Purpose

The SmartyStreets service is a no-cost address cleansing and geocoding service available to all IIS Programs. In an effort to incentivize participation and use of geocodes, AIRA is launching a contest to encourage teams to use geocoded data in new and different ways.

Methods

The contest will award a gift card to use toward a team lunch, and a letter and certificate of recognition to the IIS team that creates the most innovative map and/or data visualization using geocoded IIS data through SmartyStreets. Geocoded data may focus on any level of factor (patient, immunization, responsible party, provider, clinic, etc.), but must be deidentified and not reveal any protected health information (PHI). Participants may use the mapping software of their choice, but geocoded data must be generated from the SmartyStreets address cleansing service. The entries will be judged by a neutral panel of judges selected from the AIRA membership. Programs may submit up to three entries. Entries must be submitted to AIRA by close of business on July 20th, in PDF or PPT form.

Communications

Information about the contest will be available through common AIRA channels (website, emails, monthly update), as well as promoted through the Address Cleansing User Group. Winners will be announced at the AIRA 2018 National Meeting. Every effort will be made to display all entries during the Awards portion of the National Meeting to stimulate additional thinking and give credit to all participating programs.

Timeline

May 29 - Announce contest
May 29-July 20 - Promote contest
July 6 - Select judges to evaluate submissions (develop survey form to collect responses)
July 20 - Entries due from contest participants
July 23 – July 27 - Evaluation/scoring of entries
July 30 - Select award recipients
August 14-16 – winners announced at the AIRA National Meeting in Salt Lake City

If users are not yet connected with SmartyStreets, they can contact Maureen Neary at mneary@immregistries.org to set up a SmartyStreets account and receive a token for access. Contest submissions must be sent to Brittany Gyer at bgyer@immregistries.org by close of business on July 20th. Questions about the contest can be sent to Mary Beth Kurilo at mbkurilo@immregistries.org.