

The Future of Healthcare Knowledge Sharing

Developing a collaborative environment for exchanging
of information within a Healthcare community



Ironworks



Ironworks

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Charlotte, North Carolina 28277
704.848.8889

Who is Ironworks?



Ironworks is a project-based consulting company that focuses on satisfying clients and building long-term partnerships. We are proud that 85% of our business is from repeat customers.

“Knowledge has become the key economic resource and the dominant – and perhaps the only – source of competitive advantage.”

The late Peter Drucker

Information Management

Explicit Information

Multiple Sources, Efficient Access

Good

Knowledge Management

Tacit Knowledge

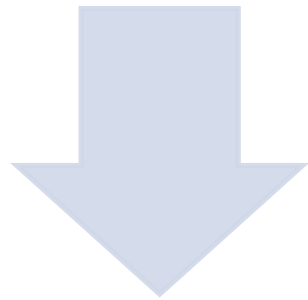
Expertise, Insight, Context

Better

Providing the tools for the Acquisition, Assimilation and Sharing of relevant knowledge within a community of people with a common interest or purpose

- **The Problem**

- Explosion of accessible content
- No easy way to find, use or share knowledge



- **Knowledge Portal Solution**

- Enables the discovery of relevant information and resources
- Helps users digest and analyze this content
- Incentivizes people to share individual perspectives

Background

- Age 40
- Married
- 5 year old daughter
- Teacher

Scenario

- Sally's husband noticed a change in a mole on her arm
- Sally went to a dermatologist where they performed a punch biopsy
- Sally has just received results that she has nodular melanoma

Sally's Needs:

- Trusted information about the disease and treatment options
- Skin cancer specialist
- Health insurance benefits
- Support from someone who has personal experience with the disease
- Organizations who support the fight against cancer to give back



Background

- Age 42
- Dermatologist
- Private Practice
- Hospital Privileges



Scenario

- Sally is a new patient with nodular melanoma on her arm
- Maria is concerned about the unusual growth rate
- Patient is also complaining of loss of feeling in her hand

Maria's Needs:

- Latest clinical practice guidelines for treatment of nodular melanoma
- Journal article from British Journal of Dermatology
- Quick consult with other dermatologists who have treated similar complications
- Health insurance benefits for Sally
- List of clinical trials for new treatments

Background

- Age 32
- Married
- Claims Analyst
- ABC Healthcare

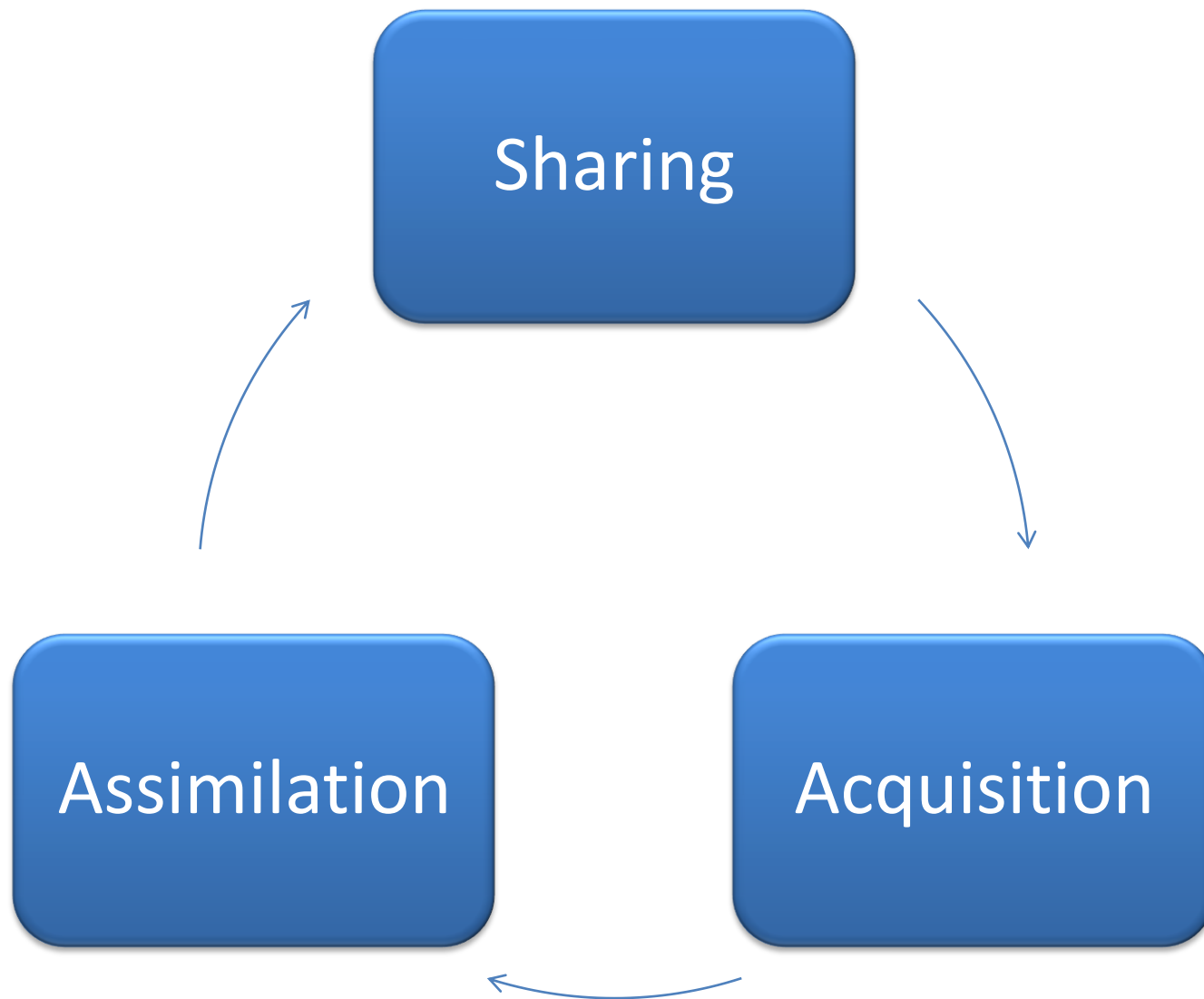
Scenario

- Reviewing Sally's claim for eligibility
- Suspects a pre-existing condition prior to Sally accepting new job
- Validating non-standard treatment options recommended by Maria

Charlie's Needs

- Information on nodular melanoma
- Understanding of the various treatment options and where they should be applied
- Company policies on pre-existing conditions
- Employment history from Sally's health records
- Consultation with other state affiliates for precedence surrounding non-standard treatment






Acquisition

Acquiring


You searched for "design" (93,211 results found) [Save to My Searches](#) [RSS Feed](#)

Sort By

Showing 1 - 10 [1](#) [2](#) [3](#) [4](#) [5](#) [Next >](#)



Items with the  AIA logo are materials published by The American Institute of Architects.

EXECUTIVE SUMMARIES

 [AIA David Body FAIA nomination summary](#)



Contributor: The American Institute of Architects
...Subsequently, Body has worked at 88 campuses, completing 42 collegiate recreation centers, many recognized for planning and **design** excellence by the AIA and professional organizations worldwide. He has also excelled as a leader of programming...

AIA COLLECTION

 [AIA Temple Judea Holocaust Resource Center](#) 

Contributor: The American Institute of Architects
Temple Judea Holocaust Resource Center

AIA COLLECTION

 [AIA Columbia Gorge Interpretive Center](#) 

Contributor: The American Institute of Architects
Columbia Gorge Interpretive Center

Refine Your Results

Search Path

[design](#)

Knowledge Categories

- [Building Performance \(37\)](#)
- [Design \(68311\)](#)
- [Leadership \(421\)](#)
- [Practice \(363\)](#)

Knowledge Types

- [Activities \(7\)](#)
- [Images \(68125\)](#)
- [Member Blog \(17\)](#)
- [Member Forums \(12\)](#)
- [Multimedia \(397\)](#)
- [Products \(1246\)](#)
- [Profiles \(599\)](#)
- [Project Profiles \(69\)](#)
- [Publications \(831\)](#)
- [Websites \(19508\)](#)

Related Knowledge

Knowledge Types

- [Activities \(1\)](#)
- [Multimedia \(15\)](#)
- [Publications \(13\)](#)

Knowledge Source

- [AIA National \(23\)](#)
- [External \(5\)](#)

File Type

- [PDF \(9\)](#)
- [Video \(1\)](#)
- [ZIP Compressed \(2\)](#)

Publish Date

- [Older than 3 months \(20\)](#)

Collecting

The screenshot displays the 'My Soloso' user interface for David Roe. At the top, there are navigation tabs for 'Overview', 'Profile', 'Blog', and 'Contributions'. Below these, the user's name 'David Roe' is shown with an email icon and a 'Show Profile' link. The main content area features the AIA SOLOSO logo, a search bar with the text 'Start Your Search Here', and a 'GO' button. A search result is displayed: 'You searched for "" (121,705 results found)'. An 'Add RSS Feed' dialog box is overlaid on the search results, containing fields for 'RSS Title' and 'RSS Description', and a 'Save' button. To the right, there is a 'Click below to connect with other members:' section with a diagram showing 'David Roe' connected to 'Specialties', 'Education', and 'Affiliations'. Below this diagram are sections for 'Favorites' and 'Saved Searches', each with a list of items and a 'Show Favorites' or 'Hide Saved Searches' link.

My Soloso

Overview Profile Blog Contributions

David Roe [Show Profile](#)

AIA SOLOSO Get. Give. Grow

Search

Welcome David Roe [About Soloso](#) | [My Profile](#) | [Forums](#) | [Help](#) | [Sign Out](#)

You searched for "" (121,705 results found) [Save to My Searches](#) [RSS Feed](#) [A](#) [A](#) [A](#)

Add RSS Feed

RSS Title

RSS Description

After you click save your RSS feed will appear in a new window. If your web browser has a compatible RSS reader, you will be prompted to save your feed. If your browser does not provide an RSS reader you will need to copy the entire URL in to a separate RSS reader.

Refine Your Results

Knowledge Categories

- [Building Performance \(492\)](#)
- [Design \(68333\)](#)
- [Leadership \(582\)](#)
- [Practice \(498\)](#)

Knowledge Types

- [Activities \(7\)](#)
- [Images \(68333\)](#)
- [Member Blog \(57\)](#)
- [Member Forums \(34\)](#)
- [Multimedia \(520\)](#)
- [Products \(10115\)](#)

Click below to connect with other members:

KnowledgeCommunities

Specialties — David Roe — Education

Affiliations

Favorites [Show Favorites](#)

- [Goosewing Farm](#)
- [Emory University, Michael c. Carlos Museum](#)
- [Hamamatsu Seaside Golf Clubhouse](#)
- [Bytes Dining Facility](#)
- [Ocean Club Resort](#)
- [Bytes Dining Facility](#)
- [A Geothermal House](#)
- [AIA Test Document](#)

[Hide Saved Searches](#)

Saved Searches

- [Andy Test \(RSS\)](#)
- [wood search \(RSS\)](#)
- [test search \(RSS\)](#)
- [PDFS \(RSS\)](#)

Assimilation

Relationships

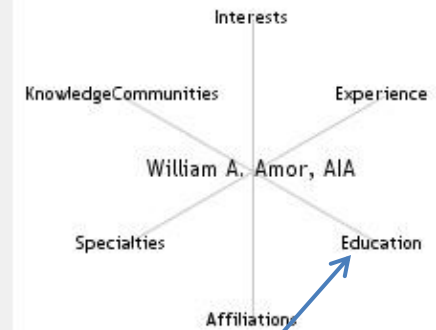
William A. Amor, AIA 

[Amor Architectural Corporation](#)
1572 Skyline Drive
Fullerton, CA 92831

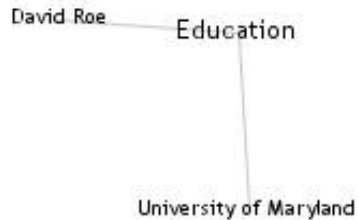
Summary

resident in charge of a Nevada Architectural architectural, mechanical, plumbing, electrical, due expert witness services. Forensic duties include writing reports. Also includes coordination ng experts to discuss defects, standards of care tion and/or trial testimony. Architectural and oping and overseeing the repair process, both for vestigated by others. Architectural services for

Click below to connect with other members:



Click below to connect with other members:



Experience

CEO
[Amor Architectural Corporation](#)
101 Convention Center Drive
Suite 660
Las Vegas
NV
89109

Education

University of Michigan College of Architecture and Urban Planning
Master of Architecture Degree
1979-1983

Construction Documentation "Drawings"
Construction Defect Analysis
Code Compliance
Accessibility Compliance

Affiliations

Member Reviews

Average Rating  Based on 2 Reviews

Show **Newest** 

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A Great Public Servant
July 8, 2008
Reviewer: [R. Randall Vosbeck, FAIA](#)

George was indeed a wonderful public servant. This article provides a fine tribute to a great architect, engineer, lawyer and manager who was able to walk the fine line of serving a variety of constituencies with unusual skill while never compromising his principals of quality service. I am privileged to have known George for many years and always considered him a manager of the highest order. Thank you, Debbie DeBernard, for doing this.

One minor correction: You referred to Bill Slaten as the AIA Executive Director. It was Bill Slayton, who was the Executive Vice President at the time. (Also, George White was serving as an AIA Vice President when he was selected for the position and many considered him as a future AIA presidential candidate.)


George White, FAIA—A Rare Combination
Wonderful information on a truly great american. Enjoyed the read and thought it insightful. to the

Margin Comments

« Comments 0 of 0 »

Enter your comments below:



[Save Comment](#)


Close 


George White, FAIA—A Rare Combination

By Deborah M. DeBernard, AIA, NCARB, LEED AP

"Architects bring beauty to the built environment, yet now we are asked to do more and more management. Architects today need to hone their management skills and business acumen," says George M. White, FAIA, Architect of the Capitol (AOC) for nearly 25 years. Having served at the pleasure of six presidents, beginning with Richard Nixon, he exhibits a perfect blend of the renaissance requirements of the profession of architecture.

In a recent interview, White shared some stories from his career. "I had thought of being an architect while I was in high school. Since my father was an architect, I thought it would be enjoyable to study architecture. But when my father, who lived through the Depression when

Member Rating
 Based on 2 Reviews
[Read Reviews](#) | [Write a Review](#)

Margin Comments 

0 comments

The background features a large, semi-transparent, stylized letter 'A' on the left side. To the right of the 'A' are several overlapping circles and abstract shapes, all in a light green color that blends with the overall background. The word 'Sharing' is centered horizontally and positioned below the 'A' and the abstract shapes.

Sharing

Community Membership

My Soloso

Overview Profile Blog Contributions

Randall M. Nishimura, AIA ✉

132 East Broadway
Suite 540
Eugene, OR 97401-3186

Summary

I am an architect who lives and works in Eugene, Oregon. Born and raised in Vancouver, British Columbia, I began my professional career in Vancouver following graduation from the University of Oregon. After securing professional licensure in California, I moved to Los Angeles, California. After working for Robertson/Sherwood/Architects in Los Angeles, I returned to Eugene, Oregon to work for Robertson/Sherwood/Architects in Eugene, Oregon in the position of President-Elect for the American Institute of Architects Southwestern Oregon Chapter (AIA-SWOC).

Click below to connect with other members:

Specialties

Affiliations

Construction Specifications Institute (CSI)

Interests

Programming
Architectural Design

Knowledge Communities

Committee on Design
Practice-Management

Experience

Senior Associate
[Robertson/Sherwood/Architects pc](#)
132 East Broadway, Suite 540
Eugene
Oregon
97401

Education

University of Oregon
Bachelor of Architecture
1980-83

University of California, Los Angeles
Master of Architecture
1985-87

British Columbia Insitute of Technology
Diploma in Building Technology
1977-79

The screenshot displays the AIA Soloso website interface. At the top, the AIA Soloso logo is on the left, and a search bar with the text "Start Your Search Here" and a "GO" button is on the right. Below the header, a navigation bar includes "Welcome David Roe" and links for "About Soloso", "My Profile", "Forums", "Help", and "Sign Out".

The main content area is titled "My Soloso" and features a sub-navigation menu with "Overview", "Profile", "Blog", and "Contributions" tabs. A "Blog for Randall M. Nishimura, AIA" is highlighted. The blog post, dated "MONDAY MAY 5, 2008", is titled "Eugene, Genius Loci, and the Butterfly Effect". The text of the post begins with "The following blog entry was on [www.sworegonarchitect.blogspot.com](\"http://www.sworegonarchitect.blogspot.com/2008/05/eugene-genius-loci-and-the-butterfly-effect.html\")".

On the right side of the blog post, there is a "Previous Posts" section with two entries: "Eugene, Genius Loci, and the Butterfly Effect" and "Grassroots 2008".

Below the main content, there is a section titled "Approved Contributions" which contains a table of contributions:

Contribution	Type	Date/Time
- B&O Railroad Museum Roundhouse	Image	8/31/07 11:35 AM
- Ocean City Beach House	Image	8/31/07 11:27 AM
- Air Force Memorial	Project	9/5/07 8:13 AM
• Airforce Memorial #6	Image	9/5/07 8:13 AM
• Airforce Memorial #5	Image	9/5/07 8:13 AM

Enabling Technologies

Knowledge Portal Solution

Content Management

Digital Assets
Documents
Web Content
User Content
Taxonomy
Security
Compliance

Search

Structure data
Unstructured content
Cross Domain
Security
Personalization
Classification
Relevance

User Management

Profile
Preferences
Authorization
Authentication
History
Behavior

Portal

Workspaces
Interface customization
Application Integration
Collaboration
Social Networking

Constituent Order Processing Solution (COPS)

- **The Problem**

- Inefficient process for accessing and sharing knowledge and resources via cancer.org and the National Cancer Information Center (NCIC)
- No timely view of interactions with ACS constituents

- **Knowledge Portal Solution**

- Web-based ordering build directly from info sources being accessed
- Integration with ACS CRM database (Siebel) to track all constituent contacts
- Use of Oracle UCM for access to all cancer information documents
- Access to cancer information brochures directly from the ACS website
- Integration with distribution center to process mail orders
- Integration with external vendor for clinical trials info and referrals

Why Ironworks?

❑ The “Right Size”

- We are large enough to provide depth, experience and expertise, yet small enough to provide the intimacy and agility to be responsive to your needs.

❑ Experienced Resources

- Our teams include senior, experienced program managers, designers, information architects, developers, and engineers – we don’t sell with the “A” team, then staff the job with the “B” team. And we do not learn on your nickel.

❑ Integrated Strategy, Design and Development

- This integration means that our strategies are practical, our applications are highly usable, and our technical solutions are expandable and maintainable.

❑ Solution and Technology Agnostic

- Our teams are tasked with creating solutions built upon client requirements, not technology biases

Our Service Offerings

BUSINESS CONSULTING

- Program Management Office
- IT Strategy and Roadmap
- Vendor and Tool Selection
- Business Process Improvement
- Compliance

WEB SOLUTIONS

- Web Strategy
- Web Design and Usability
- Portals
- Enterprise Content Management
- Web Analytics
- E-Commerce
- Enterprise Search
- Application Management

SYSTEM INTEGRATION

- Service-Oriented Architecture (SOA)
- Strategy and Implementation
- Business Intelligence
- Application Integration

Representative Clients

Healthcare



Not for Profit



Mfg/Retail/Dist



Financial Services



Other



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Sales Representative 336-508-0780

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