



The

Health IT Fair

The University of North Carolina at Chapel Hill

E-Newsletter



There are just a few weeks until the 2nd Bi-Annual Health IT Fair and we are anticipating a great turn-out. Check out our ads for the event which will be broadcast on National Public Radio and published in *The Daily Tar Heel*.

Be sure to mark your calendars for other upcoming health informatics events. On September 26th, join us for the **Public Health Informatics Workshop** at the Friday Center. (See page two for more details and a link for registration.) The next Health IT Fair is set for Thursday, January 31, 2013. This fair will be a first for our health community at UNC, as we are combining the fairs from Allied Health, the Gillings School of Global Public Health, and the Carolina Health Informatics Program. The venue is set for the Ram's Head Recreation Center. We hope to see you all at these upcoming events!

01. In This Issue:

- Note from Public HealthPage 2
- CHIP Student Highlight.....Page 2
- Practicum Project.....Page 3
- CHIP Alumni Highlight.....Page 4
- CHIP Faculty Highlight.....Page 4
- Vendor ListPage 5
- Sponsor Highlight.....Pages 5-9

2nd Bi-Annual *Health IT Fair* at UNC Chapel Hill Pleasants Family Assembly Room, Wilson Library October 5, 2012 1-4:30pm



Bill Gentry
Director
Page 2



Brad Wheeler
Student Highlight
Page 3



Britt Ritter
Alumni Highlight
Page 4



Note from Gillings School of Global Public Health

Bill Gentry, MPA

Assistant Director of Executive Programs and Program
Director of Public Informatics Certificate



Greetings from Gillings School of Global Public Health!

The UNC Gillings School of Global Public Health is excited to partner with the School of Information and Library Science (SILS) in presenting our new graduate certificate in public health informatics. Public health informatics is an emergent area that has been defined as the systematic application of information and computer science and technology to public health practice and research. It is distinguished from other health care informatics specialties in its focus on population /community health, prevention orientation and the role of government agencies in public health practice. The public health informatics program is offered by the School of Public Health as a residential, 12-credit hour specialized educational option for our full-time graduate students to prepare them for a variety of public health informatician roles. The School supports the Carolina Health Informatics Program (CHIP) and its upcoming Health IT Fair. We also will conduct a one day public health informatics workshop in conjunction with SILS and invite everyone out to the Friday Center on Wednesday, September 26. Workshop information and registration can be found at: http://www.sph.unc.edu/school/learning_sharing_networking_public_health_informatics_23662_13940.html

CHIP Student Highlight

Brad Wheeler, MPH

Public Health Informatics Certificate Student

Community partnership and disaster preparedness
link together an informatics interest.



My choice to study in the field of public health was a product of my interests in biological sciences and in policy and data analysis. After receiving a Bachelor of Music degree from Penn State, I decided to enter the MPH program at East Carolina University -- a program that quickly acclimated me to health disparities, emergency preparedness, and the opportunities that community partnerships bring to extend the work of local public health. While at ECU, my interests in public health and technology first intersected when I created a publicly-oriented web application to display disaster preparedness resources using the Google Maps API. I am currently pursuing a Ph.D. in epidemiology at the UNC Gillings School of Global Public Health focusing on quality of life among individuals with cancer and their interactions with the health care system.

Public Health Informatics is giving me additional tools to explore and think about the design of complex systems at a time when disruptive technologies are at our fingertips. I'm excited to be pursuing my Certificate in Public Health Informatics at UNC - an institution on the frontier of research and a leader in information science.

Practicum Project

NC Health Information Portal Education Program Design For the North Carolina Institute of Public Health

A Practicum by Richard Schaedler

Project Description

To develop an educational program to train public health personnel in the effective use of the North Carolina Health Information Portal (NC-HIP.)

What is NC-HIP?

- GIS-based
- interactive web atlas
- health data visualization tool
- an adaptation of a health center mapping tool called HealthLandscape.

What can it do?

- allows health professionals, policy makers, academic researchers and planners to combine, analyze and display information in ways that promote better understanding of health and the forces that affect it.
- brings together various sources of health, socio-economic, and environmental information in a convenient, central location to help answer questions about and improve health and healthcare.
- turns the Community Health Center or clinic's data into maps of the patients being served, the core neighborhoods that comprise the service area, and areas with the densest concentrations of patients.

Method / Approach

Identify Best Practices for Training Through Literature Review

Define the Audience

Learn the Tool Through a Train the Trainer Class and Hands-On Learning

Produce Training Materials, Including Three Powerpoint Presentations: Basic, Advanced, and Analytic Classes

Literature Review Search Results:

Search Term	Total Results	Relevant Result
"public health worker training"	16	6
"patient portal education"	0	-
"patient portal training"	4	0
"dashboard training"	11	1
"community health assessment training"	0	-
"health assessment training"	31	5
"best practices training curriculum"	6	0
"training curriculum best practices"	1	0
"curriculum design"	17,674	1+
"public health curriculum design"	2	2
"public health" + "curriculum design"	2,058	9
"course design"	21,345	6+
health + "course design"	4,375	7+
"public health" "course design"	970	10
"instructional design"	24,304	1+
"teaching analytics"	89	3
"teaching health statistics"	16	6
"building online training"	12	1
"developing online training"	85	5

This poster has been accepted into the Healthcare Information and Management Systems Society (HIMSS) annual conference. See Richard's poster in its entirety: <http://:chip.unc.edu>

CHIP Alumni Highlight***Britt Ritter*, Pharm.D.****Clinical Information Science (CIS) Certificate graduate**

The passing of the American Recovery and Reinvestment Act (ARRA) leads to opportunities in healthcare.



In 2009, Britt Ritter was working as a Clinical Pharmacy Specialist in the North Carolina Jaycees Burn Center, within the University of North Carolina (UNC) Hospitals, as well as a Clinical Assistant Professor for almost five years at the UNC Eshelman School of Pharmacy. That same year, President Barack Obama signed into law the American Recovery and Reinvestment Act (ARRA), which included the Health Information Technology for Economic and Clinical Health Act (HITECH), allowing \$25.8 billion in spending for health information technology. Britt was paying attention. He felt the new law could provide opportunities to explore a new area of healthcare within his own field of pharmacy. He was certain that this new and developing field of health informatics could benefit from an experienced clinical pharmacy practitioner, in that the fields of pharmacy and computer science were similar in both principle and function.

Britt now uses his training at Duke University to promote medication safety, improve clinical decision making, outcomes in patient care, and to improve awareness of clinical health information.

**CHIP Faculty Highlight*****Claudia Gollop*, Ph.D.**
Frances Carroll McColl Term Professor

Childhood experiences spark early interest in health information retrieval.

Maybe it was her childhood maladies such as allergies and asthma that caused Dr. Claudia Gollop to take an interest in health issues. In any case, she found herself always looking for health information wherever she could find it. Claudia began to read health-related literature published in the US and abroad. It wasn't until recently that this passionate curiosity, formed long ago, developed into what became consumer health information. Lately, her interest has expanded to include the rapidly growing area of health informatics.

Because so much interest is moving towards health IT, like personal health records and health information that is accessible on the Internet, Claudia's teaching has shifted focus to the informatics area. This former librarian completed her dissertation in "Health Information Seeking Behavior," and when she started teaching at UNC-SILS, a big part of her focus was on health librarianship in academic and public arenas. Now she finds herself teaching classes titled "Consumer Health Information and Health Sciences Environment."

Claudia's research currently focuses on "Cardiac Rehabilitation" (CR) Referrals. She is looking at how or whether patients are referred following a cardiac event and why there seems to be an information gap in patients not being referred or not participating in CR programs. While CR is thought to be of great benefit to many cardiac patients, currently, there is no standardization on referring patients to CR rehabilitation.

October 5th Health IT Fair Attendees:

*Vendors:

Allscripts

Bioinformatics Core @ Lineberger
Comprehensive Cancer Center

bioMerieux

Blue Cross and Blue Shield

Carolinas Healthcare System

Cerner

CliniPace

Coastal Connect Health
Information Exchange

Community Care of NC

EHR 2.0

Epic

IBM

IntraHealth

LabCorp

McKesson

Merge

Mosaic

NC Division of Public Health

NC Health Information Exchange

RENCI

RTI International

SAS Institute

Social & Scientific Systems

TEK Systems

*Sponsors and

Panel Participants:

Allscripts

bioMerieux

Carolinas Healthcare System

Cerner

Coastal Connect HIE

Community Care of NC

Epic

Intra Health

McKesson

Mosaic

RTI International

SAS Institute

Sponsor Highlight:

Silver Level

For over 30 years, in more than 90 countries, IntraHealth International has empowered health workers to better serve communities in need. IntraHealth fosters local solutions to health care challenges by improving health worker performance, strengthening health systems, harnessing technology, and leveraging partnerships. Our mission—to empower health workers to better serve communities in need around the world—also encompasses all of the individuals who support health workers in their jobs: from educators and software developers to health facility managers, lab technicians, and community leaders. Our approach to improving health care calls for listening, analyzing, and collaborating with leaders and communities to develop the most effective solutions for a particular environment. In collaboration with governments, nongovernmental organizations, and private-sector organizations around the world, IntraHealth champions the needs and contributions of health workers.

CapacityPlus, funded by USAID and led by IntraHealth International and partners, is a global project uniquely focused on the health workforce needed to achieve the Millennium Development Goals. Placing health workers at the center of every effort, CapacityPlus helps countries achieve significant progress in addressing the health worker crisis while also having global impact through alliances with multilateral organizations. CapacityPlus serves partner countries and multilaterals by offering state-of-the-art expertise, models, tools, training, and analyses adapted to each context. These services help countries move closer to having the right health worker in the right place with the right skills and support.

iHRIS, a facet of the CapacityPlus project, is a suite of web-based, open source software that supplies health-sector leaders with information to track, manage, and plan the health workforce. It is specifically designed for use by ministries of health, professional health councils, and other organizations in low-resource countries. Using iHRIS, managers and other decision makers can identify health workforce issues and plan interventions. Increasingly, many countries and organizations are joining the global iHRIS community in adopting and adapting the iHRIS software for their own needs.



Sponsor Highlight:
**Gold
Level**

Health care is too important to stay the same

Ultimately, nothing matters more than our health and the health of our families.

Each of us wants a health experience designed for ourselves and our family. As our co-founder and CEO, Neal Patterson, often says, "Health care is personal."

At Cerner, we recognize the critical nature of health providers' work, and we take patient outcomes seriously. Working with our clients, we develop cutting-edge information technology that unlocks new methods, treatments and cures.

That's why Forbes magazine recently recognized us as one of the most innovative companies in the United States (#8).

Making health care all it can be

Prior to joining Cerner, Jerry Chamberlain, MS, RN, was dedicated to his patients as critical care and transplant ICU nurse.

"It's humbling to think what I do on a day-to-day basis is really impacting patients in hospital beds all over the world," said Jerry, the past president of a nursing informatics organization, ANIA-CARING.

Jerry's not alone.

One in eight Cerner associates are clinicians. Their work is more than a job — it's a chance to improve the quality and efficiency of care.

To change the state of health care, we're looking for people like Jerry — people who want to make health care all it can be.

As a Cerner associate, you'll have the chance to impact lives all over the world, starting with your own. Let's see what we can do — together.

For more information about how you can advance your career with Cerner, please visit www.cerner-careers.com.

Cerner at a Glance

- 11,000+ associates worldwide
- Headquartered in Kansas City, Mo.
- 9,300 client sites in 24 countries on six continents
- Workforce grew 140% between 2000 and 2012

"I don't think there could be a better partner than Cerner. Our success has indicated we are in the cockpit with the right co-pilot."

Hugh Greene

President and CEO

Baptist Health

Jacksonville, Fla.

Sponsor Highlight:
**Silver
Level**

MOSAIC | Progressive
Healthcare
Technology

Based in Winston Salem, NC- Mosaic Technology combines various EMR's into a single consolidated medical record.

The focus is to increase quality of health care delivery while reducing overall health care cost.

Sponsor Highlight: Gold Level

RTI International is an independent, nonprofit institute that provides research, development, and technical services to government and commercial clients worldwide. Our mission is to improve the human condition by turning knowledge into practice.

Established in 1958 as the Research Triangle Institute, RTI has a distinguished history of scientific achievement in the areas of health and pharmaceuticals, education and training, surveys and statistics, advanced technology, international development, economic and social policy, energy and the environment, and laboratory testing and chemical analysis. RTI's staff of more than 2,800 supports projects in more than 40 countries.

RTI is working to advance the safe, effective, and efficient use of health IT and improve patient and population health both in the United States and worldwide. In addition, RTI brings multidisciplinary research and technical expertise to bear on the real-world challenges of adopting and implementing health IT and health information exchange to achieve meaningful use of health information. The Center for the Advancement of Health IT has been established at RTI to better support all of these efforts, organized around three focus areas: policy analysis and implementation, patient-centered tools, and system and outcome evaluations that promote better care while reducing unnecessary costs.



Allscripts proudly supports Carolina Health IT

Sponsor Highlight:
**Gold
Level**

Allscripts provides innovative solutions that enable a connected healthcare community. More than 180,000 physicians, 1,500 hospitals and 10,000 post acute care organizations trust Allscripts to improve patient care and deliver world-class outcomes.

Allscripts

Allscripts provides innovative solutions that empower all stakeholders across the healthcare continuum to deliver world-class outcomes. Our clinical, financial, connectivity and information solutions for hospitals, physician practices and post-acute organizations are the essential technologies that enable a Connected Community of Health™.

Open to the future of health

It seems the only constant in our healthcare industry is change. Regulatory issues, shrinking reimbursements and other market factors are creating big changes in the way we practice medicine.

Harvard business professor and acclaimed author Clayton Christensen stated "History shows that in all industries, as technology evolves, proprietary always gives way to open architecture." We agree. To deliver on the vision of a Connected Community of Health, we have to promote an 'Open' platform.

Being Open is key to a thriving healthcare community because care must be coordinated across settings: from physicians' offices to hospitals to post-acute settings and beyond. As a Healthcare Information Technology provider to all of these settings, Allscripts is Open to innovating and collaborating with industry partners and our clients because Open is not only our platform...it's who we are.

Looking for top talent

Allscripts recruits and hires top talent who have a passion for healthcare information technology and who want to help build a connected community of health. Please visit our careers site at www.allscripts.com/careers to learn what our current opportunities are. We are hiring for various positions in our Solutions Development, Professional Services, and IT/Information Services organizations.

www.allscripts.com



Sponsor Highlight:
**Gold
Level**

McKesson is in business for better health. As America's oldest and largest healthcare services company, we provide pharmaceuticals, medical supplies, and information technologies to customers in almost every segment of the industry. We advance our customers' success by making their businesses run better and improving their connectivity while helping to deliver better care to millions of patients every day. Our vision is to create a healthcare system that leads to lower costs, fewer mistakes, higher quality, and better health for all.

As a McKesson employee, you can impact better health. With over 175 years in the business, we understand the past, present and future of this dynamic industry. McKesson supports over 30,000 employees through an environment where opportunity, creativity and responsibility grow. If you are interested in career opportunities, please visit our website at www.mckesson.com/mckessononcampus.

As the world's largest independent business analytics company, founded in academia more than 34 years ago, SAS is a global company with more than 11,000 employees in local and regional offices in 54 countries. SAS leads the pack with proven solutions for customers to access relevant, reliable, consistent information throughout their enterprises, giving them the ability to make the right decisions and achieve sustainable performance improvement. By enabling them to seize the opportunities and attendant benefits afforded by their data, SAS has been giving customers around the world THE POWER TO KNOW®.

With global concerns about containing the cost of health care, discussions in many countries about how best to care for an aging population and the ongoing debate in the US on health system reform, it's clear that those health care organizations that can adapt swiftly and strategically to changing dynamics will be better prepared to succeed long-term. There has never been a greater need to derive trusted insights from data, and the use of advanced analytics is critical.

SAS has pioneered a distinctly unique corporate culture that has allowed us to attract and hire the best and brightest. The philosophy that drives SAS is simple: Put employees and customers first and the benefits will follow, be it extraordinarily high customer satisfaction, impressive employee loyalty and retention – and ultimately – a consistent and profitable revenue stream. In 2010 and again in 2011, SAS ranked as the No. 1 company to work for in the US on the FORTUNE 100 Best Companies to Work For list after making the list every year since it began in 1998.

Sponsor Highlight:
**Bronze
Level**

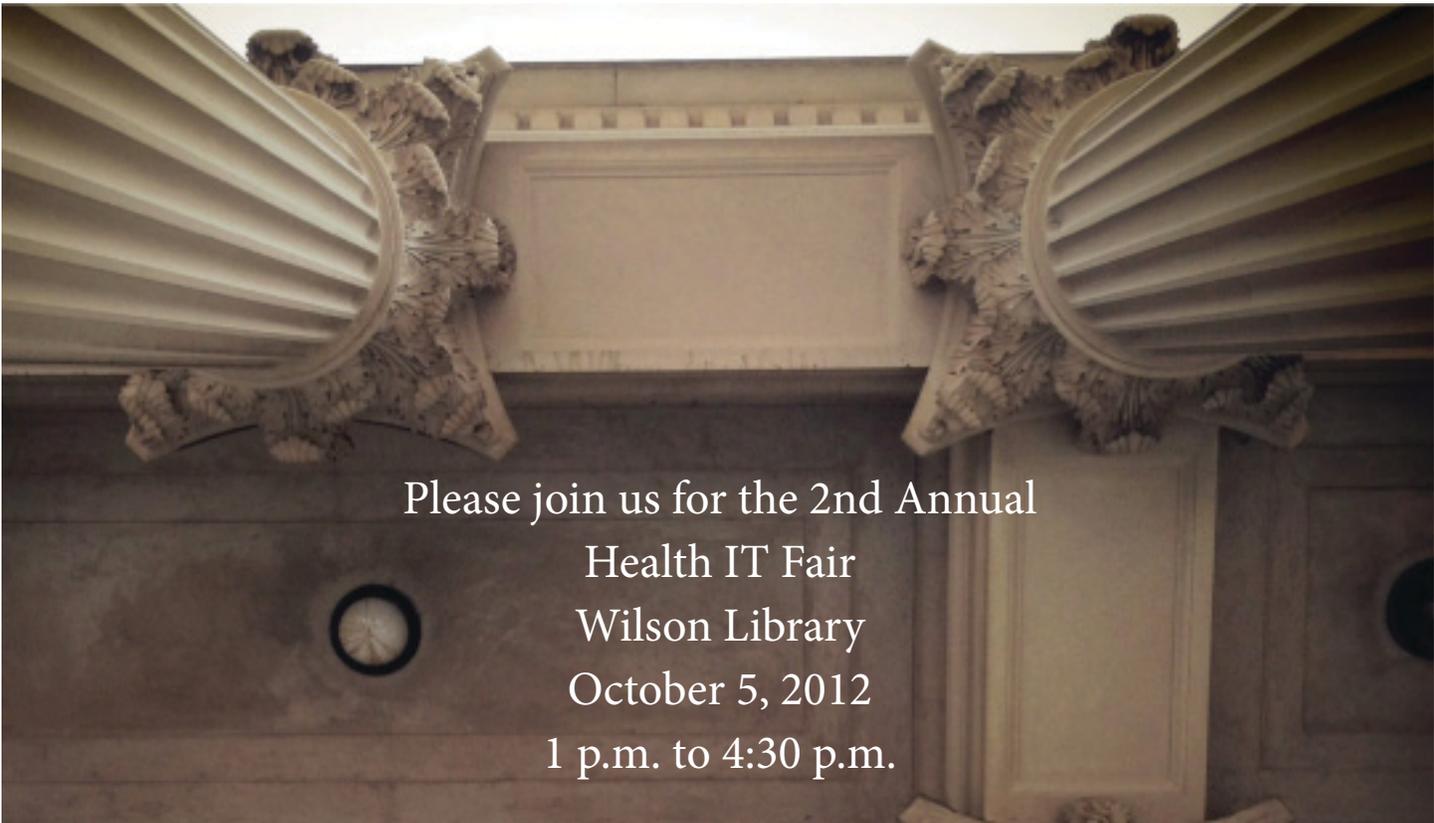
Sponsor Highlight:
**Silver
Level**

People are at the heart of every successful business initiative.

At TEKsystems®, we understand people.

Every year we deploy over 80,000 IT professionals at 6,000 client sites across North America, Europe and Asia. Our deep insights into IT human capital management enable us to help our clients achieve their business goals – while optimizing their IT workforce strategies. We provide IT staffing solutions, IT talent management expertise and IT services to help our clients plan, build and run their critical business initiatives. Through our range of quality-focused delivery models, we meet our clients where they are, and take them where they want to go, the way they want to get there.

TEKsystems® supports all major segments of the healthcare industry including: Payers, Providers, Life Sciences, Public Health, and the Technology/Software Services verticals. Our dedicated team of technical recruiters and account managers maintain relationships with 81% of the IT workforce and deploy more than 4,500 healthcare IT professionals annually to help our clients accomplish their critical engagements.



Please join us for the 2nd Annual
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Wilson Library
October 5, 2012
1 p.m. to 4:30 p.m.