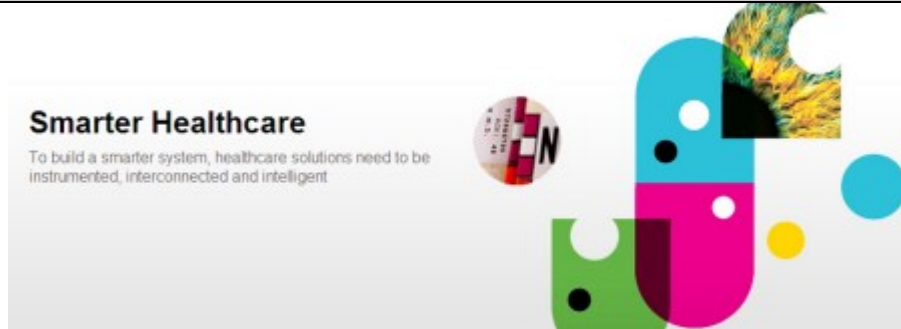


*2010 Healthcare Industry Skills Innovation Award*  
*Sponsored by the IBM Academic Initiative*  
**An Award Competition for Participating Faculty**  
Smarter Healthcare Skills for a Smarter Planet



## 2010 Healthcare Industry Skills Innovation Award

IBM is pleased to announce the 2010 Healthcare Industry Skills Award program, a competition designed to encourage the thoughtful development and incorporation of Smarter Healthcare skills into existing Healthcare and IT curriculum.

**BACKGROUND:** Healthcare is one of the most widely debated issues among governments and societies today. It is an industry undergoing rapid/massive transformation and requires solutions which are instrumented, interconnected and intelligent. IBM is seeking to partner with universities who desire to create and teach innovative courseware/curriculum which develops professionals who have the combination of industry and technical skills needed to lead this transformation now and into the future.

## Proposals requested

The IBM Academic Initiative is seeking proposals for the design and development of teaching materials which will provide university instructors with courseware focused on the values and principles of adopting personalized [healthcare solutions](#) that encourages innovation, improves access to patient information and incorporates advanced clinical knowledge into decision-making. All enabled by a much more open, robust health IT environment. The courseware should focus on at least one of the following solutions areas:

### Health Provider

- [Enterprise Health Analytics](#)
- Clinical and Patient Portals
- Clinical Integration and Interoperability
- [Health Information Exchange](#)

### Health Plans

- Health Plan Core Systems
- Modernization
- [Smart Analytics System](#)
- [Member 360 for healthcare](#)

### Life Sciences

- [IBM Solution for Compliance in a Regulated Environment \(SCORE\)](#)
- Collaboration in LS
- Asset management for LS
- Performance management in LS
- [Pharmaceutical Track and Trace](#)

and the [Healthcare Integration Framework](#).

Note: To see specific examples that contribute to [Smarter Healthcare](#), visit IBM's Smarter Planet website.

A course module which enables Smarter Healthcare is defined as one which combines the disciplines of 1) healthcare management, public health, life sciences, or a relevant career path with 2) open standards based information technology, and 3) social-organizational change. The course module must also demonstrate the interactions of diverse types of complex service systems and the need to use information to create real insight into patient data and organizational performance.

The materials should be organized so that they may be used in whole or in part to teach students in regular university courses and/or train internal university employees. All materials should be reproduction-ready and be electronically deliverable.

Teaching materials should include:

- chapter-by-chapter course notes
- presentation slides and/or multimedia files for easily presenting the material to students
- course data sets for easily demonstrating the concepts being discussed
- practice exercises to enhance students' comprehension

The proposed curriculum should ideally build towards the combination of following business + IT skills:

- Healthcare IT best practices
- Leadership, collaboration, and teaming
- Communications across disciplines (example: [The Smarter City – Healthcare](#))
- Creative and critical thinking, analysis and synthesis
- Organizational change management
- Business case development and analysis
- Business project management
- Solution service strategy through understanding value creation
- Solution service design and modeling
- Solution service management and lifecycles to ensure quality

The proposal should include an advisory listing of different general methods and techniques which are recommended to be covered for each skill and corresponding technologies.

Materials submitted by award winning recipients will be made publicly available at no cost to other universities through the IBM Academic Initiative and may be cited on [ibm.com](#) and in workshops, conferences, and publications. Awards will be US \$10,000.

To qualify for these competitive awards, the submitter must be a full-time faculty member at an accredited college or university which offers Baccalaureate, Master's or Doctoral programs.

#### How to submit proposals

**PROCESS:** Your proposal should be approximately four to five pages and should outline the goal, approach and benefit of the curriculum. Each proposal should also include an outline plan showing milestones, current funding (if any), the staff involved, and any interested collaborators or sponsors.

Proposals will be reviewed based on the following criteria:

- Impact in demonstrating the problem/solution for Smarter Healthcare IT solutions and open source technologies
- Simplicity of introducing need for healthcare-specific IT reference architectures
- Simplicity of introducing need for Transportation-specific IT solutions
- Clarity of definition, deployment, and use of solution areas
- Methods to discover, document, and share detailed knowledge about key processes/data specific to solution areas selected
- Variety and volume of data sources
- End-user programmability
- End-user configurability
- Scalability of the selected solution areas
- [Membership in IBM Academic Initiative](#) program

