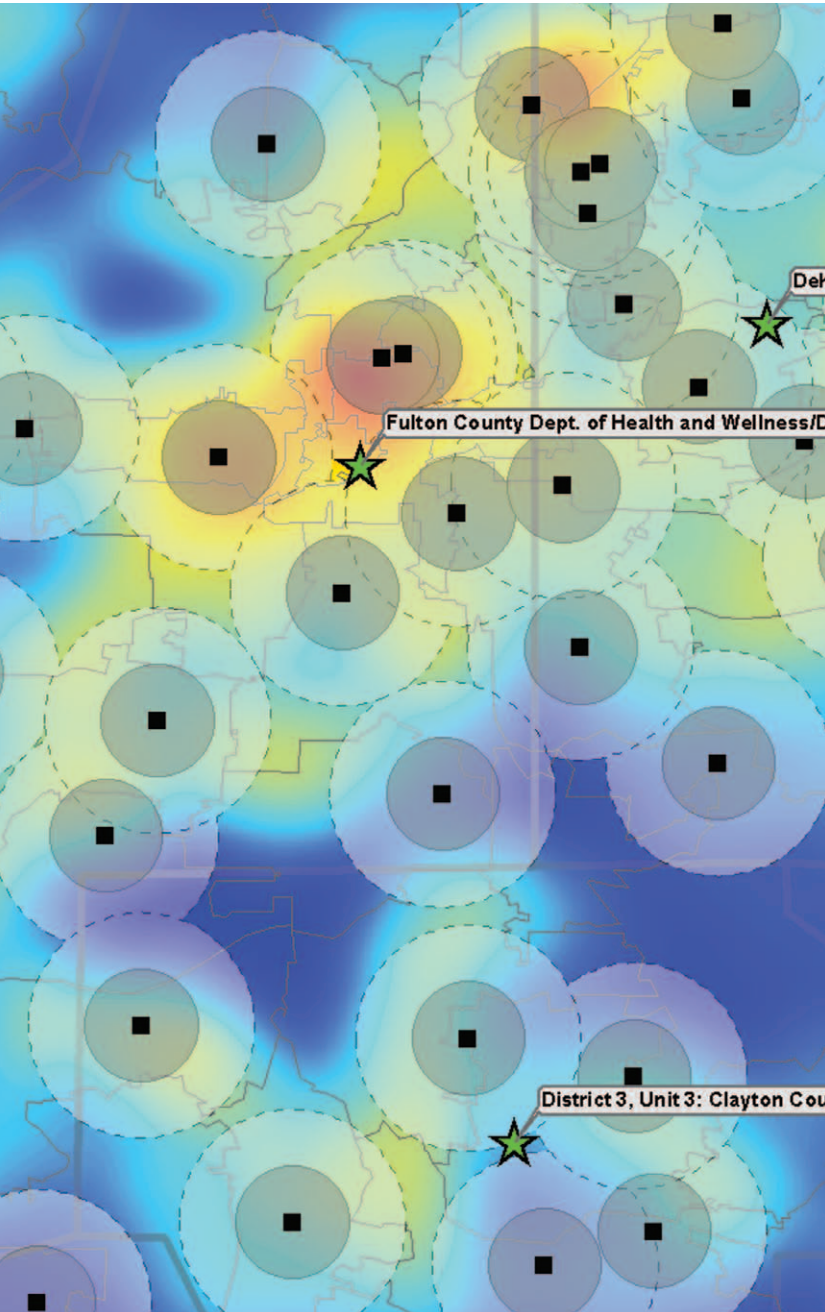




The Language of Geography

Health and Human Services





## The Language of Geography

## Health and Human Services

In all the industries in which Esri is involved, the same verbs emerge time and again: anticipate, access, track, measure, compile, assess, improve, utilize, manage, inform, share, leverage, optimize...**understand.**

In health, both on personal and public levels, these actions can literally be the difference between life and death.

Esri was built on the philosophy that geography can be used to shape a more resilient and sustainable future. Through the geographic approach, Esri is committed to solving earth's most pressing issues with a deeper understanding of our environment. Rational decision making and collaborative partnerships are key.

Today, the company practices that philosophy by utilizing geography to provide vital data through geographic information systems (GIS) that function as an integral part—on every level and at every scale—of

virtually every type of industry, including health and human services.

Esri integrates hardware, software, and data for capturing, analyzing, and presenting all forms of geographically referenced information. As a result, we visualize and interpret that data through maps, reports, and charts that reveal relationships, patterns, and trends. In short, Esri creates systems for understanding ourselves and the world around us.



# Measure Anticipate Access Track Compile Inform Share Leverage Optimize— **UNDERSTAND**

## **Individually Speaking**

Esri has developed ways of putting geography on the map and, if one is lucky, into one's medical records. Genetics and lifestyle aside, environment has heretofore not been documented in our life histories. Collecting people's geographic and environmental data, merged into their medical records, can make dramatic differences in the quality (and length) of their lives.

## **Public Health**

Esri plays an essential role in helping public health organizations influence population health. With the powerful tools and solutions that GIS technology brings, organizations can better grasp community health needs and design effective interventions. It offers solutions that improve field data collection and reporting and support disease surveillance and analysis with mapping and spatial statistics. Maps, the visual product of GIS, improve the communication of a health situation—such as environmental contamination—to decision makers and the public.

## **and PARTNER**

**Esri** partners with the World Health Organization and other government and nongovernmental organizations (NGOs) globally, including

**119 NATIONAL HEALTH MINISTRIES**

**50 US STATE PUBLIC HEALTH DEPARTMENTS**

**WORLD HEALTH ORGANIZATION**

**US CENTERS FOR DISEASE CONTROL AND PREVENTION**

**EUROPEAN CENTRE FOR DISEASE PREVENTION AND CONTROL**

**INTERNATIONAL HOSPITAL FEDERATION**

**50 LARGEST US LOCAL PUBLIC HEALTH DEPARTMENTS**

**500+ HOSPITALS AND MEDICAL CENTERS WORLDWIDE**

**85% OF ALL EUROPEAN UNION MEMBER STATES**

**95% OF ALL ACCREDITED US SCHOOLS OF PUBLIC HEALTH**

**88% OF US STATE SOCIAL AND HUMAN SERVICES DEPARTMENTS**

**PAN AMERICAN HEALTH ORGANIZATION**

**75% OF THE 50 TOP HEALTH-ORIENTED INTERNATIONAL NGOs**

**21% OF ALL LEVEL I TRAUMA CENTERS IN THE UNITED STATES**



# Assess Improve Utilize Manage

## Hospitals and Health Services

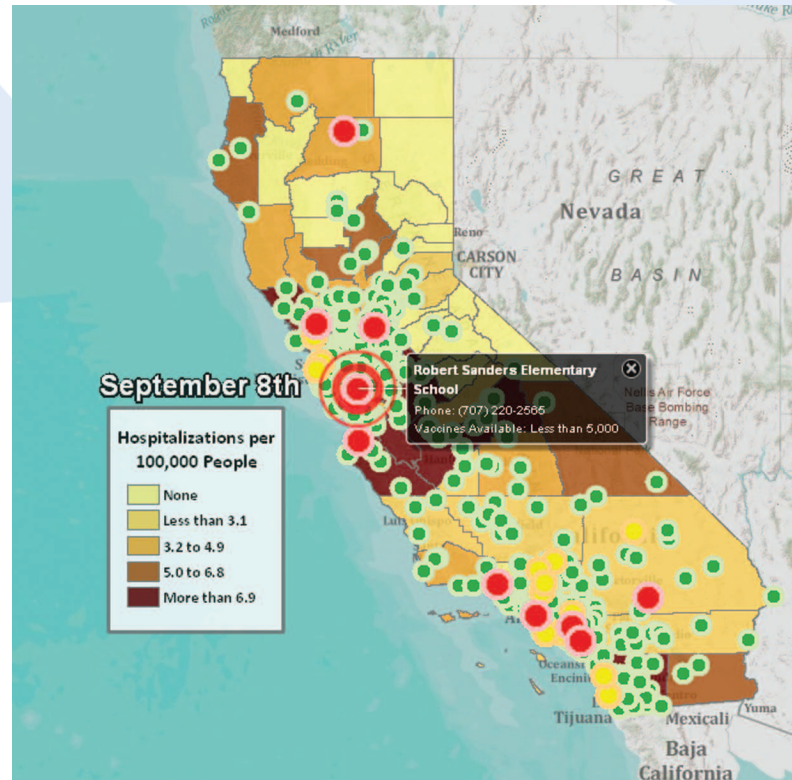
For hospitals, Esri enhances acquisition of timely, accurate, relevant information essential to the delivery of effective, high-quality health care services. This includes technology for marketing and strategic planning, safety, and community relations. By using geographic information to locate a new facility, estimate demand for a new service, or make sense of transmission patterns of hospital-acquired infections, GIS provides better ways to relate complex elements and reveal solutions.

## Human Services and Managed Care

Human services programs are the backbone of maintaining health and wellness. The demand for family and children's services brings new attention to concerns regarding access, efficiency, and program integrity.

Esri is key to modernizing the information technology (IT) infrastructure of many human and social service programs. Leveraging its data management, analysis, and visualization capabilities empowers social workers and other human services professionals to assess community needs, measure environmental forces (including access to services), deliver services more efficiently, and detect fraud and abuse.

**Above** This web application uses ArcGIS® Server and the (Adobe®) Flex™ API as a common operating picture viewer for H1N1 influenza hospitalization rates and vaccination distribution locations. A complete view of the event and available health resources is necessary to effectively manage program response and operations, but limited visibility



## Geo Matters

Esri has permanently redefined geography by helping provide road maps to our individual and global health and well-being. Along the way, it has provided decision makers domestic and international, public and private, with the information and assistance needed to make important choices wisely. It has even adopted a term—and a credo—to encapsulate that endeavor: Geo Matters.

into program operations can be a major challenge during response. GIS can be used as the one common platform to bring all this information together and provide a complete view into emergency events, operations, and a department's response to protect public health.



Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them. Governments, industry leaders, academics, and NGOs trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions for our partners is Esri's business strategy for future growth, and it drives our passion for improving quality of life everywhere.



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