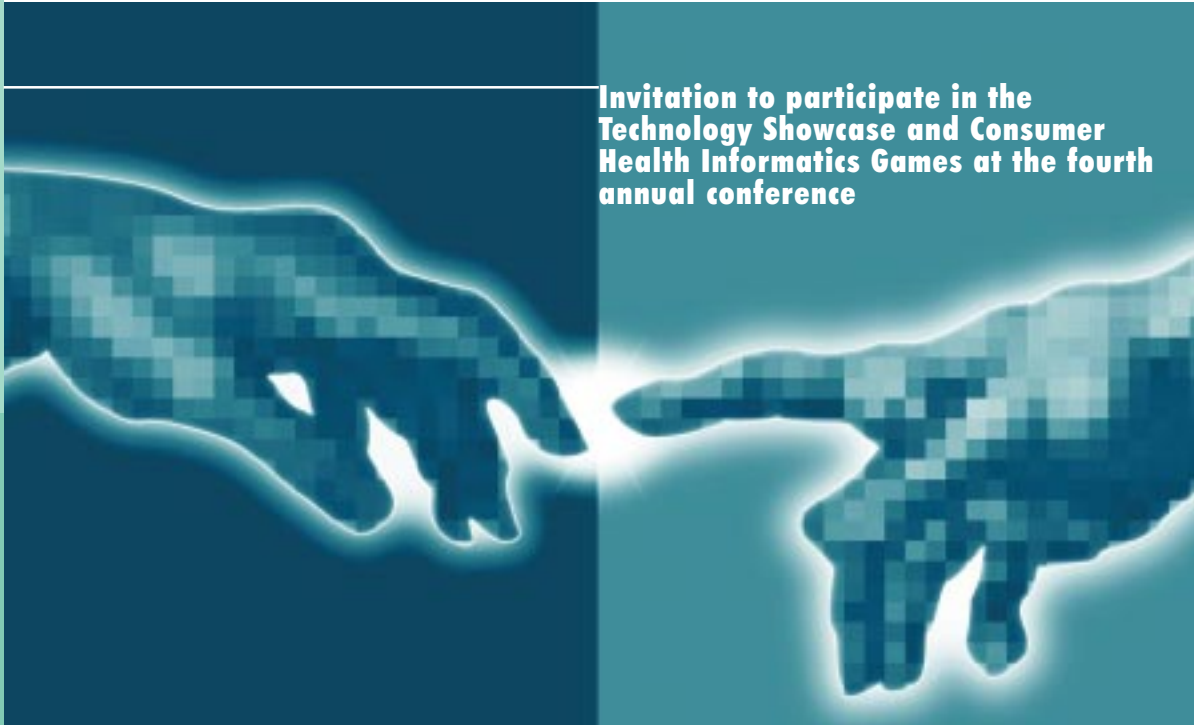
Wyndham Hotel,
Philadelphia, PA
In conjunction with the
Spring Congress of the
American Medical
Informatics Association:
"Bringing Knowledge to
the Point of Use"

Sponsored by

the U.S. Department of
Health and Human
Services and the
Annenberg School for
Communication and the
Annenberg Public Policy
Center of the University
of Pennsylvania

Partnerships for Networked Consumer Health Information

Invitation to participate in the
Technology Showcase and Consumer
Health Informatics Games at the fourth
annual conference



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Partnerships for Networked Consumer Health Information
Office of Disease Prevention and Health Promotion
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, DC 20201

Focus of Partnerships '98 Showcase

- Telehealth Applications for the Home
- Health Promotion and Disease Prevention
- Self-Care and Decision-Support
- Evaluating Quality and Effectiveness
- Online Support Systems
- Integrating Health Informatics for Consumers and Patients into Medical Care

Dear Colleague:

We hope to see you at the 4th Annual Partnerships for Networked Consumer Health Information conferences in 1998. On April 28, at the National Press Club in Washington, DC, the Partnerships '98 conference will focus on policy issues related to consumer health informatics. On May 27–30, in Philadelphia, Partnerships '98 will collaborate with the American Medical Informatics Association's (AMIA) Spring Congress, whose theme is "Bringing Knowledge to the Point of Use."

This year's Washington, DC meeting will attract key decision-makers in health policy and practice, including federal agencies and national associations. The Philadelphia meeting will draw medical professionals in the areas of clinical computing, computerized medical records, disease prevention, primary care, hospital/medical information systems, and nursing informatics, as well as medical librarians and federal, state and local health professionals. We expect good media attention at both these events, where Secretary Shalala will be unveiling a series of enhancements to *healthfinder*[™], the official Federal consumer health gateway.

As a developer of web sites or other applications for consumers and patients, we want to alert you to a rare opportunity to gain wide exposure and potential recognition for your application—the 1998 **Technology Showcase**, which will be held in conjunction with the Partnerships '98 conferences. As in previous years, the Technology Showcase is designed for developers from both the private and public sectors to engage conference attendees and explore mutual interests.

For the first time ever, as part of the Showcase, developers and vendors may also participate in an optional, friendly, informal competition—the **Consumer Health Informatics Games**—designed to encourage the development of high quality applications. Expert reviewers will provide feedback on applications entered in various categories, and prizes will be given to outstanding entries. There will also be popular favorite awards. As this event is offered in its "beta version," suggestions for improvement will be actively solicited. The Games are sponsored by the Annenberg School for Communication and the Annenberg Public Policy Center of the University of Pennsylvania.

There will be a limited number of spaces available for the Showcase and Games in each location, and we expect that they will fill quickly. Be sure to reserve your space as soon as possible. The registration deadline for Washington, DC only is March 16, 1998 (Early Bird February 17); the deadline for Philadelphia only is April 16 (Early Bird March 16). The deadline for registering to participate in both locations is March 16 (Early Bird Feb. 17).

Details about the Showcase and Games follow. For updates and conference information, or to register online, visit the Partnerships '98 web site at <http://odphp.osophs.dhhs.gov/confnrc/partnr98>. For information about AMIA's plans for the Spring Congress, visit their site at <http://www.amia.org>.

We look forward to seeing you next April and May.

Sincerely yours,
Partnerships '98 Steering Committee

1998 Technology Showcase and Consumer Health Informatics Games

The 1998 **Technology Showcase** will be held in conjunction with the Partnerships '98 conferences in Washington, DC and Philadelphia. At both locations, developers and vendors can demonstrate their applications and talk with conference attendees. The Showcase also will include workstations with links to selected online self-help groups along with demonstrations by leaders in the self-care community.

The optional **Consumer Health Informatics Games** are intended to be both entertaining and edifying. All Showcase participants can enter their web site(s) or application(s) in the games under specific categories related to consumers and patients which are described below. A select group of experts will review the entries, provide individualized feedback, and award nominal prizes for outstanding applications. There will also be a series of popular favorite awards. Participants may choose to be judged by the expert group or the meeting participants or both. Developers will receive valuable suggestions and wide exposure for their systems. **The awards do not represent endorsement by any sponsoring organization.** Since this is the first time this event has been offered, suggestions for improvement are welcome. We hope to learn as much about the process of judging applications as about the applications themselves.

Ample time will be set aside during the programs at both locations for people to visit the Showcase and Games. There will be a prize drawing for conference attendees who visit the Showcase. Showcase and Games participants will be featured on the Partnerships '98 web site.

Games Sponsors

The Games are made possible by the Annenberg School for Communication and the Annenberg Public Policy Center of the University of Pennsylvania.

The motto of the Games: Play Hard, Play Fair, Everybody Wins!

When and Where

Tuesday, April 28, at the National Press Club in Washington, DC, in conjunction with the Partnerships '98 conference focusing on consumer health informatics policy issues. The times for the Showcase and Games are 10:00 a.m. to 7:00 p.m., including the closing reception and awards ceremony.

May 27–28, in Philadelphia, as part of the Partnerships '98 joint meeting with the American Medical Informatics Association's Spring Congress, focusing on "Bringing Knowledge to the Point of Use." The Showcase and Games will open on Wednesday, May 27, at 5:00 p.m., with a reception, and will close on Thursday, May 28 at 7:00 p.m., with an awards ceremony and reception. The full meeting continues through Saturday, May 30.

Who

Anyone can enter the Showcase and Games: individuals; companies; educational, civic, and nonprofit entities; and public agencies. All noncommercial applicants may register at a reduced rate.

Games Categories

Preliminary general categories for the Consumer Health Informatics Games are listed below, with relevant examples. As this is an emerging field, we are asking our Games contestants to help us define the terrain by suggesting other categories. The final categories for the Games will be determined after the official deadline for entries, and participants will be notified of the final format.

No developer/company/organization can enter more than three web sites or other applications. Because some applications may have several functions, each application may be entered in up to two categories. To allow as many as possible to participate, the organizers may further limit the total number of applications from each developer.





1. Health Information—General

Examples: interface to MEDLINE; medical reference on CD-ROM; consumer web site by an HMO, hospital, or group practice; consumer web site by a public health organization; directory of health and medical-related web sites; online health directory for a local community; or health provider directory.

2. Health Information—Specific/Tailored

Examples: online source for specific health information and/or advice (e.g., alternative medicine, cancer, depression, HIV/AIDS); self-help-oriented online FAQ list for a specific condition; online gateway site for mental health information; service to fill online or telephone requests for an in-depth printed information packet for any specific health question or concern; or online source for finding specific health information provided by health web sites.

3. Decision Support

Examples: program to help a patient or caregiver decide between proposed medical procedures or alternative approaches to care, including “watchful waiting”; program to support shared decision-making for diagnosis and management of disease; or system to help a consumer choose a health plan and/or provider (including information about geography, specialties, accreditation, and quality measures).

4. Peer and Emotional Support

Examples: online support forum on a commercial service; self-help/support USENET newsgroup; self-help/support mailing list; online platform for starting new online support networks; online resource to help a user locate a support group (electronic and/or face-to-face) for a specific concern; or online support group for lay caregivers of patients with a chronic disease.

5. Health Promotion and Disease Prevention

Examples: health risk assessment that helps consumers identify and practice healthy behaviors; stress management program; tobacco cessation program; nutrition analysis program; weight management support program; exercise management program; or HIV/STD prevention program.

6. Self-Care, Condition Management, and Diagnostic Support

Examples: self-care database to help people make good decisions about symptom management and triage, home treatment, and when to see a health professional; or home health workstation for people with a specific health concern (integrates multiple functionality for one condition such as information, support group, online professional advice, and programs tailored for the condition).

7. Provider-Patient Communication

Examples: online resource which provides health professional answers to medical questions; guidelines and/or practice standards for the effective use of provider-patient e-mail; demonstration project showing the effective use of provider-patient e-mail; telemedicine or telehealth service/program reaching into patients' homes; system linking patients to a health plan or other provider organization (with/without health information/patient education or provider communication components); or online consultation service to nurse or physician (free/unattached, free/attached to provider, or fee-based).

8. Patient Interfaces to Medical Records and Medical Institutions

Examples: system providing patient access to medical records; system providing patient-accessible or "patient-owned" medical records; system providing patient ownership of medical records; client/server system or password-protected web site linking patients with an HMO; system for taking an automated medical history directly from patients; or online integration of direct services to the home (e.g., appointments, lab results, provider communication, health information, and access to medical record).

9. Systems for Specific Population Groups

Examples: online resource for persons with physical disabilities or low literacy, for seniors or children, or for a racial, ethnic, or linguistic group; or interface design taking into account the needs of people with disabilities (compliance with the Americans With Disabilities Act).

Special Award for Evaluation

There will be prizes for an organization, developer, web site, or application with outstanding evaluation methods and quality assurance processes (e.g., evaluation design and implementation by a system developer or independent reviewer/evaluator; beta-test design for feedback from end-users and pre-release improvement). All Games participants may enter this competition, regardless of the number of web sites or other applications they have entered in the Games. Additional details about this award will be provided to those who register for the games.

All entries will also be eligible for the general recognition awards. Examples: collaborative web site or application between private and public sector; government-sponsored application; employer-sponsored application; implementation of innovative, cutting-edge technology; and implementation of old technology (28.8K or low bandwidth application).

Judging

Prizes will be awarded in each final category by a judging committee selected by the Partnerships steering committee. There also will be prizes based on the popular vote of meeting participants at each location.

There will be at least two judges for each category. They should agree on a final decision. Judges can create new events and/or special awards on the spot. No fabulous program (or even interesting web site or application with certain strengths) should go unrewarded. In each category, judges will be encouraged to give multiple prizes as indicated, but the number of awards will be at the discretion of the judging committee. Judges and meeting participants will be provided with general guidelines for elements to consider, such as interface design, content, user friendliness, depth of information available, ease of use, innovation, and overall merit. Members of the Science Panel on Interactive Communication and Health and other experts will

assist in developing guidelines and criteria for judging the web sites or applications. Judging committee members cannot judge a category in which an application with which they are or have been involved has been entered.

The judges may conduct their evaluations before the meetings officially open or early in the Showcase/Games so that they will not take time away from meeting participants.

Awarding of Prizes

Prizes will be announced during an evening reception at each location. All award decisions are final. Prizes may include ribbons, certificates, and donated items of value.

The spirit of a friendly, unofficial competition is emphasized. **Contestants/winners may not use their entrance/prize to imply any endorsement or formal award by any sponsoring organization. However, winners may use the following statement in their promotions: "Recognized as an outstanding application at the Consumer Health Informatics Games at Partnerships '98."**

There also will be a prize drawing for meeting attendees. They will have an exhibitor card that they get stamped at each booth. Fully stamped cards would be eligible for this prize drawing.

Virtual Showcase

Developers and web site hosts who cannot attend either conference may enter a "Virtual Showcase" by registering their URL. These sites will be featured on the Partnerships '98 web page for a period of two months and will be bookmarked on a dedicated workstation in each Showcase.

Entry Fee and Deadline

Developers may enter their web site(s) or application(s) in one or both locations. There are special rates for those registering for both locations. The Showcase fee includes one full conference registration, entitling one person to all

conference meals, materials, and events, and two Showcase-entrance-only registrations for booth staff. It also includes draped tables, Internet connectivity, electricity, and an 8' x 10' space. Only table top exhibits are permitted. Equipment rental will be extra. All Games entrants must pay the regular Showcase fee and also an entry fee for the Games based on the number of applications that they have entered. Technical support will be available. Additional details will be mailed to registrants.

More Information

Further information and conference updates, as well as online registration for the conference, Showcase, and Games, are available online at the Partnerships '98 web site at



<http://odphp.osophs.dhhs.gov/confrence/partnr98>

If you have general exhibitor questions about the Showcase or Games, please contact Infinity Conference Group:



phone 703-925-9455



fax 703-925-9453



e-mail icgmiracles@mindspring.com

If you have questions about the organization and judging of the Games, contact Tom Eng, Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services, at



e-mail teng@osophs.dhhs.gov



phone 202-690-5825

Entry Form for the Partnerships '98 Technology Showcase and Games
Washington, DC, April 28, 1998, 10:00 a.m.-7:00 p.m.
Philadelphia, PA, 5:00 p.m. May 27-7:00 p.m. May 28, 1998
(Full Partnerships/AMIA meeting is May 27-30, 1998)



ONLINE REGISTRATION IS AVAILABLE, IF PAYING BY CREDIT CARD, AT <http://odphp.osophs.dhhs.gov/confnrnce/partnr98>.

IF ENTERING MORE THAN ONE WEB SITE OR APPLICATION IN THE GAMES, PLEASE DUPLICATE BOTH SIDES OF THIS ENTRY FORM AND SUBMIT ONE FOR EACH. ALL SHOWCASE AND GAMES APPLICANTS MUST COMPLETE BOTH SIDES.

Please note that Showcase/Games participants must arrive early to set up and may not leave early. Also, only table top exhibits are permitted.

Name: _____
 Title: _____
 Name of company/organization: _____
 Street address: _____
 City: _____ State: _____ ZIP Code: _____ - _____
 Phone: (_____) _____ Fax: (_____) _____
 E-mail address: _____ URL of organization's web site: _____

Name and phone number of contact person, if other than above: _____

Indicate the nature of your organization: government health plan/hospital/medical center educational institution
 other private nonprofit for-profit company individual (not incorporated) Are you an AMIA member? yes no

Fee schedule:

The Showcase fee includes one full conference registration, entitling one person to all conference meals, materials, and events, and two Showcase-entrance-only registrations for booth staff. It also includes draped tables, Internet connectivity, electricity, and an 8' x 10' space.

Entry forms must be postmarked by the dates indicated.

Showcase only in Washington, DC

Private/For-Profit Government/Nonprofit/AMIA member
 \$395 through 2/17/98 \$240 through 2/17/98
 \$470 after 2/17/98 \$300 after 2/17/98

Showcase only in Philadelphia

Private/For-Profit Government/Nonprofit/AMIA member
 \$860 through 3/16/98 \$515 through 3/16/98
 \$1,085 after 3/16/98 \$635 after 3/16/98

Showcase only at both locations

Private/For-Profit Government/Nonprofit/AMIA member
 \$1,000 through 2/17/98 \$600 through 2/17/98
 \$1,250 after 2/17/98 \$725 after 2/17/98

Games: Total number of applications entered in all locations:

Private/For-Profit _____ applications X _____ locations @ \$50 = \$ _____
 Government/Nonprofit/AMIA member _____ applications X _____ locations @ \$35 = \$ _____

Virtual Showcase only

(site bookmarked on demonstration workstation at both locations and listed on Partnerships '98 web site)

Private/For-Profit Government/Nonprofit/AMIA member
 \$40 through 3/16/98 \$25 through 3/16/98
 \$60 after 3/16/98 \$40 after 3/16/98

Payment Method

Check payable to **Partnerships Fund** is enclosed.
 Purchase Order # _____ is enclosed.
 Please charge to my: American Express MasterCard VISA
 Credit Card Number _____ Expiration Date _____
 Signature _____ Date _____

Showcase Subtotal	\$ _____
Games Subtotal	\$ _____
Virtual Showcase Subtotal	\$ _____
TOTAL FEE ENCLOSED	\$ _____

Complete both sides of this form



Registration will be confirmed only upon receipt of the fee(s) along with the entry form(s) and summary(ies). Registration online must include payment via credit card. If paying by check or purchase order, please register by mail (**Attn: Partnership '98 Showcase, Infinity Conference Group, 423 Carlisle Drive, Suite A, Herndon, Virginia 20170**).

Refund requests must be in writing and faxed or postmarked by March 20, 1998 for Washington, DC only and by April 20, 1998 for Philadelphia only. A \$50 handling fee will be assessed. No refunds will be given after the dates indicated above.

Entry Information

Name of the web site or other application being entered: _____

URL of web site being entered: _____

Please select up to two categories from the list below that best describe your application. For Games participants, these will be your judging categories.

1. Health Information (General)
2. Health Information (Specific/Tailored)
3. Decision Support
4. Peer and Emotional Support
5. Health Promotion and Disease Prevention
6. Self-Care, Condition Management, and Diagnostic Support
7. Provider-Patient Communication
8. Patient Interfaces to Medical Records and Medical Institutions
9. Systems for Specific Populations
10. Other (You may propose a category. Judging committee will make final selection and may assign your application to a different category.) _____

For Games Participants:

What type of judging do you want for your web site or application?

- Expert judging panel and popular vote
- Popular vote only

Summary Description of Web Site or Application

Describe your web site or other application in less than 200 typed words (i.e., purpose or function, intended audience(s), health subject(s), type of application, type of media and platform used).

PLEASE NOTE: SUMMARIES LONGER THAN 200 TYPED WORDS WILL NOT BE INCLUDED IN THE CONFERENCE PROGRAM OR WEB SITE.



PLEASE FAX YOUR ENTRY FORM (IF PAYING BY CREDIT CARD) TO INFINITY CONFERENCE GROUP, 703-925-9453.