

Understanding use of healthdata.gov to inform future activity

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Background & objectives

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1
The group's overarching goal is to expand data access and innovative data use, while protecting privacy

2

DHHS developed a catalogue of data assets on healthdata.gov (hd.gov)

3

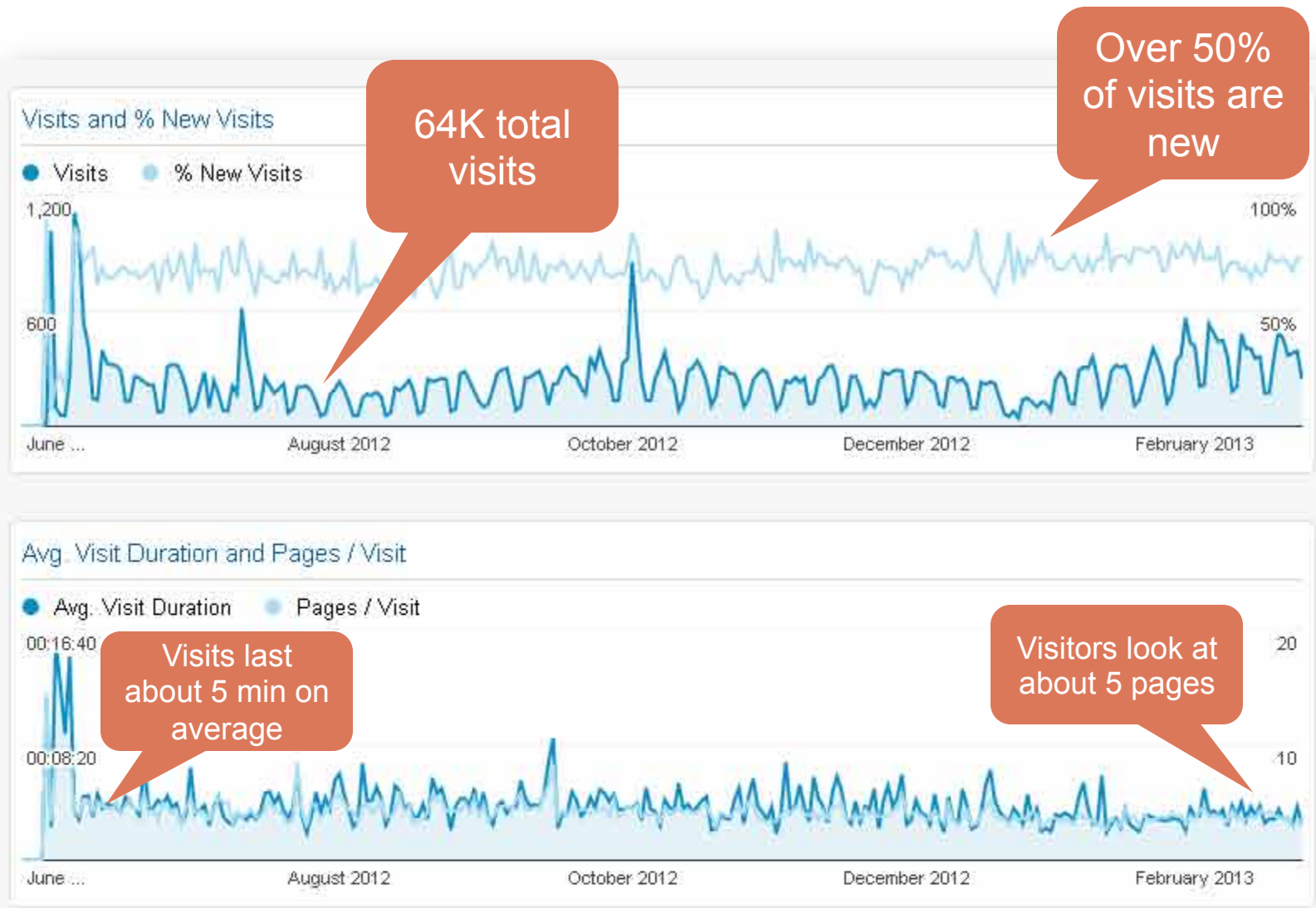
These slides provide some info about use of hd.gov since its launch June 2012

4

Please consider:

- Where hd.gov fits into the overall goal?
- How should we measure progress/success?
- How should we best fill info gaps?

Since launch, healthdata.gov (hd.gov) has had 43K unique visitors



42% visitors find our site directly;
35% click a link from another website

64,952 people visited this site



■ **22.76% Search Traffic**

14,781 Visits

■ **34.95% Referral Traffic**

22,702 Visits

■ **41.77% Direct Traffic**

27,131 Visits

■ **0.52% Campaigns**

338 Visits

87% of searchers use google

Top 4 referring sites
(# of visits):

1. hhs.gov (7K)
2. data.gov (2.3K)
3. innovations.cms.gov (1K)
4. twitter (2K)

"www.healthdata.gov"

Understanding referral patterns to hd.gov could improve promotion

top .gov referrals

- hhs (6,980)
- data (2,283)
- innovations.cms (1,459)
- alpha.data (329)
- commentapp.hhs (329)
- whitehouse (278)
- ccio.cms (213)
- hub.healthdata (194)
- healthit (164)
- challenge (128)
- healthindicators (83)
- datawarehouse.hrsa (47)
- test.innovations.cms (41)
 - cdc (35)
 - healthcare (33)
 - search.usa (33)
 - usa (33)
 - cms (30)
 - health.data (27)

top .com/.org/.edu referrals

- twitter (2,056)
- blog.visual.ly (756)
- health2con (306)
- programmableweb (272)
- links.govdelivery (232)
- facebook (217)
- iom (214)
- radar.oreilly (192)
- ihealthbeat.org (189)
- distance.jhsph.edu (184)
- phpartners.org (148)
- rockhealth (141)
- hootsuite (136)
- simplystatistics.org (133)
- linkedin (129)
- google (128)
- nytimes (125)
- blog.rwjf.org (118)
- softwareadvice (112)
- datacatalogs.org (111)

Who can help us promote data access and use?

social network

academies

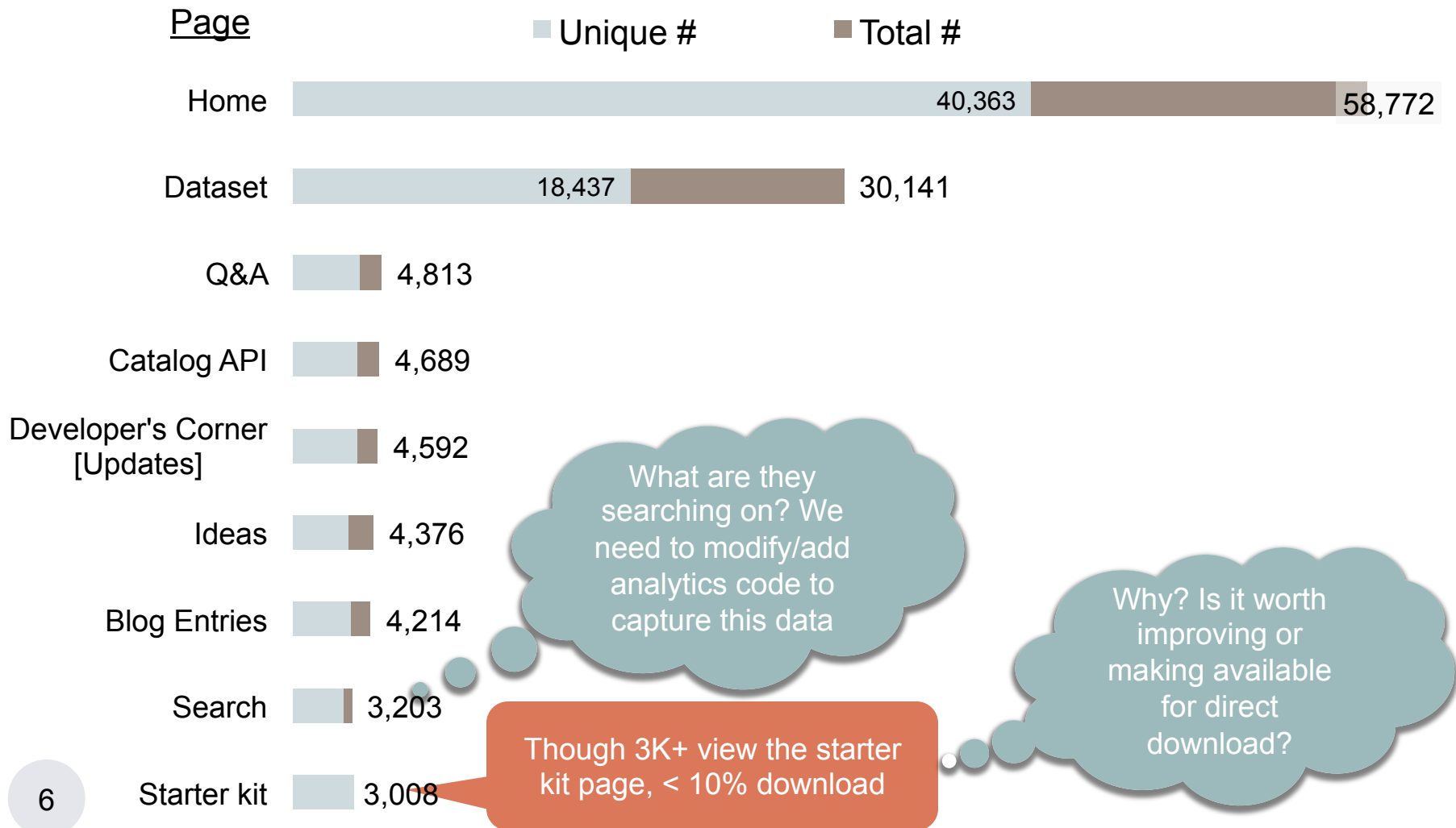
designer community

developers

catalogue of public databases

Pageview data yield expected results & highlight need for data on searches

Unique and total pageviews by page



Similarly, InPage analytics provide few insights into demand at this time

This is an example of inpage analytics. For example, 33% visitors clicked on the "Data" tab

33% of visitors clicked on "view more"

Add'l metrics about visitors' experiences on this page

The screenshot shows the HealthData.gov website interface. At the top, there is a navigation bar with tabs for Home, Data, Blog, Q & A, News, and Developers. The 'Data' tab is highlighted. Below the navigation, there are several content sections: 'Patient Portal - Transmit Using Direct', 'Introducing Blue Button', 'Search the Data', 'Recent Datasets', and 'Recent Blog Entries'. Small orange callout boxes with percentages are overlaid on the 'Data' tab and a 'View more' link in the 'Recent Datasets' section.

These analytics could be useful for future user testing

Avg. Time on Page	Avg. Page Load Time (sec)	Bounce Rate	% Exit
00:01:09	5.80	34.18%	31.38%
<small>5/14/14 00:01:09 (100%)</small>	<small>5/14/14 00:01:09 (100%)</small>	<small>5/14/14 00:01:09 (100%)</small>	<small>5/14/14 00:01:09 (100%)</small>

When visitors leave, many click through to valuable datasets

Outbound traffic (40,971 events)

A handful of top destinations listed

- Close window (18,878)
- Roster data
 - Meaningful use accreditations http://www.healthit.gov/data/MU_Report.xls (1,072)
 - HealthCare Finder **API** <http://finder.healthcare.gov/services> (312)
 - Medicare hospitals http://www.medicare.gov/Download/Hospital_flatfiles.zip (226)
- Community stats
 - <http://www.communityhealth.hhs.gov/> (474)
 - ftp://ftp.cdc.gov/pub/Health_Statistics/NCHS/Datasets/CHDI/chsi_dataset.zip (451)
 - <http://www.cdc.gov/nchs/hdi.htm> (220)
- Cost report
 - <http://www.cms.hhs.gov/CostReports/CostReportsFY/li>
- Recalls <http://www.fda.gov/AboutFDA/ContactFDA/Stayi> (279)
- Starter kit <http://www.slideshare.net/HHSHealthData/> (2

Visitors went to over 550 destinations. We will continue to identify which types of data seemed most “clickable”