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## Final Copy of Case Study

**Status:**

Laureate

**Year:**

2013

**Organization Name:**

Colleagues In Care Global Health Network

**Organization URL:**

<http://www.colleaguesincare.net/>

**Project Name:**

Colleagues In Care

**Please select the category in which you are submitting your entry:**

Health

**Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)**

Colleagues In Care (CIC) is a non-profit, global health network working to build a medical knowledge & volunteer service database, and develop practice models for replication in countries facing limited resources. The network relies heavily on collaboration between existing entities. It hinges upon tapping into the global brainpower of 200 doctors, nurses, & business professionals. Every "node" on the network is a valuable resource providing knowledge about treatment options, clinical pathways, and best practices information that saves lives. It focuses on Haiti, a resource-challenged area rocked by natural disasters crippling the country's citizens. Prior to the 2010 earthquake, healthcare programs were already poorly staffed with limited resources. According to the 2009 World Health

Organization statistics, Haiti had one nurse & three doctors for every 10K people. Infant & maternal mortality, hypertension & stroke, and life threatening illnesses were among the highest in the world. Today, CIC is using the IBM SmartCloud for Social Business to virtually connect medical workers & volunteers around the globe. Using the IBM SmartCloud, volunteers and those on the front lines taking care of patients are armed with an online medical knowledge system that includes treatment options, clinical pathways & best practices specific to Haiti's situation. For example, doctors now have immediate access to information. Previously, a healthcare worker had no access to a specialist to consult about a medical condition. Via the IBM SmartCloud, they can now immediately determine how to best care for a patient, and collaborate with colleagues to determine more population-based strategies of effective care. Medical workers develop, post, & share stories about experiences, providing critical background to incoming medical workers. Volunteers are participating in approximately 70 online communities on topics including "Mother and Baby," "Hypertension," "Heart Failure," and more to track initiatives from start to finish.

**When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)**

On January 12, 2010, Haiti was struck by a tragic earthquake that took more than 300,000 lives and made news headlines worldwide. Even prior to that, the country's healthcare programs were poorly staffed and resource-strapped. To combat the devastation in the wake of the earthquake, Colleagues In Care was launched. Since inception the organization has been using the IBM's SmartCloud for Social Business platform to transform healthcare delivery in Haiti. As the project evolves, it has undergone various technical advances aimed at improving efficiency and enhancing knowledge sharing. In addition to the gradual growth of its global "brain" -- i.e., the minds and expertise of its volunteers -- Colleagues In Care has integrated Skype with IBM's SmartCloud. Volunteers can now place calls to cell phones throughout the network, a free solution that takes the place of a costly conference call. Adding Google Translate capabilities was another feature. For example, a Haitian doctor can log onto the SmartCloud community and upload a protocol for eclampsia (a hypertensive condition in pregnancy). If the protocol is in a foreign language, it can be translated via Google Translate into English. Also, our Haitian colleagues often select to have the SC site template in French. Most recently, CIC is taking advantage of the socially enabled online editing application, IBM SmartCloud Docs. They are embedding new ways of working, moving beyond meetings and networking to co-creating, generating and delivering results. Real CollaborHaitian! SmartCloud Docs enables colleagues to upload diverse multi-lingual sources of reference and educational content and mold the raw materials of internationally recognized disease management principles to co-develop pragmatic Haitian programs.

Communities of practice collaboratively edit materials to create "Best Possible Practice" models of care, certification programs and ongoing professional development curricula.

**Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)**

In its quest to become the best possible provider of medical information and insight for the Haitian community, Colleagues In Care doesn't have a projected end date or targeted metrics for success. The organization's mandate is to provide Haitians with the medical care they need, and that means constantly seeking to improve the technology, processes, and systems through which knowledge is exchanged. The project's co-founder has said that she'd like to see "wider bandwidths to allow for virtual medical coaching and consultancy," which will likely be the next focus for the project.

**Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)**

Although results are not precisely quantifiable, if CIC were a for-profit company, its ROI would be the improved care of Haitian citizens. The first contact site was St. Damien's Hospital in Port-au-Prince, a 120-bed hospital with a history of free pediatric care. Since the earthquake, St. Damien's has expanded to include medical and surgical services for adults. Haiti faces numerous challenges that include: poor public health sector infrastructure; inadequate number of trained health care providers; lack of clean, potable water impacting the health sanitation needs of densely populated tent cities; malnutrition and food insecurity; and infectious diseases including diarrheal illness, HIV, TB, and malaria. CIC combats this devastation by equipping medical workers with the tools to develop, post, and share their experiences. Using IBM SmartCloud for Social Business, CIC has been able to reach beyond traditional boundaries to quickly engage medical professionals across the globe. They can tap into the expertise and knowledge of doctors and nurses they never would have had access to before. CIC's Global Health Collaboration Network connects the best medical minds and institutions to share information, to work together to create quality, evidence-based standards of care adapted for the realities confronting Haiti and other regions challenged by poverty and resource limitations. John Kenerson, M.D., co-founder of CIC: "At Colleagues In Care, we share a deep level of purpose to stand with and support our medical colleagues in Haiti. Working with IBM, we are helping the citizens of Haiti find relief from the devastations they continue to face daily. Many of our medical volunteers come from highly respected medical



institutions, and we're humbled by the opportunity to share our knowledge with those that need it most."

**Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)**

Colleagues In Care applies a tried-and-true technology solution to a real-world social problem: poor medical care in Haiti. Its innovation lies not just with the tools and techniques employed, but the way in which these strategies are rolled out. It presents a model of efficiency and effectiveness for any non-profit organization grappling with similar challenges namely, a globally dispersed membership base and the need to share lifesaving information and knowledge with those who need it most. Even private-sector enterprises can mimic this approach, regardless of their size, industry, or location. Cloud-based collaboration offers a way to break down silos: coworkers can start a meeting, perform tandem edits on a document, or post messages even if they're in different offices or time zones. Colleagues In Care exemplifies innovation and tenacity by taking a page out of the business leaders' handbook and applying IBM SmartCloud for Social Business for its own purposes. Web-based meetings. Global collaboration. Document sharing. These words typically trigger thoughts of office environments where coworkers sit at desks and participate in conference calls. IBM demonstrated to Colleagues In Care that it can mean something else and as a result, thousands of Haitians enjoy a better standard of care today. Via the IBM SmartCloud, CIC is fundamentally changing the way healthcare is delivered to an area of the world desperate for change.

**If there are any other details that the judges should know about this project, please note them here. (In 300 words or less.)**

CIC are not only pioneers using social, mobile and cloud technologies to promote collaboration and cooperation among individuals and institutions, but the organization is learning how to learn together to use these technologies to create fundamentally new ways of working to solve complex systemic social issues. They are working to transform healthcare delivery and access in any resource-limited environment. More, they are developing and co-creating best practices for how to engage purposely to use socially enabled technologies to learn together, to create innovative breakthroughs. Additional firsthand accounts of the impact CIC's work with help from the IBM SmartCloud are available on YouTube: <http://www.youtube.com/watch?v=tWvcg08-h-w>.