INSTRUCTIONS

1 – Find a Group

Find a friend, or better yet someone you would never typically work with – ideally folks completely outside your expertise and even comfort.

Pro Tip: Make sure they're fun.

2 – Play the Game

Create some Pitch Cards, Mad-Libs style. Fill in the blanks and use the Taxonomy Cards for ideas. Find a "White Hat" to help and pick their brain. Now put together a pitch and make it your own (be able to speak to it and answer questions).
(Note: you must use at least one source from Public Data.)

Pro Tip: Go fast and do a bunch of these – the key is repetition.

3 – Make Your Pitch

Use your Pitch Cards as notes. Sort through them and find the best. When we start the 'sharing' portion, send a representative to make a 30-second pitch to the world.

Pro Tip: Sharing is key – we want to hear what you've come up with – and don't mind the "Judges," they're here to ask questions and push us.

PITCH CARD

Our idea is: _____

It's a _____ Product…

    for the _____ Market.

It addresses the _____ Business Need…

    for the _____ Population …

    in the _____ Segment.

It will use _____ for Source Data

    and _____ as Measurement Data…

    specifically Public Data from _____ .

We'll have to watch out for _____ Barriers…

    but we'll have _____ as Competitive Advantages.

Healthcare Entrepreneurs' BootCamp

PITCH CARD

Our idea is: _____

It's a _____ Product…

for the _____ Market.

It addresses the _____ Business Need…

for the _____ Population …

in the _____ Segment.

It will use _____ for Source Data

and _____ as Measurement Data…

specifically Public Data from _____ .

We'll have to watch out for _____ Barriers…

but we'll have _____ as Competitive Advantages.

Healthcare Entrepreneurs'
BootCamp

Data Access

(Availability, Cost, Etc.)

TAXONOMY CARD: Barriers

Data Quality

(Time/Frequency/Delay, Quality, Volume, Etc.)

TAXONOMY CARD: Barriers

Sales

(Owner/Decision Maker, 'Need', Budget, Etc.)

Market

(Readiness, Displacement, Disintermediation, Etc.)

TAXONOMY CARD: Barriers

Scalability / Complexity

(System / Architecture, Personnel,
Product-vs.-'Customization', Etc.)

TAXONOMY CARD: Barriers

Etc.

(What are other Significant <u>Barriers</u>?)

TAXONOMY CARD: Business Need

Cost Savings

Clinical Quality Improvement

TAXONOMY CARD: Business Need

Customer Service Improvement

TAXONOMY CARD: Business Need

Member Satisfaction Improvement

TAXONOMY CARD: Business Need

Increase Sales

(Market Share, Preferred Products, Etc.)

Reduce Switching

(Competitors, Product Fallout, Retention/Loss Conversion, Etc.)

TAXONOMY CARD: Business Need

Competitive Differentiation

Build Brand

TAXONOMY CARD: Business Need

Reduce Disparity

TAXONOMY CARD: Business Need

Etc.

(What's another Great <u>Business Need</u>?)

TAXONOMY CARD: Competitive Advantages

Data

(Source, Frequency, Grain, Volume,
'Proprietary' Nature / Access, Etc.)

System / Technology

(Architecture, 'Pipes', "Cool" New Tech, Etc.)

Usability

(Design, User Experience, Learning / Teaching, Pretty Colors, Etc.)

Intelligence

(Metrics, Indexes, Benchmarks, Prediction, Etc.)

Charm

(Winning Personality, Good Looks, Etc.)

TAXONOMY CARD: Competitive Advantages

Etc.

(What are other Significant <u>Competitive Advantages</u>?)

Payer

(Size, Non/Profit Status, Etc.)

TAXONOMY CARD: Market

Hospital

Provider

TAXONOMY CARD: Market

Long Term Care

Primary Benefits Manager

TAXONOMY CARD: Market

Pharma

TAXONOMY CARD: Market

Accountable Care Organization

Direct to Consumer

TAXONOMY CARD: Market

Etc.

(What's another Great <u>Market</u>?)

Program / Intervention

(Disease Management, Health Engagement Management, Productivity Program, Nutrition Application, Etc.)

TAXONOMY CARD: Measurement Data

Public

(Census, CMS Sample Claims Syn DE-PUF, Provider Cost/Charge, Performance/STAR ratings, Etc.)

Claims

(Provider, Payer, Third Party Administrator,
ASO Employer, PBM, Etc.)

TAXONOMY CARD: Measurement Data

Electronic Health / Medical Record

Lab

Financial

(Cost / Expense, Revenue, Profit, Market Share, Etc.)

Web / Social Media / Mobile

TAXONOMY CARD: Measurement Data

Bio-Metric / Device

(Blood Glucose Meter, GPS Running Watch,
Old-Timey Strength Meter, Carnival Love Meter)

TAXONOMY CARD: Measurement Data

Commercially Available Profiles

(Credit Card, Magazine/Catalog Subscriptions,
Mailing List, Political Donor Registry,
Drug/Pharma Medical Supply Registries,
Internet Registries, Etc.)

Etc.

(What are other Great <u>Measurement Data</u>?)

Clinical

(Chronic, Wellness, Behavioral, Etc.)

Socio-Demographic

(Gender, Age, Affluence, Race, Rural/Urban, Etc.)

TAXONOMY CARD: Population

Provider Access

(High/Low Access, Preferred/Non-Preferred Status, Unwarranted Variation, Etc.)

Etc.

(What's another Great <u>Population</u>?)

TAXONOMY CARD: Product

Chronic

(Disease Management, Case Management, Risk/Cost Stratification, Etc.)

TAXONOMY CARD: Product

Wellness

(Nutrition Program, Productivity Program, Etc.)

TAXONOMY CARD: Product

Provider Interaction

(EH/MR, Office Work Flow Management,
Value-Based Purchasing, Etc.)

Customer Service

(CRM, Business Process Optimization, Etc.)

TAXONOMY CARD: Product

Customer Satisfaction

(Direct Member Outreach, Advertising, Benefit Configuration, Etc.)

Drug Prescription

(Alert/Interaction Notification, Compliance Program, Home Delivery Program, Auto Refill Program, Generic "Switching" Program, Etc.)

Etc.

(What's another Great <u>Product</u>?)

TAXONOMY CARD: Public Data

CMS Provider Charge Data

http://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/Medicare-Provider-Charge-Data/index.html

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

CMS Performance / STAR Data

http://www.cms.gov/PrescriptionDrugCovGenIn/06_PerformanceData.asp

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

CMS Part B National Summary

http://opengovdata.pbworks.com/Part-B-National-Summary-Data-File

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

Nursing Home Compare (CMS)

http://opengovdata.pbworks.com/Nursing-Home-Compare

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

Hospital Quality Compare (CMS/HQA)

http://hospitalcompare.hhs.gov/

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

Consumer Assessment of Healthcare Providers and Systems (CAHPS)

https://www.cahps.ahrq.gov/default.asp

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

CMS Cost Report (HCRIS)

http://opengovdata.pbworks.com/Centers-for-Medicare-and-Medicaid-Services-Cost-Report-Data

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

Health Indicators Warehouse (HIW)

http://healthindicators.gov/

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

Dartmouth Atlas for Unwarranted Variation

http://www.dartmouthatlas.org/

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

Community Health Status Indicators (HHS)

http://www.communityhealth.hhs.gov/homepage.aspx?j=1

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

County Health Rankings & Roadmaps

http://www.countyhealthrankings.org/

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

Robert Wood Johnson Foundation Aligning Forces for Quality (AF4Q)

http://www.rwjf.org/qualityequality/af4q/

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

DATA 2010 (Health Promotion Statistics at the National Center for Health Statistics - Healthy People 2010)

http://opengovdata.pbworks.com/DATA2010

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

Food Desert

http://www.ers.usda.gov/data/fooddesert/fooddesert.html

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

Shortage Designation: Health Professional Shortage Areas & Medically Underserved Areas/Populations

http://bhpr.hrsa.gov/shortage/

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

Behavioral Risk Factor Surveillance System (CDC)

http://www.cdc.gov/brfss/

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

National Committee for Quality Assurance (NCQA)
HEDIS and Quality Measurement

http://www.ncqa.org/tabid/177/Default.aspx

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

National Plan and Provider Enumeration System (NPI)

http://nppes.viva-it.com/NPI_Files.html

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

Supplemental Nutrition Assistance Program Participation and Cost (SNAP)

http://opengovdata.pbworks.com/Supplemental-Nutrition-Assistance-Program-Participation-and-Cost-Data

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

TAXONOMY CARD: Public Data

Substance Abuse Treatment Episodes (N-SSATS)

http://opengovdata.pbworks.com/National-Survey-of-Substance-Abuse-Treatment-Services

Note: Make sure to check Level, Grain, Time and other Elements & Attributes to make sure this will serve the intended use (contract/county, procedure codes, etc.)

Etc.

(What are some other sources for Great <u>Public Data</u>?)

TAXONOMY CARD: Segment

Commercial Payer

(Commercial, Commercial Slice, Individual,
Overseas, Pet, Etc.)

Medicare

(Medicare, Medicare Advantage, Part D, Etc.)

Medicaid

(Adult, Pediatric, Etc.)

TAXONOMY CARD: Segment

Employers

(Small/Large, Administrative Services Only, Etc.)

Product Configuration

(PPO, HMO, HDHP, Etc.)

TAXONOMY CARD: Segment

Etc.

(What's another Great <u>Segment</u>?)

Program / Intervention

(Disease Management, Health Engagement Management, Productivity Program, Nutrition Application, Etc.)

Public

(Census, CMS Sample Claims Syn DE-PUF, Provider Cost/Charge, Performance/STAR ratings, Etc.)

TAXONOMY CARD: Source Data

Claims

(Provider, Payer, Third Party Administrator, ASO Employer, PBM, Etc.)

Electronic Health / Medical Record

Lab

Financial

(Expense, Revenue, Profit, Market Share, Etc.)

TAXONOMY CARD: Source Data

Web / Social Media / Mobile

Bio-Metric / Device

(Blood Glucose Meter, GPS Running Watch,
Old-Timey Strength Meter, Carnival Love Meter)

TAXONOMY CARD: Source Data

Commercially Available Profiles

(Credit Card, Magazine/Catalog Subscriptions,
Mailing List, Political Donor Registry,
Drug/Pharma Medical Supply Registries,
Internet Registries, Etc.)

TAXONOMY CARD: Source Data

Etc.

(What are other Great <u>Source Data</u>?)