

SUCCESS STORY

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES - HEALTHDATA.GOV

HEALTHDATA.GOV LEVERAGES GOVDELIVERY AND DKAN TO BUILD INFRASTRUCTURE AND CONNECT USERS TO IMPORTANT HEALTH DATA.

SITUATION

Increasing accessibility and usability of national health data.

Healthdata.gov is the data repository for the U.S. Department of Health and Human Services (HHS). It's also a website with a publicly accessible catalog of health, social services, and research data. In early 2015, HHS took on the task of updating its five year old data repository to afford better access to high-value health and social services data in support of research, health care innovations, and transparency. HHS needed to update the platform's underlying technology for more efficient performance and a better user experience so researchers, providers, and health insurance teams would have better access to health data.

HHS required a technology that could aggregate "big data" from disparate data sources to create a big-picture view for its diverse audiences. With priorities to maintain more organizational consistency and bi-directional feedback to drive more machine-readable datasets, HHS had a long-range vision to build its data portal to work seamlessly with its Drupal open-source content management system. It was also important for HHS to find a robust, open-source platform for its open-data program to ensure long-term flexibility, extensive customization and more options to adapt to the changing needs of its customers.

Once the new solution was in place, another goal was to drive audiences to its health data assets while continuously improving user experience on the site. To this end, HHS needed to find a solution that went above and beyond meeting technical requirements, including having a team of experts on call for customer support and a full-service solution.

HealthData.gov

ABOUT

The U.S. Department of Health & Human Services (HHS) enhances and protects the health and well being of all Americans. The mission is fulfilled by providing effective health and human services and fostering advances in medicine, public health and social services.

"Government resources should be openly available and reusable. We're excited to be able to benefit from cross-governmental collaboration. We're able to contribute to and benefit from a community of agencies working on similar projects."

DAMON DAVIS

DIRECTOR OF THE HEALTH DATA INITIATIVE, U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

SOLUTION

Liberating health data to ensure key audiences have access to an array of datasets.

HHS utilized an innovative procurement method supported by the HHS Buyer's Club to conduct an expeditious open analysis on the best solution for Healthdata.gov and soon decided to partner with GovDelivery's Open Data team.

HHS chose GovDelivery for two primary reasons:

- 1. Seamless Integration.** GovDelivery Open Data

features a powerful open source, open data platform, DKAN, which is built entirely on the popular Drupal content management system. DKAN allowed HHS to customize nearly every aspect of design, administration, workflow, and development for Healthdata.gov. It stood out as a top option because of its familiarity, ease of conversion, and cost effectiveness. (HHS previously operated Healthdata.gov with CKAN and Drupal side by side – two solutions that were not developed together, which created operational challenges.)

2. Holistic approach to Open Data. While a variety of solutions exist that could have supported HHS from a technology standpoint, few integrated added services, customization, data advisory, and support. GovDelivery offered a complete solution with a full suite of cataloging, publishing, and visualization features that met HHS' technology requirements, backed with the powerful GovDelivery Communications Cloud, which offered a full suite of digital communication capabilities. In addition, GovDelivery provided the implementation help and customer support HHS needed to be successful. The team of experts and powerful tools together helped HHS create impact.

HHS implemented DKAN in early 2015 and launched the new Healthdata.gov in beta in June, in time for the Health Datapalooza. To promote the new data portal, HHS leveraged communication channels like email, blog content, speaking engagements and social media. With the GovDelivery Open Data team, HHS leveraged the deep knowledge of a team of open data experts to drive more usage of the available assets on Healthdata.gov.

Through technology, HHS creates a modern public data portal.

Through the support of GovDelivery, HHS is meeting its goals of connecting more people to valuable resources and improving access to critical health data resources.

Implementing the GovDelivery Open Data solution created an open-source community to support:

1. The creation of the U.S. government's most comprehensive catalog of health data. Healthdata.gov now includes more

than 2,000 data sets from organizations like Centers for Medicare and Medicaid Services, the Administration for Children and Families, U.S. Food and Drug Administration, and Centers for Disease Control and Prevention, as well as many state and local governments.

2. Opportunities for more entrepreneurs, payers, providers, patients and developers to leverage data for decisions. Organizations like [ProPublica](#), [ROWD Map](#), [DocGraph](#) and many more already leverage the massive, centralized data resources to improve visibility into patient care, healthcare costs, risk analysis and other key performance indicators to improve quality of care around the world.

The implementation of Healthdata.gov has been widely successful and the team continues to support the drive for innovation through data. The site will roll out an innovative data feedback capability in late 2015, ramping up user feedback and engagement to improve access to critical health data resources.

“We’re looking forward to capitalizing on our communication opportunities through GovDelivery to amplify the health innovation message and drive a larger audience to understanding how much data are available to them.”

DAMON DAVIS

DIRECTOR OF THE HEALTH DATA INITIATIVE, U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

 **RESULTS**

ABOUT GOVDELIVERY

Over 1,000 public sector organizations use GovDelivery's highly-secure cloud solutions every day to enhance the citizen experience for more than 100 million people. GovDelivery offers leading solutions for managing government communications, internal and external learning, and open data. The GovDelivery Network offers a unique and impactful way for public sector organizations to work together to cross promote content and increase digital reach. Organizations using GovDelivery see higher utilization of citizen services and greater citizen engagement.