



# Remarks to Silicon Flatirons

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# President's Strategy for American Innovation

## Tech Role in Securing Our Economic Growth and Prosperity

### Catalyze Breakthroughs for National Priorities

**Health IT innovation**

- Unleash a clean energy revolution
- Accelerate biotechnology, nanotechnology, and advanced manufacturing
- Develop breakthroughs in space applications
- Drive breakthroughs in health care technology
- Create a quantum leap in educational technologies

**Startup America**

### Promote Market-Based Innovation

- Accelerate business innovation with the R&E tax credit
- Promote investments in ingenuity through effective intellectual property policy
- Encourage high-growth and innovation-based entrepreneurship
- Promote innovative, open, and competitive markets

**Wireless Innovation & Infrastructure Initiative ("Wi3")**

### Invest in the Building Blocks of American Innovation

- Educate Americans with 21<sup>st</sup> century skills and create a world-class workforce
- Strengthen and broaden American leadership in fundamental research
- Build a leading physical infrastructure
- Develop an advanced information technology ecosystem



# “We’re Going to Have to Up Our Game, Marquette”

## Plan to Win the Future through Expanded Wireless Access

### National Wireless Initiative (Wi3)

*Marquette, MI*



### Wi3 In Brief

- #1: Voluntary incentive auctions; goal to free 500 MHz of spectrum
- #2: \$5BN investment incentives to cover 98% with 4G wireless coverage
- #3: \$10.7BN investment to build nationwide public safety broadband network; re-allocate D block
- #4: \$3BN innovation fund for basic R&D, test beds, and public sector application development

“For our families and our businesses, high-speed wireless service, that’s the next train station; it’s the next off-ramp. It’s how we’ll spark new innovation, new investment, new jobs.”

—President Barack Obama, 02/10/11



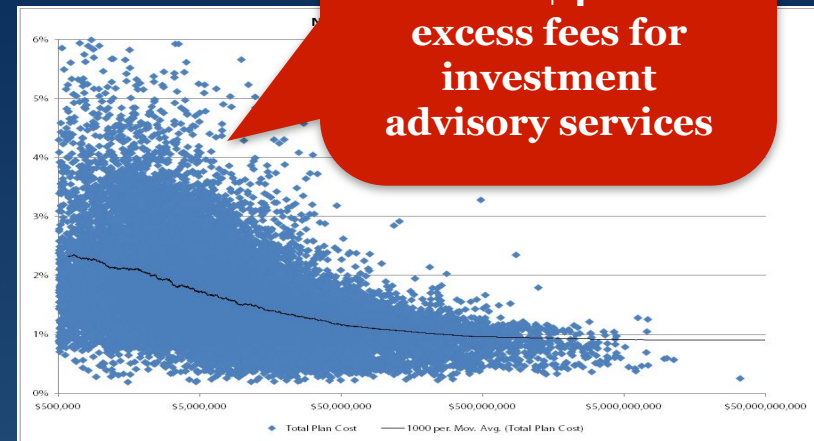
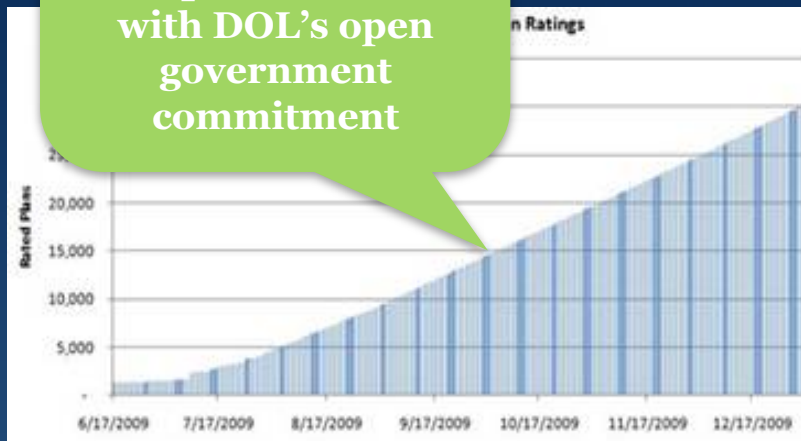
# Startup America: Entrepreneurs are Welcome

## Alfred Brothers Grow Jobs by Monetizing Labor Department Data

Brightscope scales from 5 to 25 FTEs; secures 90% of corporate assets with DOL's open government commitment



401K data reveals hidden problem - small businesses incur ~\$4BN in excess fees for investment advisory services



"Entrepreneurs embody the promise of America: the idea that if you have a good idea and are willing to work hard and see it through, you can succeed in this country. And in fulfilling this promise, entrepreneurs also play a critical role in expanding our economy and creating jobs."

—President Barack Obama, 01/31/11



# Catalyzing Breakthroughs Through Healthcare IT

## Pay for “Value” to Drive New Markets for Care Coordination Services

### Patient Centered Medical Homes

- Organized outpatient care, coordination and team-based approaches

### Accountable Care Organizations

- Shared savings; Redesigned care processes for high quality, efficient delivery

### Bundled Payments

- Pilot program for episodes of care; incentivizes reduced costs around eight conditions

### Readmission Reduction Programs

- Motivates hospitals to engage with care coordinators and better organize delivery systems

### Innovations Needed:

Data Mining/Analytics

Care Integration Tools

Timely Clinical Data, Decision-Support

Technology to Extend Physician Reach

Consumer Engagement Tools/Platforms/Apps



# Tech Team\* Emphasizes Role of “Convener”

Platforms + Participation = Innovation Ecosystems

## Public Sector Platforms

*Three Policy Levers*

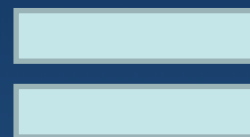
Consensus-Driven  
Standards

Open Data

Pre-Competitive  
R&D Collaboration



Public  
Participation



Results-Driven  
Ecosystems

\*United States CTO, CIO; Agency CIO and CTOs



# Pre-Competitive R&D Opens Markets

Public, Private, Academic Sponsors Tap Creativity, Innovation

## Extending the EHR

*mHealth Apps Challenges*



**SMART Apps: \$5K award for best HTML5 app built on open API (March 2011)**  
**West Wireless HI: \$10K award for veterans mHealth apps**

## Challenge.gov

*Simplified Access Platform*



**64 challenges (new or in progress) issued by 24 agencies since September 2010 ranging from x-prizes to modest apps contests**



# Open Education Data Catalyzes Philanthropy

## i3 Innovation Grantees Tap (New) Open Foundation Registry



**All 49 grantees secured 20% match; Registry members accounted for \$55M, or 40% of total raised**

- Easy step-by-step guide
- Upload needed documents
- Save and return later to register

**CREATE AN ACCOUNT NOW**

“To meet the President’s goals -- to reach the finish line -- we need transformational change. The islands of excellence that now exist in school districts have to become the norm...In a word, America’s schools need innovation.” - **Secretary Arne Duncan, Aug 20, 2009**



# Standards to “Unlock” Value of Health Exchange

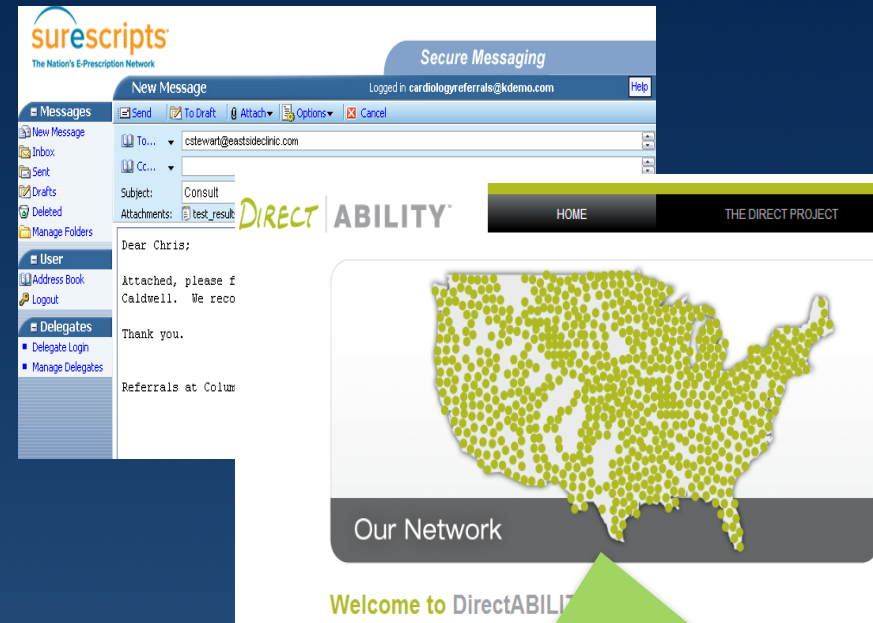
## Open Industry Collaboration Delivers Technical Specs in 90 Days

### Direct Project in Brief



“A set of **policies, standards and services** that enable the Internet to be used for secure and meaningful exchange of health information to improve health and health care” – launched 3/10, specs posted 6/10, first commercial transaction 1/11 (Hennepin Cty Med Ctr to MN Health Dept)

### Standards Spur Competitive Market



SMTP-based specs for all providers; reference implementation underway with 25,000+ lines of code and counting; early evidence suggests 90% savings against “point-to-point” interfaces



# Engage Entrepreneurs as Problem Solvers

## Open Energy, Transportation, Government Platforms Spur Innovation

**Startups access growth markets through open APIs**

**Google PowerMeter API**  
Version: v0.17  
Audience

**Metro Transparent Data Sets API**  
Overview  
The Metro Transparent Data Sets API allows developers to create applications that includes Metro transit data. The API is available at no charge and non-profit applications. We only ask that developers adhere to the **Developer License Agreement**. To make the API as flexible as possible, we support REST and JSON. Complete documentation including code samples can be found on the page. To get started, you will need to **register** and obtain an API key.

**Open311**  
A COLLABORATIVE EFFORT TO CREATE AN OPEN STANDARD FOR 311 SERVICES  
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