



Quarterly newsletter of D. L. Cohen Information Services

# INFOSCOPE

News and Tips for Locating and Managing Information

INFOSCOPE is published **quarterly**.  
Feedback is always welcome. [dcohen@dcoheninfo.com](mailto:dcohen@dcoheninfo.com)

<http://www.dcoheninfo.com>

URLs are hot-  
links accurate as  
of 4/1/2010.

Spring 2010

**Website Development  
Project Management**

**Healthcare Reform Update**

**Do You Like Listening to  
Audiobooks?**



## **Website Development Project Management**

An area of website development that sometimes gets short shrift, and in so doing, results in, well...poor results, is project management. First and most important rule: **Document, document, document** everything. Goals, scope, schedule, roles, approval process, testing, etc.

Let's discuss two documents that, early on, you will find useful. They can be in narrative, outline, or table format.

### **A schedule of activities with milestones noted**

Personally, I like Gantt charts. Here is a simple example of how they work:  
<http://www.dcoheninfo.com/infoscope/2010/GanttChartSimpleSample.pdf>

### **A Content Inventory**

Spreadsheets are perfect for this! A content inventory lists what content you will have on your site [or already have], for what audience, whether the content is simply a link to a document, who has responsibility for developing the content, and other elements, as appropriate, to your website project. Here is an example:

[http://www.dcoheninfo.com/infoscope/2010/Content\\_Inventory\\_Sample\\_ProfOrg.pdf](http://www.dcoheninfo.com/infoscope/2010/Content_Inventory_Sample_ProfOrg.pdf)

*Both of the above resources show how the tools work. In actual practice, they, of course, would contain much more robust detail.*

### **Before programming, use a pre-publication Checklist**

<http://www.infodesign.com.au/usabilityresources/prepublicationchecklist>

Information & Design, a company in Australia, provides some useful resources on its site. Although categorized as a "Usability Resource" their sample pre-publication checklist is a good template for factors to review before sending your wireframes to an HTML programmer. [Wireframes are the diagrams for each webpage that are created to guide the person who applies software code to create the finished website].

You'll notice such items as "Title" [of the page], who Created the page, and whether the page has been Approved, along with things like checking font size and screen resolution. Seems simple, eh? But, often the "simple" things are overlooked in development - and cause a lot of problems down the line.

## **Healthcare Policy and Reform Resources**

*[See the Fall, 2009 issue of INFOSCOPE devoted entirely to healthcare reform resources!*

*[http://www.dcoheninfo.com/infoscope/2009/2009\\_4\\_Autumn\\_INFOSCOPE.pdf](http://www.dcoheninfo.com/infoscope/2009/2009_4_Autumn_INFOSCOPE.pdf) ]*

Continuing to be excellent sources of information on healthcare policy in general, and all provide a great deal of analysis of the new law:

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**Information is Power**  
*... if you can find it!*

Are customers getting lost on your website?  
Are you spending too much time looking for information

- On Your Company Intranet?
- On the Company Network?
- In Your Office?

**D. L. Cohen Information Services**  
**Customized Solutions**

### Robert Wood Johnson Foundation

Health Reform section: <http://healthreform.org>

**Kaiser Family Foundation** [not affiliated with the HMO, Kaiser Permanente].

<http://www.kff.org>

### Health Affairs: The Policy Journal of the Health Sphere

<http://www.healthaffairs.org> Health Affairs is an oft-quoted and referenced journal

### **The New Law(s) [They work together as a package]:**

#### **Patient Protection and Affordable Care Act [P.L. 111-148]**

<http://www.govtrack.us/congress/bill.xpd?bill=h111-3590>

#### **and Reconciliation Act**

[http://docs.house.gov/rules/hr4872/111\\_hr4872\\_amndsub.pdf](http://docs.house.gov/rules/hr4872/111_hr4872_amndsub.pdf)

### **About The New Law(s)**

#### **Federal Health Reform Implementation - Year by Year Timeline** [put together by the Oregon Health Authority]

<http://www.oregon.gov/OHA/docs/fed-health-reform-implement.pdf>

Within 6 months, new federal insurance rules take effect, including:

- No lifetime limit on benefits
- Coverage cannot be rescinded except in cases of actual fraud
- Some preventive services and immunizations will be required in coverage
- Unmarried children can remain on parent's health plan until age 26
- Children cannot be denied coverage for pre-existing conditions.

### **Special Report on the Healthcare Reform Act** 7-pages

CCH is a reputable provider of content to business and academic environments. Its main focus is taxation, thus, this report discusses those elements relating to taxes/revenue.

<http://tax.cchgroup.com/legislation/Senate-Healthcare-Fixes-Bill-03-25-10.pdf>

**New Health Initiatives Put Spotlight on Prevention** by Robert Pear, April 4, 2010. New York Times. <http://www.nytimes.com/2010/04/05/health/policy/05health.html>

With all the emphasis on the economics of the healthcare reform legislation, it is easy to overlook the many and significant changes in non-financial healthcare reform, e.g. a requirement for chain restaurants to post product nutrition information or the requirement for employers to provide break time for nursing mothers.

### **Comparison of Oregon Health Reform to Senate Healthcare Bill And Reconciliation Changes** [the latter two together make up the new federal healthcare reform legislation.]

[http://www.michaeldembrow.com/documents/HC\\_Comparison.pdf](http://www.michaeldembrow.com/documents/HC_Comparison.pdf)

### **FAQ Background: how the federal reform intersects with the work Oregon has already been doing**

[http://www.oregon.gov/OHA/features/feature\\_federal\\_intersect\\_ore.shtml](http://www.oregon.gov/OHA/features/feature_federal_intersect_ore.shtml)

## Mission Impossible? Educating the American Public about Health Reform

Linda Bergthold, Health policy consultant April 12, 2010

[http://www.huffingtonpost.com/linda-bergthold/mission-impossible-educat\\_b\\_534399.html](http://www.huffingtonpost.com/linda-bergthold/mission-impossible-educat_b_534399.html)

Ms Bergthold outlines 5 ways we can all work toward educating the public about the new healthcare legislation. Starting with self-education, she cites a few information sources [some included in this newsletter]. She emphasizes that the key is to fight the distortions and emotional reactions with facts. Sounds good to me.

***If healthcare insurance premium subsidies were in effect now [as opposed to their implementation in 2014] you would get.... Go to <http://healthreform.kff.org/SubsidyCalculator.aspx> and find out.***

Another reference in the Autumn 2009 INFOSCOPE on healthcare reform was the **Institute for Healthcare Improvement** - "helping to lead the improvement of health care throughout the world". <http://www.ihl.org/ihl>

The Executive Director, Donald Berwick, M.D., has been nominated by President Obama as a new head of the Centers for Medicare and Medicaid. This is an excellent choice, as Dr Berwick has been a national leader in developing methods to improve care while reducing costs.

## ***Do You Like Listening to Audio Books/***

Many libraries now subscribe to a service called Library2Go which offers a wide range of audio books as well as some videos for download. You download a small app the first time you use Library2Go. You can then download items to your computer to listen directly from the computer or, more often, for transfer to an mp3 player. After a period of time the content expires - it is on loan, like other library materials, after all! Find L2G in the database section of your library website.

## ***Changes...***

D. L. Cohen Information Services is now a part-time business providing services on selected projects relating to information management, website information architecture, website usability testing, design and development of virtual and physical libraries / information centers, assessment and evaluation, research, and taxonomy development, as offered since 1996. In addition, individual guidance and coaching in these areas are available.

### **D. L. Cohen Information Services**

#### **Information and Knowledge Management Website Design and Support**

-  Website Visioning Facilitation
-  Website Information Architecture
-  Website Usability Testing
-  Virtual and Physical Library Development
-  Category, Keyword List and Taxonomy Construction
-  Personal Information Management

*D. L. Cohen Information Services, established in 1996, is a certified State of Oregon Woman-owned business. Donna Cohen holds a Master of Library and Information Studies degree [M.L.I.S.] and a Master of Education degree and has consulted with government agencies, private corporations and non-profit organizations.*