



# Remarks to Broadband Post-Awards Workshop

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# A Presidential Message on mHealth in India

## e-Visit to Rural Village Emphasizes Health Benefits with Connectivity

### E-Panchayat Initiative

*Fiber to the Village Supports Telemedicine*



**India announces  
commitment to  
connect all  
250,000+ villages  
to ultra high speed  
broadband**

“...in many rural areas in the United States, it’s hard sometimes to get to a hospital...and to the extent that we can use technology to provide people with basic health information, in some cases simple diagnoses, that can save people time, it can save the government money, and we can end up with better health outcomes.”

—President Barack Obama,  
11/07/10



# Tech Team\* Formula to Close Technology Gap

Platforms + Participation = Ecosystems Focused on Results

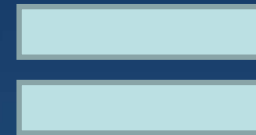
## Public Sector Platforms

### *Five Technology Pillars*

Consensus-Driven Standards
Accountable Government
Open Data
Cloud Computing
Connectivity



Public Participation



Results-Driven Ecosystems



# Unleashing a Mobile Broadband Revolution

## Presidential Commitment to (Nearly) Double Available Spectrum

### Spectrum Initiative in Brief

- #1: Identify and plan for the release of 500 MHz of spectrum
- #2: Provide new tools and new incentives to free up spectrum
- #3: Redeploy the spectrum to high-value uses
- #4: Use the auction proceeds to promote public safety and job-creating infrastructure investment

**Commerce Dept report on timetable for freeing up spectrum for exclusive or shared use; CTO focus on advanced sharing technologies**



**She's one smart mom**  
She's got **text4baby**

Text **BABY** to 511411  
Get **FREE** messages on your cell phone to help you through your pregnancy and your baby's first year

**4baby**  
baby.org

**Innovations: Text4baby partnership serves 100,000+ moms since 02/10 launch**



# From R&D to Public Sector Innovation

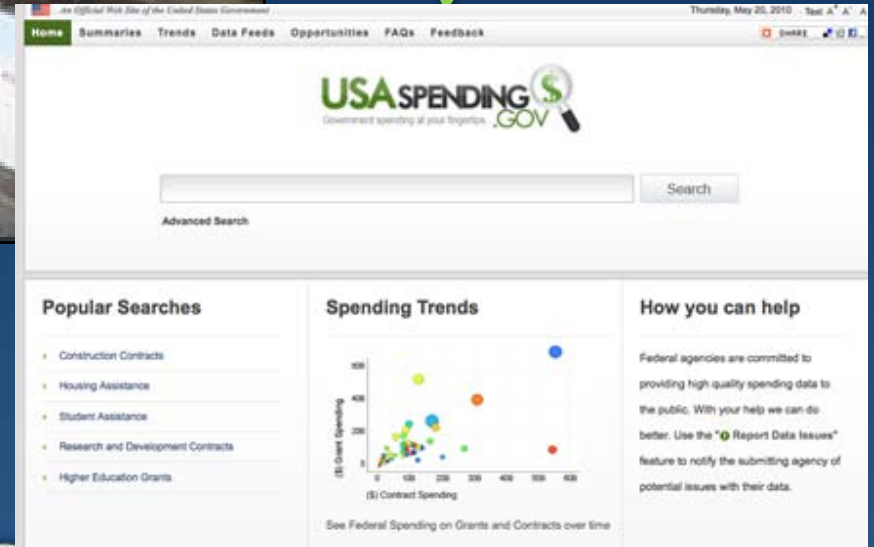
## NSF-Funded Research Commercialized, Supporting Cloud Initiative



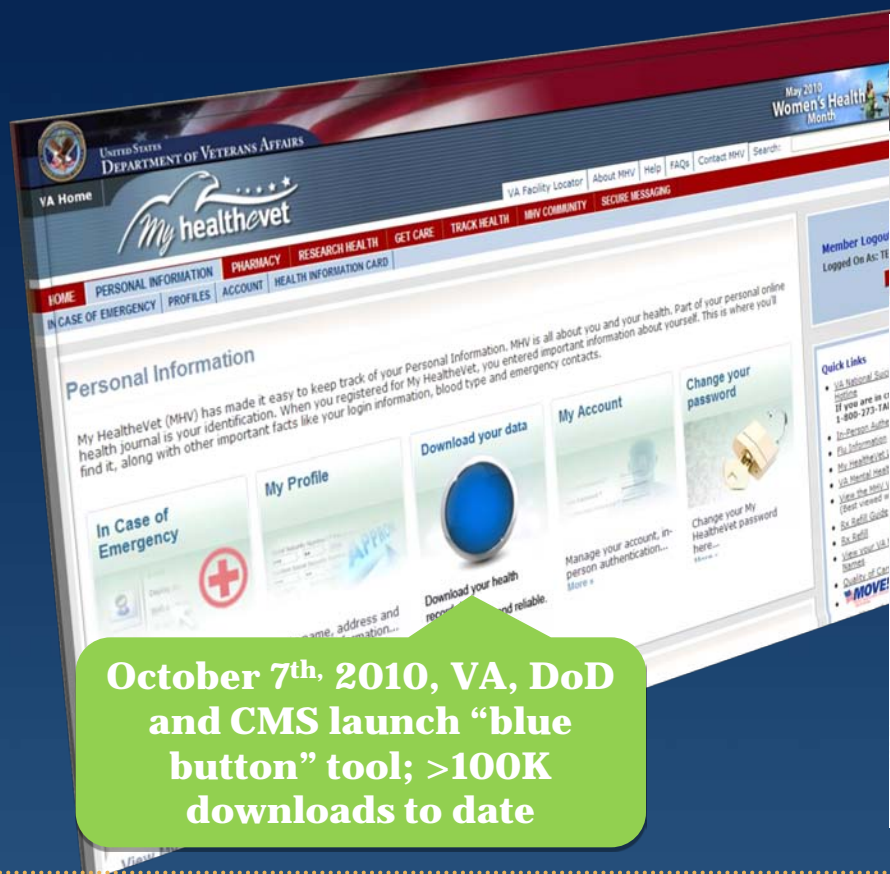
NASA Open Gov flagship initiative – Nebula – supports USAspending.gov (5/10) as part of CIO's Cloud Computing Initiative



**USCBA Prof. Wolski joins NSF-funded grid computing “VGrADS” project; proposes novel concept (Fall 2007) to link “private” and “public” clouds; commercialized in 2009 and deployed as part of NASA Nebula**



# “Blue Button” to Liberate Personal Health Data Tool for Veterans, Military, Medicare Recipients Sparks Innovation



October 7<sup>th</sup>, 2010, VA, DoD and CMS launch “blue button” tool; >100K downloads to date



Northrop Grumman one of 15+ innovators delivering “reader” apps

“...veterans will be able to go to the VA website, click a simple “blue button,” and download or print your personal health records so you have them when you need them and can share them with your doctors outside of the VA.”

—President Barack Obama, Aug 2<sup>nd</sup>, 2010



# VAi2 Industry Innovation Competition a Model

## \$80M Initiative Complements Newly Launched Challenge.gov

**VAi2 Initiative**  
*Government as Early Adopter*

**Challenge.gov**  
*Simplified Access Platform*

**VA Innovation Initiative (VAi2)**

**ACCESS** **COST** **PERFORMANCE** **QUALITY**

Under Secretary Shinseki's leadership, the Department of Veterans Affairs is transforming itself into a 21st-century organization that is people centric, results driven and forward looking. This includes a commitment to many broad challenges: to stay on the cutting edge of health care delivery, to lay the foundation for secure and authentic health record interoperability, to improve the quality of care, to increase the efficiency of VA's operations, and to create a more customer-focused organization. The VA Innovation Initiative (VAi2) is a program that provides both inside and outside VA's ability to meet these challenges.

**Challenge.gov**  
Government Challenges, Your Solutions

**Featured Challenges**

**Recipes for Healthy Kids**  
Created by U.S. Department of Agriculture  
Let's Move! toward healthier foods in schools. Over \$10,000 in prizes to create nutritious school lunch recipes that kids love to eat!  
[View details](#)

**Submissions**  
Start in about 3 hours **\$12,000** in prizes **7** supporters [Learn More](#)

**Recent Challenges**

**BROWSE GOVERNMENT CHALLENGES**

**Categories**

- Defense (4)
- Economy (2)
- Education (6)
- Environment (5)
- Health (9)
- International Affairs (1)
- Jobs (1)
- Science & Technology (17)
- Personal and Public Safety (3)

**Departments & Agencies**

- U.S. General Services
- Labor (1)
- Health and

**200 submissions focused on telehealth; patient-preferred dialysis settings; polytrauma; adverse drug events**

**64 challenges (new or in progress) issued by 24 agencies since September 2010 ranging from x-prizes to modest apps contests**



# Standards to “Unlock” Value of Health Exchange

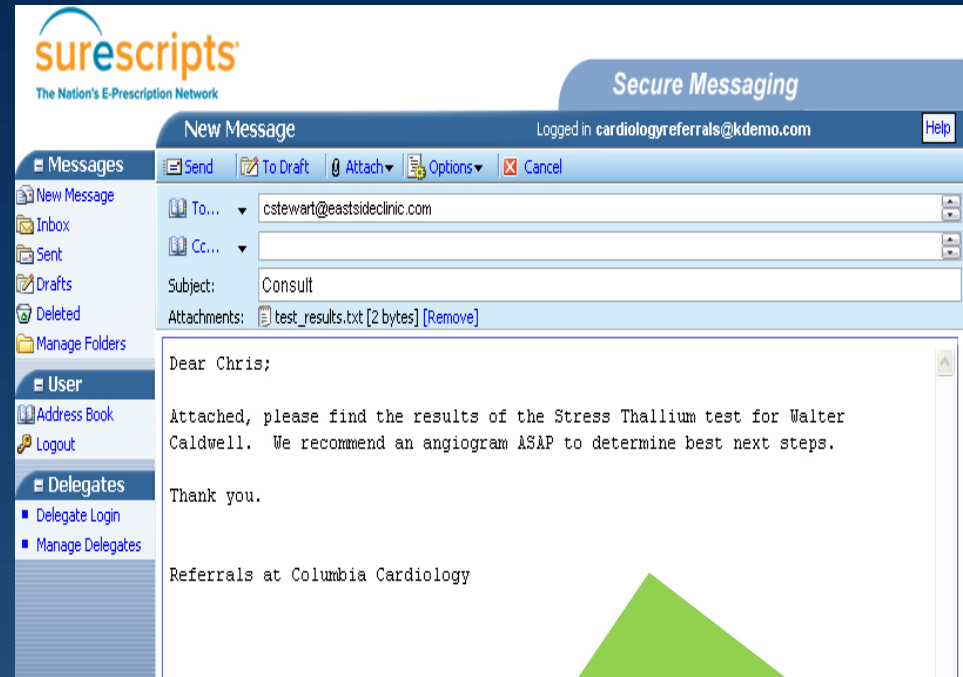
## Open Industry Collaboration Delivers Technical Specs in 90 Days

### Direct Project in Brief



“A set of **policies, standards and services** that enable the Internet to be used for secure and meaningful exchange of health information to improve health and health care” – launched 3/10, specs posted 6/10

### Standards Spur Competitive Market



SMTP-based specs for all providers; reference implementation underway with 25,000+ lines of code and counting; first (of many) services to be available in 2011





# Engaging Developers in an Emerging Ecosystem

## Applications Deliver Insight for Consumers in Pursuit of Savings



The image is a screenshot of the 'Google PowerMeter API' documentation page. The page title is 'Google PowerMeter API' and the version is 'v0.17'. It includes a table of contents on the right side with the following items:

- 1 Version: v0.17
- 2 Audience
- 3 Overview
- 4 The Google PowerMeter Data Model
  - 4.1 Data Types
  - 4.2 How Google PowerMeter Entities relate to Industry Entities
  - 4.3 Feed and Entry URIs
  - 4.4 Required HTTP Headers
  - 4.5 URI Formats
  - 4.6 Accessing and Updating Entities
  - 4.7 Entry IDs
- 5 Access Control
  - 5.1 Your Authentication Token
  - 5.2 Providers
  - 5.3 Users
- 6 Google PowerMeter XML Syntax
  - 6.1 Root Element
  - 6.2 XML Declaration and Content Type
  - 6.3 XML Namespace and Prefixes
  - 6.4 Element and Attribute Location Syntax
- 7 Entry Schemas
  - 7.1 General Notes
  - 7.2 Provider Entry
  - 7.3 Message Stream Entry
  - 7.4 User Entry
  - 7.5 Variable Entry
  - 7.6 Simultaneous Measurement Entry
  - 7.7 Measurement Entry
  - 7.8 (dur:Access) Event Entry

The main content area includes sections for 'Audience' (electricity utility IT professionals) and 'Overview' (enabling Google PowerMeter for customers).

**NSTAR and Tendril to deploy real-time energy apps for 3,000+ homes in MA; includes access to an open API for 3<sup>rd</sup> party apps**

**PowerMeter deploys APIs to support app ecosystem focused on uploading meter data in short intervals**



# Building Results-Driven eGov Ecosystems

## Emerging Technologies Enable Large, Small Communities to Engage



The screenshot shows the NYC 311 website. At the top left is the NYC 311 logo. The main header reads "New York City services are now just a click away." Below this is a navigation bar with links for Home, About 311, All Services, and My 311. A search bar is prominently displayed with the text "Search 311" and an "Advanced Search" link. A sidebar on the right contains "Announcements" and "Top Services" sections. The main content area features a heading "What can 311 Online help you with today?" followed by a list of service categories: "Browse All Services", "Make a Payment", "Get Financial Resources & Public Benefits", "Get a Job or Job Training", and "Get Licenses, Permits & Certificates".

**New York City fields 70,000+ 311 calls a month; FY '10 budget exceeds of \$45M**



The screenshot shows the SeeClickFix website. The title is "SeeClickFix" and the subtitle reads "Please use this system to report non-emergency issues related to streets, water and wastewater." The interface includes a "REPORT ISSUES" tab and a search bar labeled "Search for issues nearby". A form for reporting an issue is visible, with fields for "Closest Street Address of Your Problem:", "City:" (Manor), and "State:" (TX). A "Next >" button is at the bottom of the form. To the right, a map shows a location in Manor, TX, with a callout box that says "grass cut is Open" and provides details: "203 S Lockheart Manor, TX 78653, U needs to be mowed in alley way (be snakes)", "1 Person want this fixed", "Opened 6 months ago", and "1 comments / close ticket".

**Manor, TX – population 6,500 – deploys free “SeeClickFix” platform including voice, web, mobile options; cost ~\$38/month**



# Putting it Altogether: Entrepreneurs are Welcome

## Bob, Dave, Andrew Embody Spirit of (Near) Frictionless Participation



**Team (in spare time) wins competition (Jan, '10) by building more accessible Federal Register after posted on data.gov**



**Inspires AOTUS (March, '10) to designate team as lead designers for modernized "daily newspaper of the federal government"**

“...our future prosperity in part depends on whether or not we are creating an environment in which folks can test new ideas, bring new products to market, and generate new businesses...It’s a challenge that requires businesses, and leaders, and universities, others to seek out new ways to promote entrepreneurship across this country.”

—President Barack Obama, 09/27/10

