**Problem: underused data**

**The Mental Health Research Network**
10 HMOs, 12 states, 11+ million patients
HMOs share mental health data for research

**Underused data**
Requires extensive technical experience
Easy to misinterpret
Hard to ask questions
Not evangelized for non-research use
Many unaware that the data exists

**Target audience**
Mental health clinicians
Researchers
Program managers

**Goals: make it easier to...**
Benchmark HMO against entire network
Explore mental health care trends
Verify sample size for further research
Make data-driven health care improvements

**Process**

Problem definition
Research
Ideate
Test
Design
7 interviews
9 user tests
4 iterations

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**Solution: simple interactive visualization**

**Define your question**
Clarify what you’re asking to prevent misinterpretation
Understand the difference between rate and count
Quickly validate your question before viewing full results
Browse other questions to become inspired

**Explore your answer**
Break it down by different demographics
Adjust demographic filters on-the-fly
Return to question interface to refine question further
Share your results with others or save for later

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**Results**

**Usability tests: people were...**
Excited to use the tool
Eager to share the tool with others
Easily able to interpret their question and the results

**Impact**
Encourage data-driven decision-making at clinic, HMO, and national levels
Promote self-service and exploration of information
Enable a wider audience to use the data

**Next steps**
Develop tool → Release to users → Measure impact

“We want to deliver answers to users’ questions quickly and interactively because that encourages them to keep asking questions. The real goal is...to spread the behavior of using data.”

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