

Innovative Enhancements of Health Department Web Sites to Support Core Functions and Essential Services *A Webinar Sponsored by Microsoft*

WHEN

Wednesday, July 19th, 2006
3pm ET, 2pm CT, 1pm MT, 12pm PT

FORMAT

This 90-minute webinar reveals various ways health departments use their web site and the Internet to support their programs and services. Presentations are followed by a moderated question and answer session.

ATTENDEES

This webinar is by invitation only, and is open to NAPHIT members and IT leaders in health departments.

BACKGROUND

Over the last decade, organizations have learned a great deal about using their web sites to effectively market services and provide valuable information to site visitors. More advanced organizations took that a step further, and recognized the opportunities for using their web sites to expand and support service delivery.

Today, visitors to the web sites of our nation's health departments will see considerable enhancements to those sites that help the departments more effectively display and convey information critical to their communities and stakeholders. Some innovative health departments at the state and local level now use the Web to provide services and other benefits to their clients and citizens. For example, some now use web sites to provide and support health education, facilitate access to services and programs; provide information on community health and environmental issues; and deliver public health alerts and other information to allow citizens to appropriately prepare and respond to public health emergencies and disasters.

In many cases, the web site functionality being used by these innovative health departments can be easily transferred to and implemented by other health departments with little or no modification. Through this webinar, NAPHIT will highlight the diversity of web site functionality that health departments can implement, demonstrate the value of such functionality, and encourage our stakeholders to consider how they could adopt these web site enhancements to maximize their web site as a tool and resource to support public health.

WHAT WILL BE PRESENTED

In this webinar, NAPHIT convenes a panel that presents innovative ways health departments use their web sites and the Internet to support public health programs and services.

ESRI, one of NAPHIT's corporate partners, opens the discussion by demonstrating how many of the company's health department clients incorporate GIS functionality in their websites to publish map and globe interfaces that provide health-related data and emergency information to the public, researchers, and other agencies. The Virginia Department of Health (VDH) then talks

about noteworthy enhancements to its web site that support the VDH's programs and services, highlighting the department's use of its web site to help them provide culturally and linguistically appropriate programs and services. Finally, attendees will hear from ISIS, Incorporated, a 501(c)3 non-profit organization that works with various health departments across the US—at both the state and local level—to establish online STD partner notification and syphilis testing services. ISIS products are used in the California and Indiana state health departments, and in the city health departments of San Francisco, Chicago, Los Angeles, Philadelphia, and Portland.

WHAT YOU WILL LEARN

Upon the completion of the presentation, participants will understand:

- The variety of ways that public health departments use their web site and the Internet to support their programs and services.
- The value health departments gain through these innovative web site uses.
- The challenges and issues health departments face in these web site projects.
- Additional enhancements planned for expanding web site and Internet use to further support health department programs and services.

COST

No charge to invited attendees. Your registration allows you to dial in one time to the event. You may conference in as many people as you would like into your phone line, but you **MAY NOT** dial into the official audiocast line more than once or use the web link more than once. Please do not share/pass along the call-in information.

JOINING THE MEETING

All NAPHIT members and invited health department CIOs/Directors of IT will receive instructions prior to the meeting date if you are on our mailing list.

If you wish to attend and are not a member, please consider joining NAPHIT. If you are a CIO not on our mailing list, please contact yclaudio@naphit.org to arrange attendance.

QUESTIONS

Please e-mail info@naphit.org with any questions. Thank you.

About NAPHIT

The National Association for Public Health Information Technology (NAPHIT) is a national non-profit organization that provides leaders in public health information technology with an avenue to exchange ideas and experiences, discuss and shape current public health information policy, and learn about tools and technologies that help them better support public health.

As a national organization, NAPHIT members represent states, territories, locals and other public health agencies and organizations. We collaborate on and exchange ideas and best practices to improve quality and reduce costs of public health information systems and information technology. We also influence the development and adoption of standards in public health information technology through advocacy and advice to decision makers at the federal, state and local level, and promote a strategic approach to managing information technology solutions that support public health programs.