

## Innovative Web-Based Data Application for Public Health Services

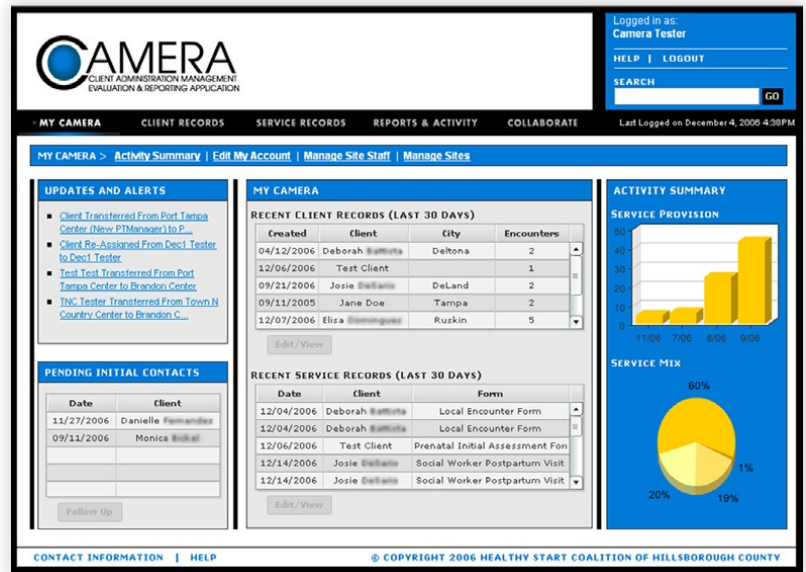
Mercury New Media built a robust web-based data application that gracefully tracks and stores a huge warehouse of public health data. The CAMERA (Client Administration Management Evaluation and Reporting Application) system operates within a browser to feed and store validated health data. The Camera system provides for seamless data export and transfer to the State of Florida's Health Department to satisfy reporting and compliance requirements.

Healthy Start offers pre- and post- natal advisory and health services to every expectant mother in Hillsborough County, Florida. After years of tracking service data using printed forms and labor-intensive reports, Healthy Start was in dire need of a comprehensive data solution.

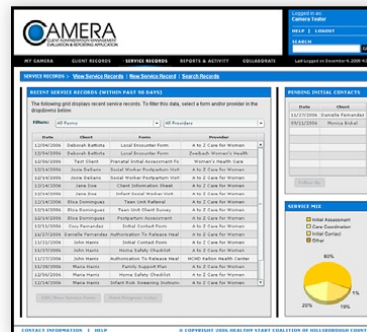
The CAMERA system provide Healthy Start with a comprehensive technology solution to their data collection and reporting needs. Adobe Acrobat input forms provide staff with an intake mechanism that is identical to the offline forms they are accustomed to while providing high fidelity printability.

CAMERA is a rich Internet application which utilizes Adobe Flex technology to provide users with a desktop-like experience. All health record activity is tracked using the secure system which is accessible by any authorized user 24 hours per day. Data warehouse hooks provide for extensive data exchange with the State of Florida Department of Health.

## HEALTHY START COALITION CAMERA SYSTEM



The CAMERA System control panel provides users with a comprehensive view of system data.



Rich input forms and grids facilitate speedy data search and input.



Real-time data reporting provides views of system data from several viewpoints.

## Web-Based Application Accessible Via Secure Login

Healthy Start was established by the 1991 Florida Legislature to help reduce Florida's high infant mortality. The state's 32 coalitions are partnerships made up of medical professionals, hospitals, schools, charities, social services agencies and the United Way. In addition to introducing several programs that offer services to families, Hillsborough County's coalition has led community actions on teen pregnancy prevention and conducted studies on school health. The CAMERA project was initiated in 2006 by the Healthy Start Coalition of Hillsborough County to provide a central electronic repository of pre- and post-natal data.

**"The complexity and scope of this project was truly daunting. I am blown away by Mercury's ability to create an elegant technical solution with such a professional and highly usable interface."**

John C. Harris, Director of Information Systems

## Results

- 30% increase in tracked birth records county-wide
- 40% reduction in service record input and tracking time
- 20% increase in accuracy of service data