



San Diego 3/4/50 Application

"Health Is Local"

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- **Behavior**
 - Capture and track the behavior of our citizens
- **Prevention**
 - Focus on 4 Chronic diseases to reduce deaths
- **Provide Access To Data Via Simple Metrics**
 - To determine root causes
 - Drive Leading Indicators
 - Avoid data overload
- **Better Decisions By Stake-Holders**
 - County Policy Makers
 - San Diego County Citizenry
- **Action**
 - Simple data that speaks to Policy Makers (Color-coded)
 - Simple data that educates, informs the citizenry
 - Create incentive to track – **Can't manage what you can't measure**
- **Choices For the Citizenry**
 - App gives tool to capture and measure behavior
 - App tells about consequences of inaction (death!)
 - The Choice belongs to the citizen

Theme & Vision



The App Demo



- Extend the features of the Product
 - The citizen App
 - More simplified dashboards
- Add more meaningful metrics
- Close the loop – citizen action uploaded to refine Policy decisions

Next Steps



- Summary
- Question & Answer Session

Closure – Call For Action