Outreach for W3C Healthcare and Life Sciences Interest Group

21 October 2008

W3C

Today's Agenda

- Outreach to date
- Upcoming opportunities
- Recruiting challenges
- Great story telling needed
- How to engage new participants
- What else should we do?

W3C

Outreach to date

- Many new members in 2008
  - Novartis
  - Mayo Clinic (SemTech)
  - Kaiser Permanente (SemTech)
  - Yale University (BioIT)
  - Alitora (SemTech)

- Meetings, calls with prospective members in progress:
  - Bristol Myers Squibb, Johnson & Johnson, GSK, Sanofi-Aventis, Roche, General Electric, Schering-Plough, Elsevier

Upcoming Opportunities

- **North America**
  - Planning W3C HCLS outreach event, mid-December, 2008, New Jersey
  - CSHALS, March 2009, Boston
  - BioIT World April 2009, Boston
  - Semantic Technologies Conference June 2009, San Jose
    (Papers due 24 November, 2008)

- **Europe**
  - WWW2009, April 2009, Madrid
  - ESWC, May/June 2009, Greece
  - ESTC, Sept. 2009,
  - ISWC, Oct. 2009
  - Infotech Pharma ?

W3C

Upcoming Opportunities, cont.

- Asia
  - Need more W3C/HCLS presence in India, Japan, China

- Other key conferences and opportunities?

W3C

What Else?

- Blogging, media opportunities
  - W3C working with Edelman PR; looking for spokespersons to talk about what they are doing in their organizations
  - Volunteers?
  - Preferred media outlets?

Recruiting Challenges: Multiple Audiences Need to make stories relevant for them

- To whom are we speaking?
  - Diverse audiences and needs
    - Pharmaceutical companies
    - Universities, research institutes
    - Healthcare providers (clinical)
    - Manufacturers
    - Consultants
    - Regulatory agencies
  - Multiple job functions and titles
    - CXO levels
    - Business drivers
    - IT drivers
    - Scientists
    - Specialists

W3C

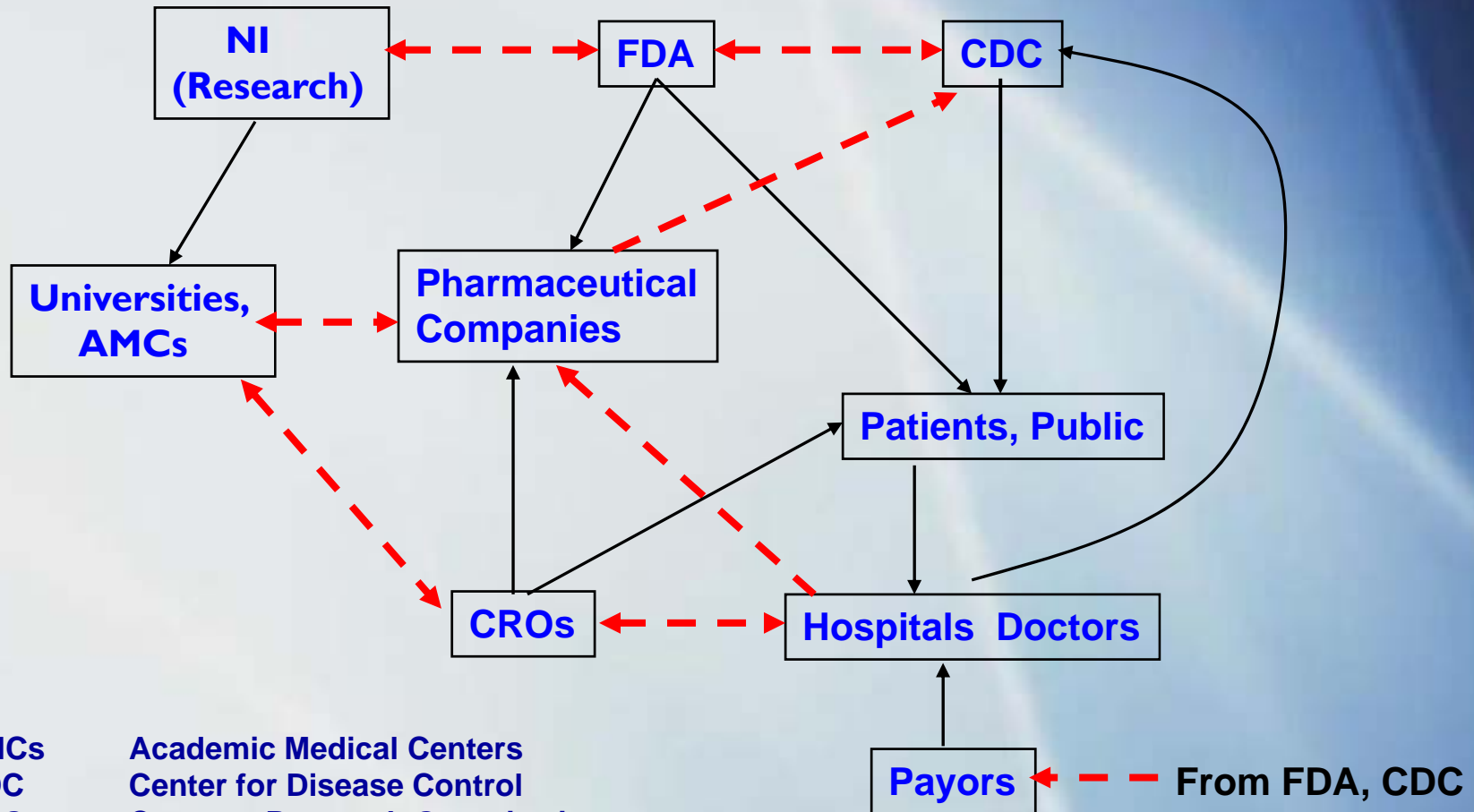# Need to make stories relevant for all the different audiences

- High-level, general messaging focuses on specific scenarios with results

- Clinical side, need to make relevant for different healthcare systems in different countries

- Scientists need to understand what tools are available to make their jobs easier

- IT and bioinformaticists need to know how it all works and how/why they can contribute

W3C

Story Telling: Using Semantic Web Technologies for Better Healthcare Delivery

- Your **child** is in the hospital after surgery for tonsillitis.
- Her doctor prescribes an antibiotic, but your child has an **adverse reaction** to this drug.
- The doctor enters this information into the hospital's database, and follows patient privacy protocols.
- The doctor asks a question that will query Semantic Web-enabled databases in a **healthcare ecosystem.**
- You learn that your daughter is allergic to this drug.
- The doctor's alert triggers further drug research.

W3C

Proposed HCLS Ecosystem: Interoperability of data for clinical observations (US model)

AMCs — Academic Medical Centers
CDC — Center for Disease Control
CROs — Contract Research Organizations (Clinical Trials)
FDA — Food and Drug Administration
NIH — National Institutes of Health

Courtesy Vipul Kashyap, Partners Healthcare

How to engage new participants

- Are the use cases and case studies clear, relevant, and compelling?

- Can your organization's stories be communicated publicly?

- What is the path for different audiences to engage in the different HCLS work?

- What and where are we writing and publishing about the work?

- What else should we do?

W3C