

Team Interlucent

Using data for better health in San Diego

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The Problem

Making health care data tangible and actionable by policy makers and citizens - both of whom have limited resources to spend.

The Solution

- Make information personal by bringing health information home
 - ◆ Health outcomes on the neighborhood and street level
 - ◆ Neighborhood risk factors in full view
- Present a call to action
 - ◆ Rigorous, priority-based guidance for effective resource management
- Measure the effectiveness of actions over time.

Pareto Analyses and Street Level Views

- Pareto analyses focus users on the highest priorities, helping them make the best use of their limited resources
- Street level views are a window into the environment in which the problem exists

The Future

- **Trending:** Measuring the success of our actions
- **Enhancing:** Make the tool even more powerful by:
 - ◆ Adding health care cost data
 - ◆ Including more health-affecting neighborhood landmarks
 - ◆ Building the framework for community incentive programs and resources
- **Maintaining:** Uploading/adding and monitoring new data as they become available
- **Engaging** policymakers and citizens to track their progress to better health

Future development plans

- Add social media to promote competition between residents
 - ◆ Integrate FitBit and Nike Fuel data (and others)
- Add further community incentives
 - ◆ Reward programs from supermarkets/farmers markets
 - ◆ Promotions from local health organizations (gyms, phys ed classes, etc)
- Add additional geolocational and trending data as they become available



Web app demo

<http://anitacheng.com/livewellSD/index.html>

Thank you

to

the sponsors
the organizers
the caterers
and coffee



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