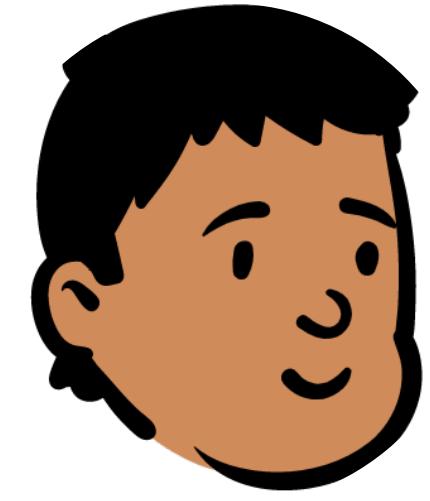


Wednesday, 11th August 2021

Redesigning Healthdata.gov

Bhav Jain + Chizobam Nwagwu
[cif> Civic Digital Fellows](#)

Hi there, I'm Bhav



Aspiring doctor and coder in Pittsburgh

Hi there, I'm Chizo



People advocate and novice gardner

Agenda

- 1 Describe healthdata.gov
- 2 Highlight user-centered design
- 3 Visualize the project scope
- 4 Share key insights
- 5 Walkthrough prototype
- 6 Recommend next steps

**What exactly is
Healthdata.gov?**

Welcome to HealthData.gov

This site is dedicated to making high value health data more accessible to entrepreneurs, researchers, and policy makers in the hopes of better health outcomes for all.



Search



Recent Datasets



Read Our Blog



HHS Protect Public Data Hub

Welcome to HealthData.gov

This site is dedicated to making high value health data more accessible to entrepreneurs, researchers, and policy makers in the hopes of better health outcomes for all.

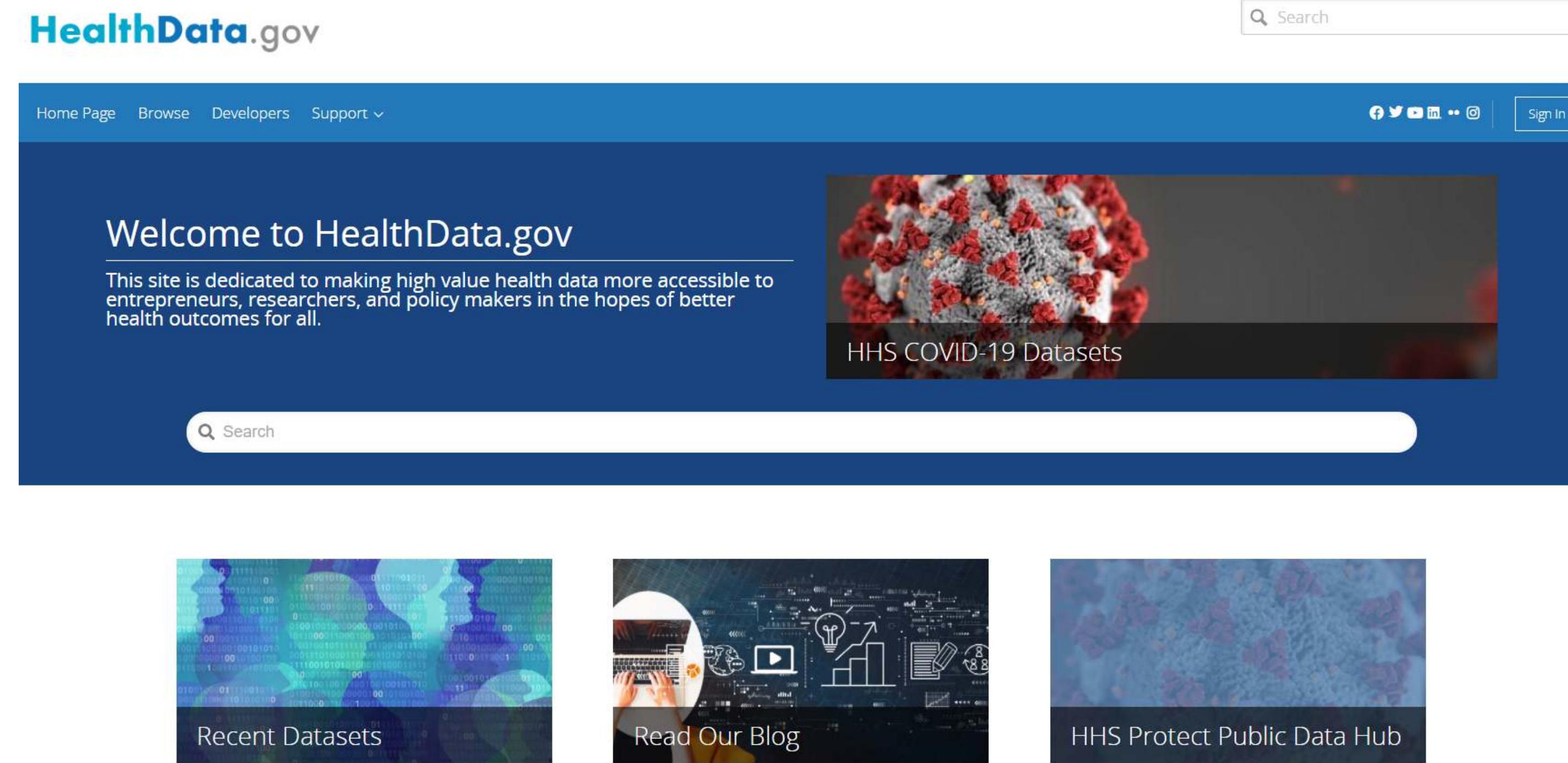
Search



What exactly is Healthdata.gov?

The site aims to appeal to several different user types and use cases.

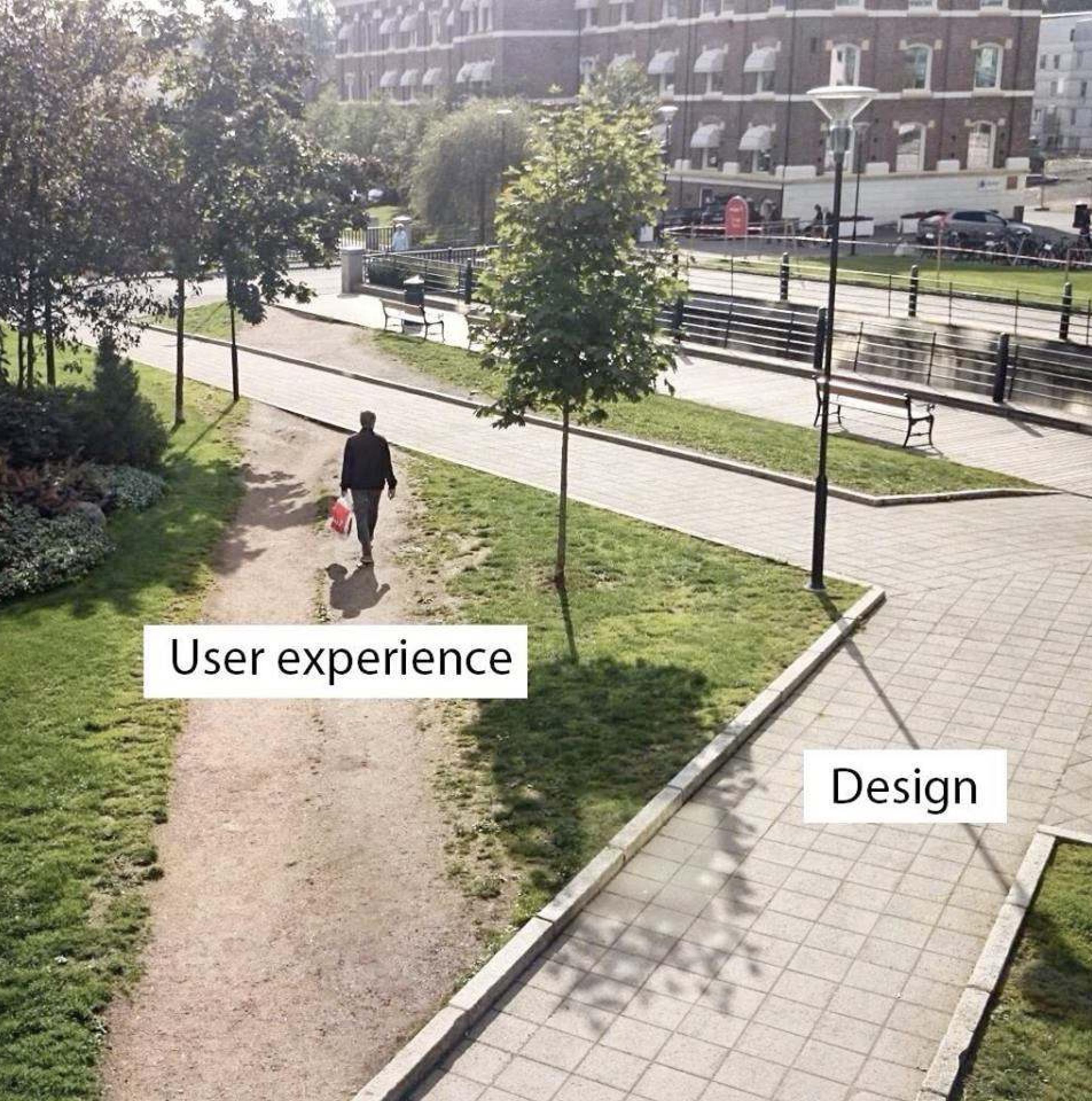
However, OCDO whether the intended users and the actual users are aligning with the current version of the site. The current site also offers few engagement opportunities other than the blog post section.



What exactly is Healthdata.gov?

The program theory and theory of change may be misaligned.

Existing public information indicated that user needs and site administrators may hold very different perspectives on what this site is meant to do.



**Who uses
Healthdata.gov?**



“A user is someone who has a relationship or potential relationship with the organization.”

indi young, product and problem space researcher

“The problem space is all about the person and their purpose. And within the problem space, that person can select from any number of products, solutions, methods, etc, to make progress, some of which don’t involve an organization or product at all.”

indi young, product and problem space researcher

problem space

**How org
supports
users now**

solution space

**How might we redesign
Healthdata.gov to
better support users?**

Listening phase

Early Jun - mid July

Prototyping phase

Late Jun - Early Aug

Handoff phase

Early Aug - Fellow End

Research Methods

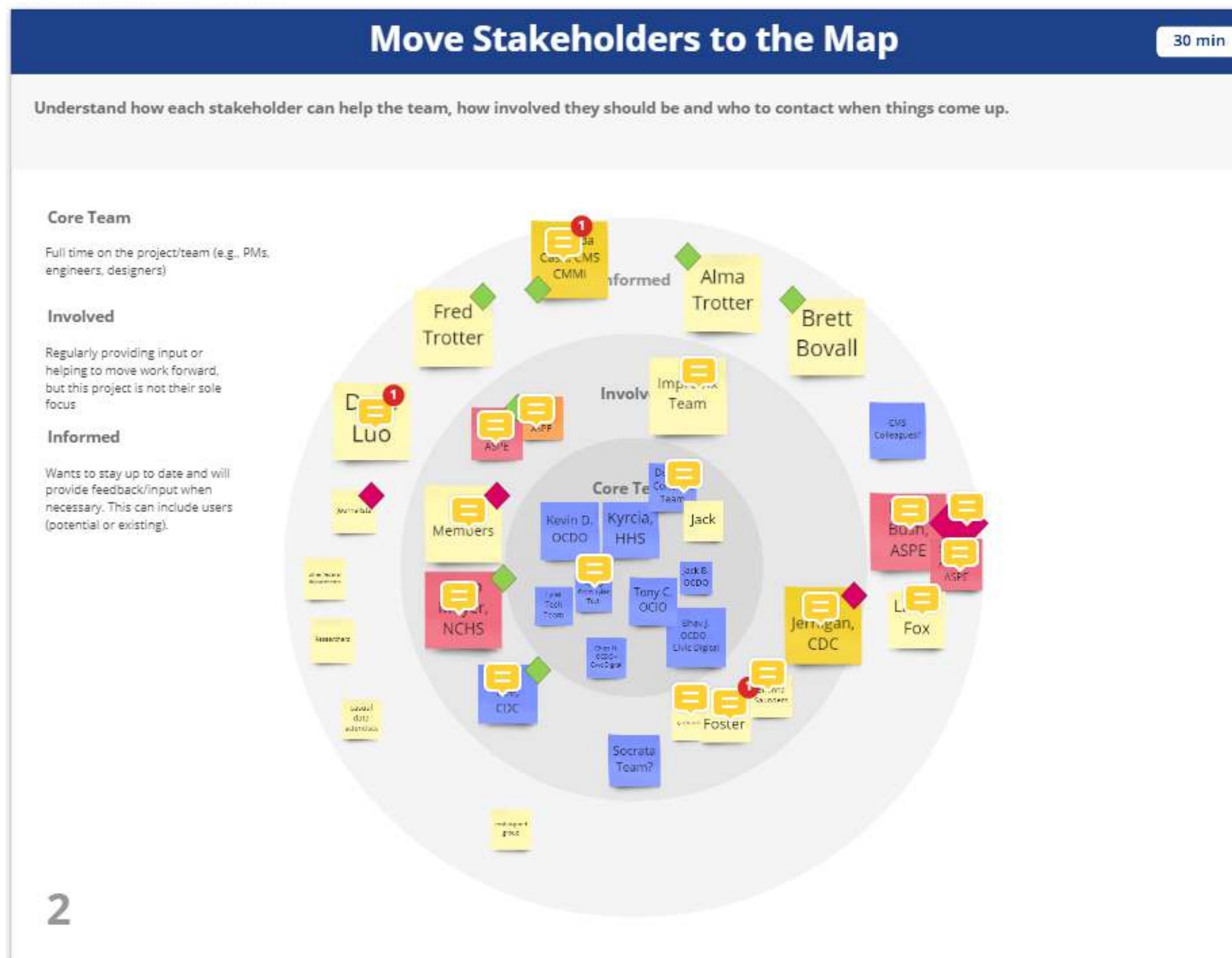
1. Identified key product stakeholders
2. Conducted unstructured listening sessions
3. Led prioritization workshop
4. Affinity mapped coded responses
5. Faciliated design critique

Research Methods

1. Identified key product stakeholders

2.
3.
4.
5.

ssions



Research Methods

1. Identified key product stakeholders
2. Conducted unstructured listening sessions

<input type="checkbox"/>	4	I think personally it's been useful to see just much more data coming out. Even in the fall we saw that things are shaky for a while and there was ultimately better even better data coming out from the various sources that were consolidating within the federal government. I think the, the data is there now, essentially for all the major metrics that we need, whether it...	Data quality Timeliness
8	3	I think half your data sets are worthless. I think a good are not useful at all. And I actually think it's, this is a related problem, which is to say you've released what's easy. Not yet what's useful. And so what the I think the data sets that I have are much more high-impact and I know they're high end back that surgeons use and other people are experts. ...	Data quality Transparency
9	1	But at the same time, the Federal Government isn't providing vaccination numbers at a level that the White House is trusting and so some of the time, the White House is using our data, which is a little bonkers, given that they run they run	Data quality Transparency COVID

Research Methods

1. Identified key product stakeholders
2. Conducted unstructured listening sessions
3. Led prioritization workshop
4. Affinity mapped coded res
5. Faciliated design critique

When using Healthdata.gov, what is a problem that you face?

Feel free to be as specific as possible.



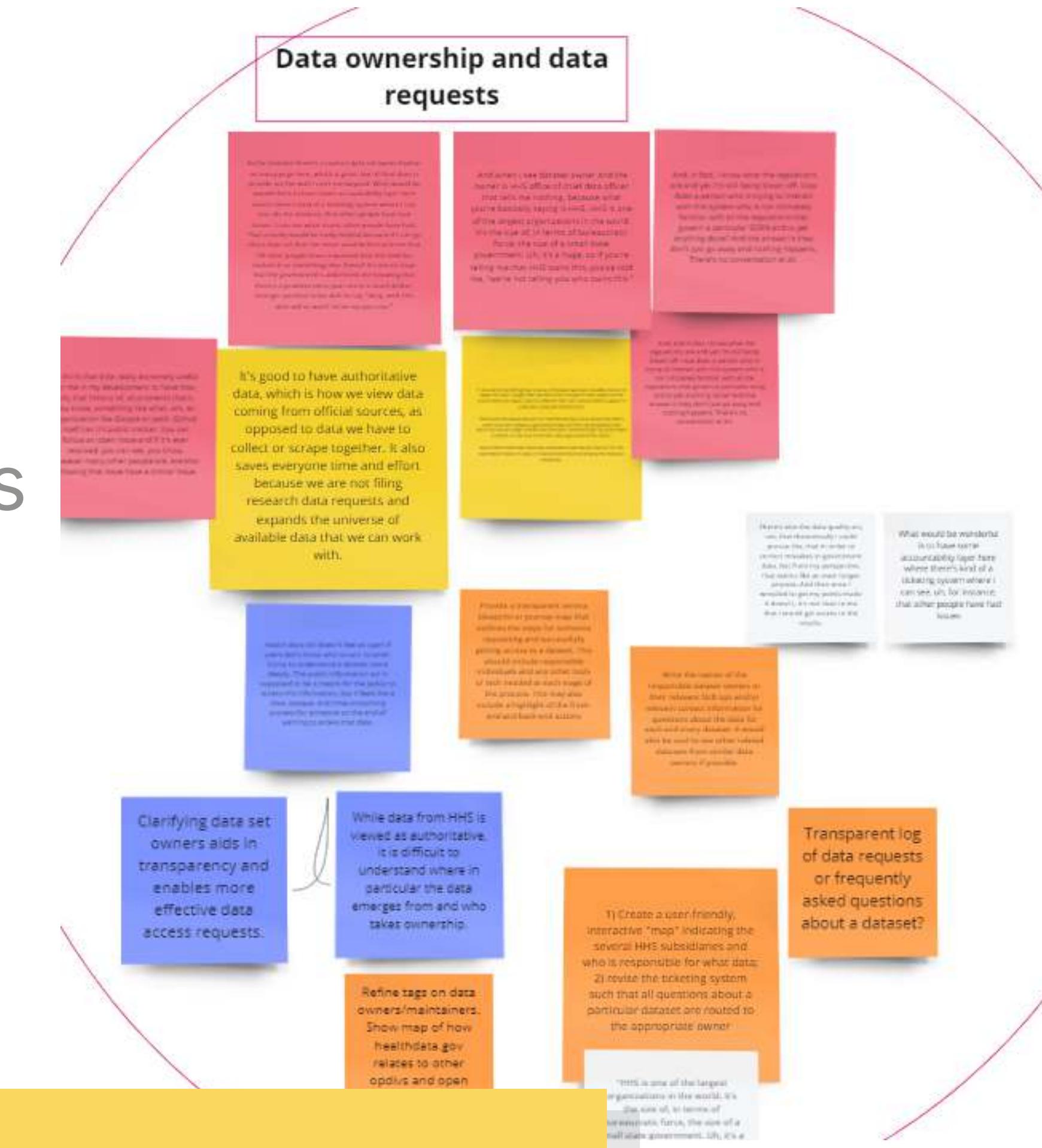
Research Methods

1. Identified key product stakeholders
2. Conducted unstructured listening sessions
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4. Affinity mapped coded responses
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Insight

Idea

Quote

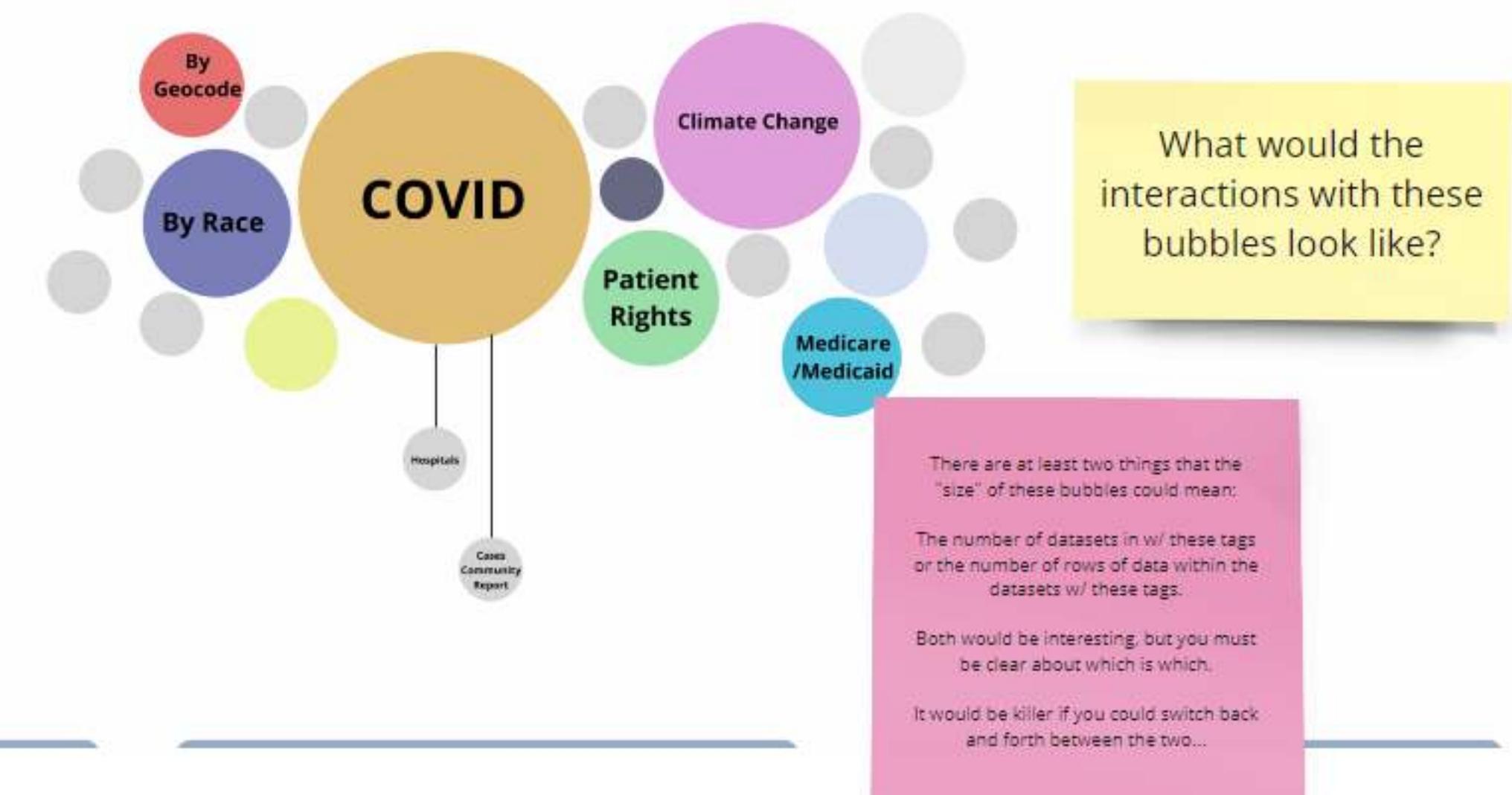


Research Methods

1. Identified key product stakeholders
2. Conducted unstructured listening sessions
3. Led prioritization workshop
4. Affinity mapped coded responses
5. Facilitated design critique

Full Data Catalog

Select a bubble to view sub-topic categories and be directed to relevant datasets.



Key insights from user research process

Themes

- 1 Addressing health equity
- 2 Data ownership and data requests
- 3 Understanding available data
- 4 COVID dashboard accessibility
- 5 Data for accountability and decision making

Addressing health equity



Addressing health equity

Insight

The current data repository makes it difficult to access or find data related to health equity. Given the depth of HHS data, there lies an interesting opportunity to highlight data that could inform health outcomes from different angles.

Addressing health equity

Ideas

- 1 Create blog posts highlighting health inequities and datasets
- 2 Create tags that include fields with demographic attributes
- 3 Create tags with geocodes or lat/long attributes
- 4 Highlight datasets relevant to HHS health equity priorities

Addressing health equity

Quote

“Hey what are small tasks that would be useful that somebody [external] could do? Consider not just releasing healthcare data through the site, but also start releasing what you and policymakers regard as [important]. [Identify] even small policy decisions that they feel could be answered in the data if they had an analysis of ABCD.”

Data ownership and data requests



Data ownership and data requests

Insight

Health data still doesn't feel as open if users don't know who to turn to when trying to understand a dataset more deeply. The public information act is supposed to be a means for the public to access this information, but it feels like a slow, opaque, and time-consuming process for someone on the end of wanting to access that data.

Data ownership and data requests

Ideas

- 1 Add relevant contact information for dataset owners clearly
- 2 Transparent log of data requests or questions about dataset
- 3 Provide a transparent service blueprint or journey map that outlines the steps for someone requesting and successfully getting access to a dataset

Data ownership and data requests

Quote

“HHS is one of the largest organizations in the world. It's the size of, in terms of bureaucratic force, the size of a small state government. Uh, it's a huge, so if you're telling me that HHS owns this, you've told me, “we're not telling you who owns this.”

Understanding available data



Understanding available data

Insight

Since feedback is difficult to access right now, open data still needs to be publicly explained to the public. Currently, there is no way for someone outside the group to get those understanding of the data. Also, people have a hard time knowing what exists when it comes to health data. They have a hard time searching for what's relevant and irrelevant.

Understanding available data

Ideas

- 1 Map or data Viz of what type of data exists by tags or subsidiary
- 2 Providing examples of how this data can be visualized or used
- 3 A FAQ section dedicated to popular datasets that easy to access
- 4 Writing blog posts or clear guides that tackle all that needs to be known about that dataset and how it's organized.

Understanding available data

Quote

“I think there's, there's a lot of richness in the federal data that goes untapped.”

COVID info accessibility

Insight

Several existing dashboards and data sources for COVID data but it's been difficult to navigate so many at a time. Users are in need of wanting a solid verified source for all COVID information to inform their decision making

COVID info accessibility

Ideas

- 1 Make HHS Protect Public more transparent to folks
- 2 Making the Community Profile Report a lot more accessible
- 3 Create tags with geocodes or lat/long attributes
- 4 Highlight datasets relevant to HHS health equity priorities

COVID info accessibility

Quote

“I don't think when I go to Healthdata.gov that I have a good idea of what data it's really trying to support, even with COVID data. What COVID data is there? Do they have COVID data?”

**COVID info
accessibility**





Data for
accountability
and decisions

Data for accountability and decisions

Insight

The more that is shared, the more trust that could be garnered with the general public, and the more confidence the public has in understanding how the government is making data-driven decisions, especially at HHS. This level of transparency and sharing of priorities could also help the government re-evaluate and bolster their data-driven strategies internally.

Data for accountability and decisions

Ideas

- 1 Sharing data stories on Healthdata.gov about how different Ops used data
- 2 Layout how data priorities by operating division and by topic potentially
- 3 Explicitly organize hackatons or community driven competitions or showcases for folks to contributing to these priorities -- crowdsourcing!

Data for accountability and decisions

Quote

“When you're talking [about] when the hardest thing is public, what that does is it creates a kernel that is resistant to misinformation.

Walkthrough of prototype

A screenshot of the HealthData.gov website, viewed in a web browser. The browser's top bar shows standard controls (red, yellow, green circles, back, forward, search, etc.) and the URL 'dribbble.com/sashalazar'. The main content area features a dark blue header with the 'HealthData.gov' logo in blue and white. Below the header, a navigation bar includes 'Home Page', 'Browse', 'Developers', 'Support', social media links (Facebook, Twitter, YouTube, LinkedIn, GitHub), and a 'Sign in' button.

The main content area has a dark blue background. On the left, there's a large 'Welcome to HealthData.gov' heading and a subtext: 'This site is dedicated to making high value health data more accessible to entrepreneurs, researchers, and policy makers in the hopes of better health outcomes for all.' To the right is a large image of a COVID-19 virus. Below the image is a call-to-action button labeled 'HHS COVID-19 Datasets'.

Below the main section are three smaller cards:

- Recent Datasets**: An image showing binary code and a globe, with a person's hands typing on a keyboard.
- Read Our Blog**: An image showing a person working at a desk with a computer monitor, surrounded by icons related to data analysis (lightbulb, chart, video camera, etc.).
- HHS Protect Public Data Hub**: An image showing a close-up of a COVID-19 virus.

At the bottom of the page is a teal footer bar containing the text 'A federal government website managed by the U.S. Department of Health & Human Services' and a list of links: 'About Us', 'Disclaimers', 'HHS.gov', 'Accessibility', 'No FEAR', 'WhiteHouse.gov', 'Privacy Policy', 'HHS.gov/open', 'USA.gov', 'Plain Writing', 'FOIA', 'GobiernoUSA.gov', and 'Vulnerability Disclosure Policy'. Below these links are small icons for social media platforms (Facebook, Twitter, YouTube, LinkedIn, GitHub).

Official site of the United States government

Healthdata.gov

Browse Datasets Community Corner Blog Help Center About OCDO

Find the data you need

View dataset types here

Enter dataset name or keywords...

All agencies/offices

Search

Most Popular (By Total Views)

New Datasets (By Publishing Date)

Recently Updated (By Date Modified)

COVID-19 Reported Patient Impact and Hospital Capacity by State Timeseries

COVID-19 Reported Patient Impact and Hospital Capacity by State Timeseries

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COVID-19 Reported Patient Impact and Hospital Capacity by State Timeseries

45.8K datasets

120 blog posts

11 divisions

For additional support explore the Help center

Featured Blog Posts

October 27, 2020

Using the power of data to hotspot the greatest social needs during the COVID-19 Pandemic

HHS organized disparate information sources into a machine-readable, open dataset on HealthData.gov to improve discoverability, enhance usability ...

October 27, 2020

Using the power of data to hotspot the greatest social needs during the COVID-19 Pandemic

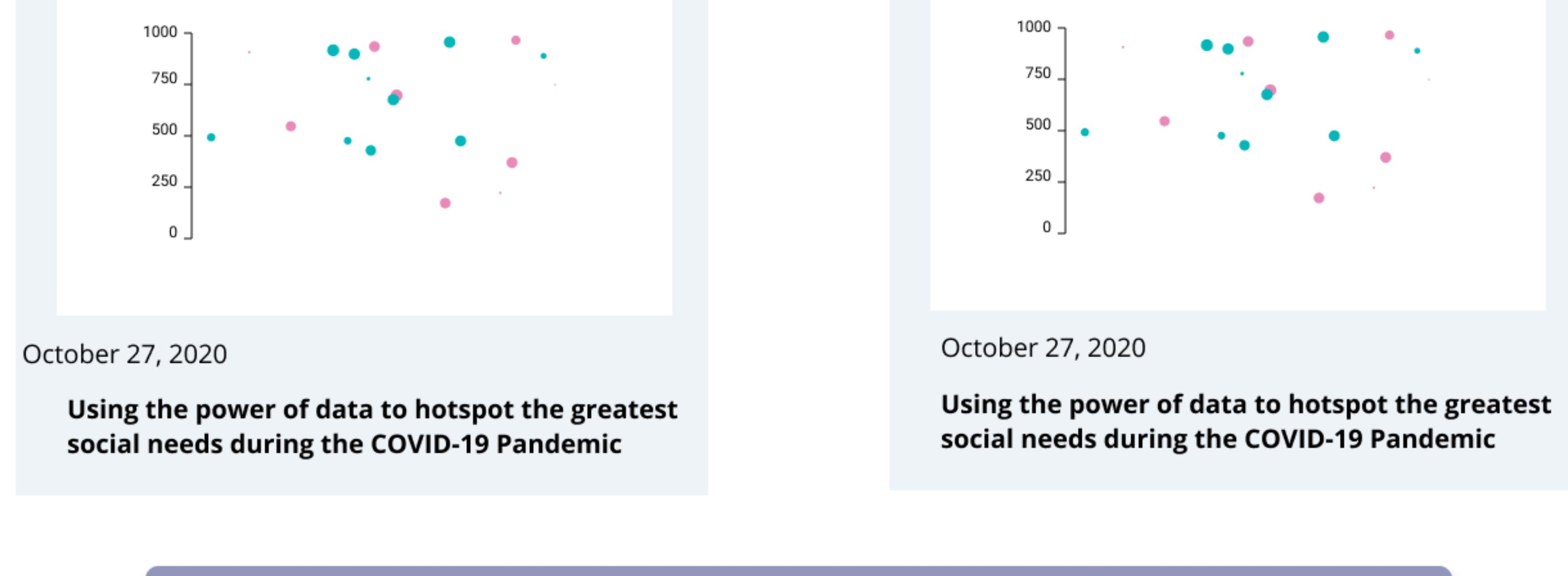
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October 27, 2020

Using the power of data to hotspot the greatest social needs during the COVID-19 Pandemic

HHS organized disparate information sources into a machine-readable, open dataset on HealthData.gov to improve discoverability, enhance usability ...

Health Data in Action



File request for information

Click to be redirected to FOIA.gov

123 requests filed

123 requests pending

123 requests processed

dribbble.com/sashalazar

An official website of the United States government [Here's how you know](#)

Privacy policy | Latest Updates

Healthdata.gov

Explore Data Data in action Read blog For developers About us

Data that helps inform better health outcomes

Search for HHS data

Data collections

Most Popular Publisher Picks Recently Added

COVID-19 Community Profile Report

Smiley was monstrous proud of his frog, and well he might be, for fellers that had traveled and been everywhere

COVID-19 Community Profile Report

Smiley was monstrous proud of his frog, and well he might be, for fellers that had traveled and been everywhere

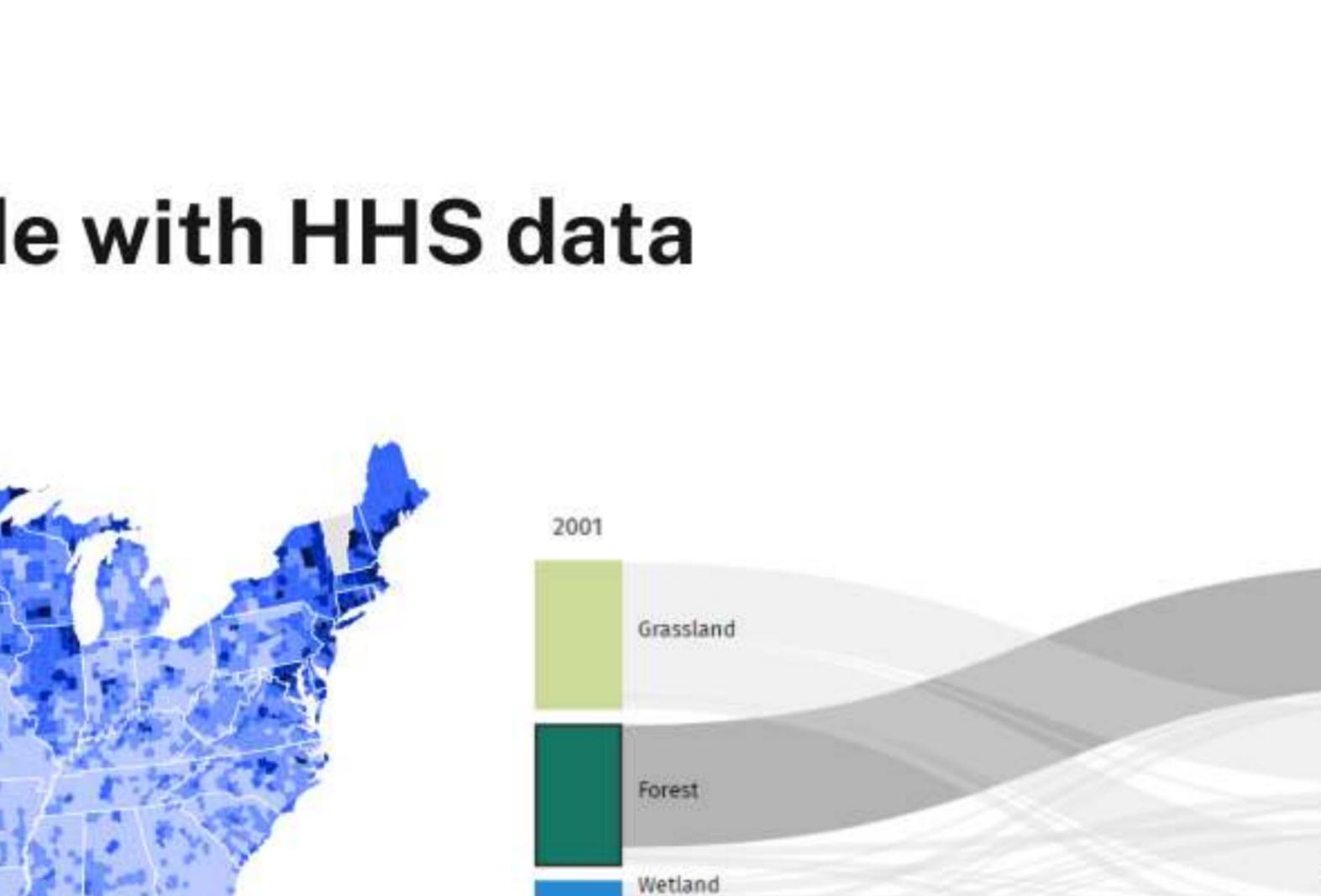
COVID-19 Community Profile Report

Smiley was monstrous proud of his frog, and well he might be, for fellers that had traveled and been everywhere

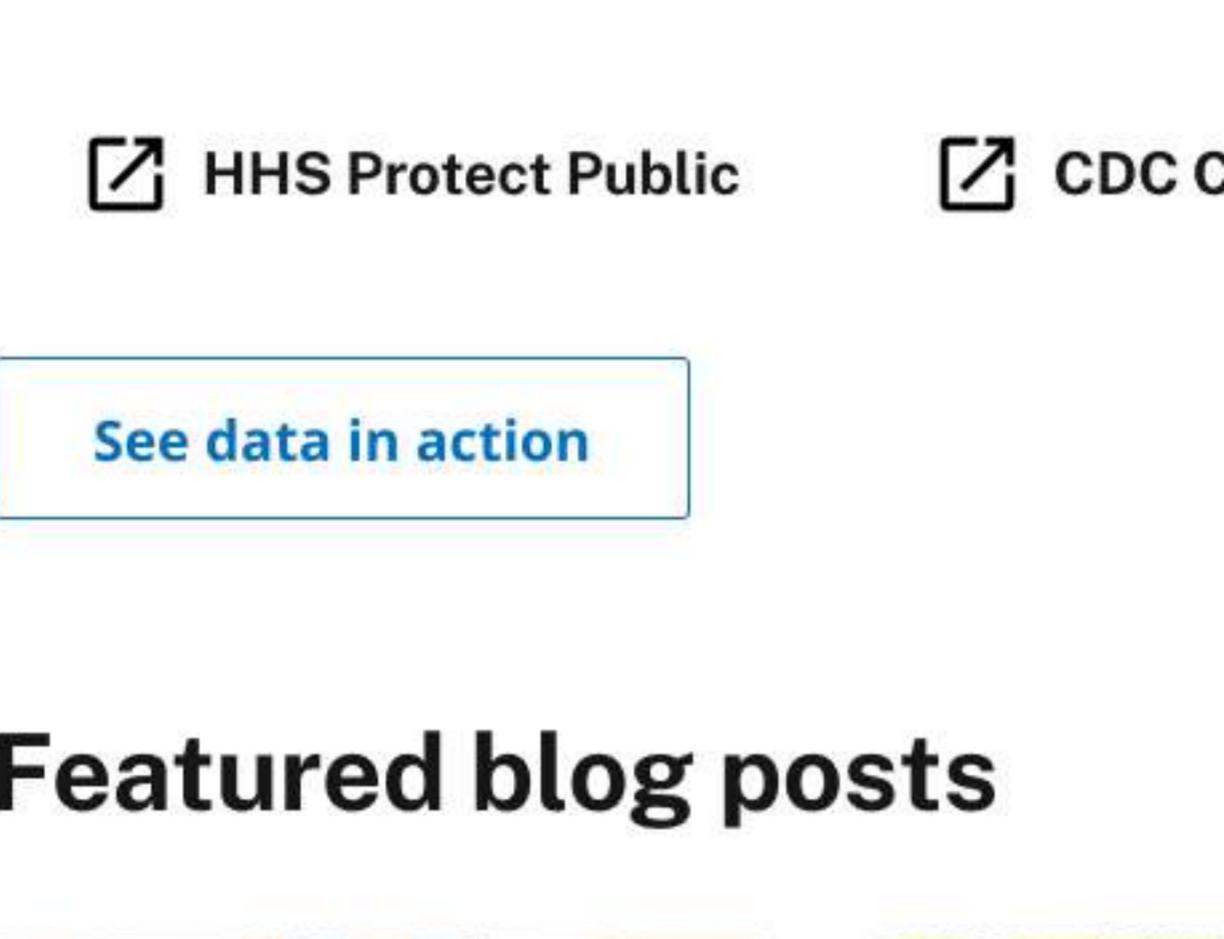
[Explore data](#)

Browse HHS data by topic or by agency

Size of the bubbles corresponds to the number of datasets for that topic. Select a bubble to be redirect to the related datasets.

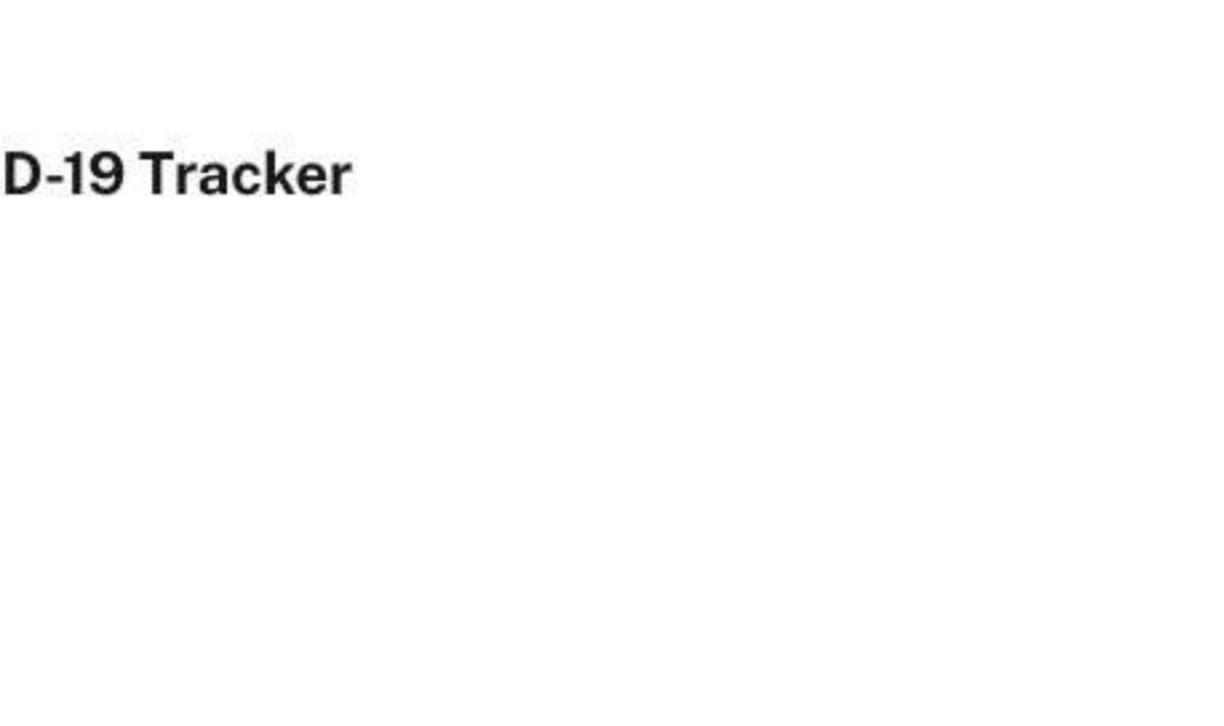


View tools made with HHS data



Card title

Smiley was monstrous proud of his frog, and well he might be, for fellers that had traveled and been



Card title

Smiley was monstrous proud of his frog, and well he might be, for fellers that had traveled and been

[HHS Protect Public](#)

[CDC COVID-19 Tracker](#)

[See data in action](#)

Featured blog posts



Card title

Smiley was monstrous proud of his frog, and well he might be, for fellers that had traveled and been everywhere



Card title

Smiley was monstrous proud of his frog, and well he might be, for fellers that had traveled and been everywhere



Card title

Smiley was monstrous proud of his frog, and well he might be, for fellers that had traveled and been everywhere

[Read blog posts](#)

[Return to top](#)

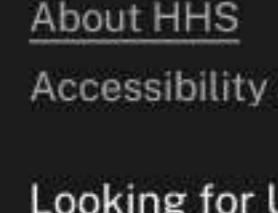
Documentation

Features

Getting started

About us

Privacy policy



Office of the Chief Data Officer

OCDO Contact Center

(800) CALL-GOVT info@ocdo.gov



An official website of the Department of Health and Human Services

About HHS

Accessibility support

FOIA requests

No FEAR Act data

Office of the Inspector General

Performance reports

Privacy policy

Looking for U.S. government information and services? Visit [USA.gov](#)

Metadata Project

1 Current Metadata Tags

2 Process

3 Visualization

Current Metadata Tags

The screenshot shows a software interface with a dark background. On the left, there is a sidebar with categories: Measures, Stories, Tags (which is currently selected), drinking water, lead, school, nndss, and nedss. Below these categories is a "Show All..." button. The main area is titled "Tags" and lists various tags with their counts: acuity (2), acute (9), acute care hospital building (2), acute care hospitals (2), acute infection (1), acute myocardial infarction (2), acute stroke (2), acute) (2), adams county (1), addiction (21), addictions (1), address (1), adenovirus (1), adjudication (1), adjusted length of stay (3), administration (5), administration and management (3), administration-for-children-and-families-department-of-health-human-services (4), administrative (26), administrative penalty (1), admission source (2), admission type (2), admit source (2), adolescent (9), adolescent births (3), adolescent health (1), adolescent mothers (2). To the right of the tags list, there are four cards showing document details: a file from August 11, 2021, with 44,511 views; a file from August 10, 2021, with 38,828 views; a dataset from August 9, 2021, with 37,121 views; and another file from August 10, 2021, with 33,800 views. A "Close" button is located at the bottom right of the main window.

Measures

Stories

Tags

drinking water

lead

school

nndss

nedss

Show All...

Tags

- acute (9)
- acute care hospital building (2)
- acute care hospitals (2)
- acute infection (1)
- acute myocardial infarction (2)
- acute stroke (2)
- acute) (2)
- adams county (1)
- addiction (21)
- addictions (1)
- address (1)
- adenovirus (1)
- adjudication (1)
- adjusted length of stay (3)
- administration (5)
- administration and management (3)
- administration-for-children-and-families-department-of-health-human-services (4)
- administrative (26)
- administrative penalty (1)
- admission source (2)
- admission type (2)
- admit source (2)
- adolescent (9)
- adolescent births (3)
- adolescent health (1)
- adolescent mothers (2)

Updated August 11, 2021
Views 44,511

+ File or Document

Updated August 10, 2021
Views 38,828

Dataset

Updated August 9, 2021
Views 37,121

+ File or Document

Updated August 10, 2021
Views 33,800

Close

Process

Identify primary metadata tag groups



Sort 4K tags into groups



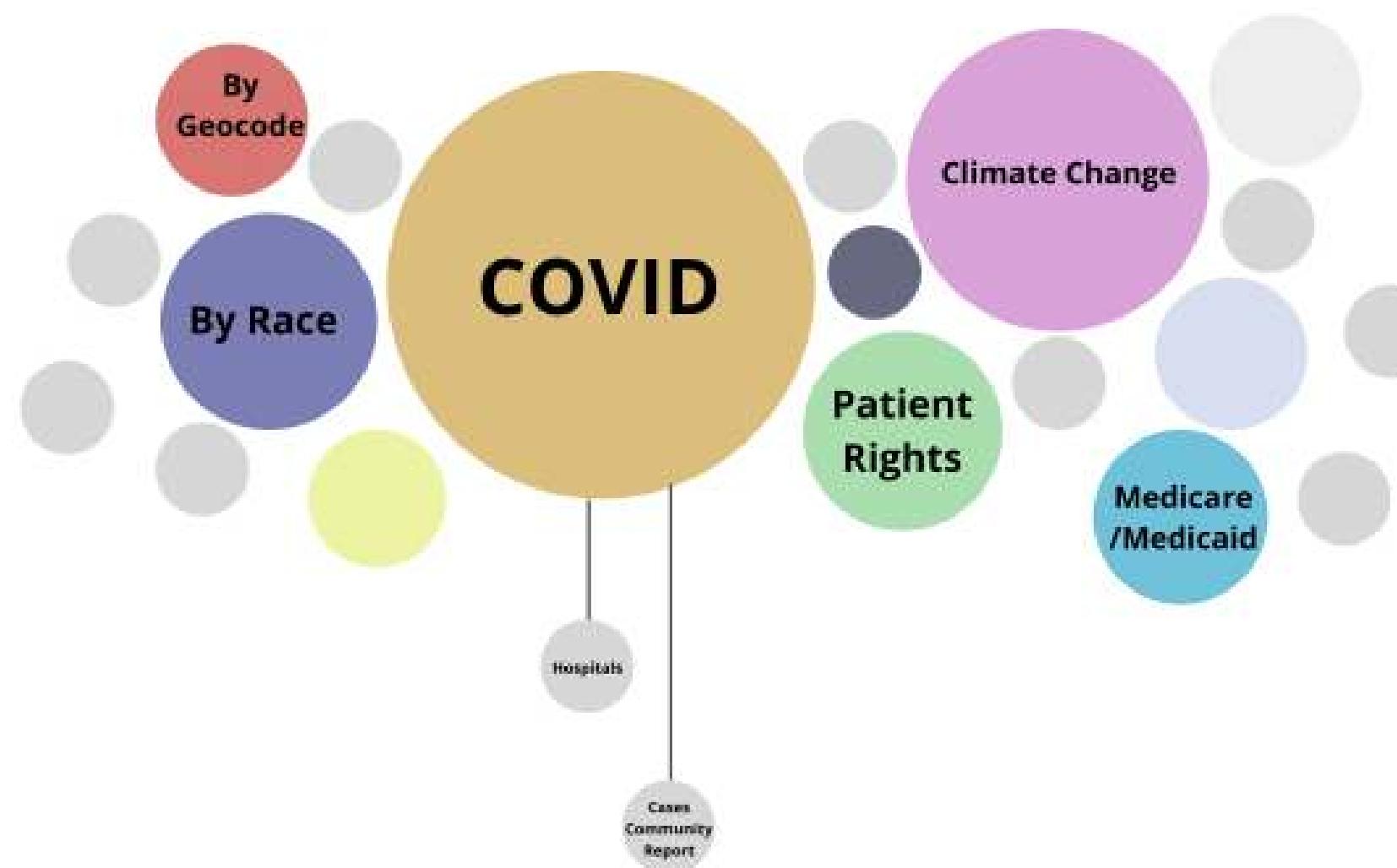
Create visualization for easy user searching

environment	medical	payment	equity	facilities
@sfclimatehealth	abdominal	cost (8)	access	adult care facilities
@sfclimatehealth.org	abdominal aortic aneurysm	cost center (2)	access to care	adult care facility
agricultural economics (2)	abdominal aortic aneurysm repair	cost composite score (4)	access to high quality public transit	adult day care
biota (19)	accidental falls	cost effectiveness (1)	access to parks	adult home
bull trout (6)	accidental puncture	cost report (5)	accessible technologies	adult residential
cities (9)	accidental puncture or laceration	cost reports (20)	accomodations	adult residential care homes
city (7)	activities of daily living	cost sharing reduction (1)	african american (8)	ambulatory (9)
climate change (17)	acute	cost transparency (2)	african americans (9)	assisted living (18)
climate effects (4)	acute infection	costs (6)	age (99)	assisted living facilities (7)
climate scenarios (4)	acute myocardial infarction	costs & safety (2)	age group (47)	assisted living program (3)
climate shield (12)	acute stroke	accelerated and advance payments	ambulatory surgical center (14)	assisted living residence (3)
climatologymeteorologyat	addiction	accountable care organization	american sign language (1)	asthma emergency department
	addictions	accountable care organizations	asian continental ancestry group (8)	at home care (2)
	adolescent	aco	asian indian (4)	average length of stay (6)
	adolescent births	attorney fees (3)	asianpi (1)	beds (14)
	adolescent health	billing (8)	black (7)	capacity (5)
	adolescent mothers	budget (12)	cantonese (5)	congregate facilities (6)
	adolescent vaccination	charge (7)	chinese (4)	congregate facility (6)
	adolescents	charge transparency (8)	community involvement (7)	
	adult	claims (74)	community (5)	
	adult care	coding and coding rules (9)	continental population groups (9)	
	adult cigarette use	cost (8)		
	adult physical activity	cost center (2)		

Visualization

Full Data Catalog

Select a bubble to view sub-topic categories and be directed to relevant datasets.



Moving forward,

next steps

Handoff materials

- 1 Socrata demo site
- 2 Figma files (component library + designs
- 3 Healthdata.gov playbook + user research summary

Recap

- 1 Describe healthdata.gov
- 2 Highlight user-centered design
- 3 Visualize the project scope
- 4 Share key insights
- 5 Walkthrough prototype
- 6 Recommend next steps

Thank you!

Any questions?



Acknowledgements

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