

## Incentivizing Use of Geocodes

### 2018 AIRA Contest: Collaborating on our Coordinates

May 29, 2018

#### Purpose

The SmartyStreets service is a no-cost address cleansing and geocoding service available to all IIS Programs. Approximately 17 IIS Programs are currently engaged in the address cleansing user group, but few of these programs are actively leveraging geocodes available through SmartyStreets. As a way to incentivize participation, AIRA is planning to have a contest to encourage teams to use geocoded data in new and different ways.

#### Methods

The contest will award a \$100 American Express Gift Card 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 PHI. Participants may use the mapping software of their choice, but geocoded data must be generated from SmartyStreets. 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 July 20<sup>th</sup>, in PDF or PPT form.

#### Communications

The contest will be announced 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 show 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 25 - 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

## Responsibilities

The Standards Team will take on responsibilities for designing and promoting the contest. The Team will work with the Meeting Planning Committee to ensure there is time to present the award winners at the National Meeting in SLC.

If users are not yet connected with SmartyStreets, they can contact Maureen Neary at [mneary@immregistries.org](mailto:mneary@immregistries.org). Contest submissions must be sent to Brittany Gyer at [bgyer@immregistries.org](mailto:bgyer@immregistries.org) by July 20<sup>th</sup>. Questions about the contest, can be sent to Mary Beth Kurilo at [mbkurilo@immregistries.org](mailto:mbkurilo@immregistries.org).