

The SAFHER Project

NADRO 2023



**System for
Agriculture, Food,
Health, E-Inspections,
and Registrations
(SAFHER)**





My Story...





Building SAFHER

Remodel or Retire?

Or Rebuild ?









That ?

OR

This ?



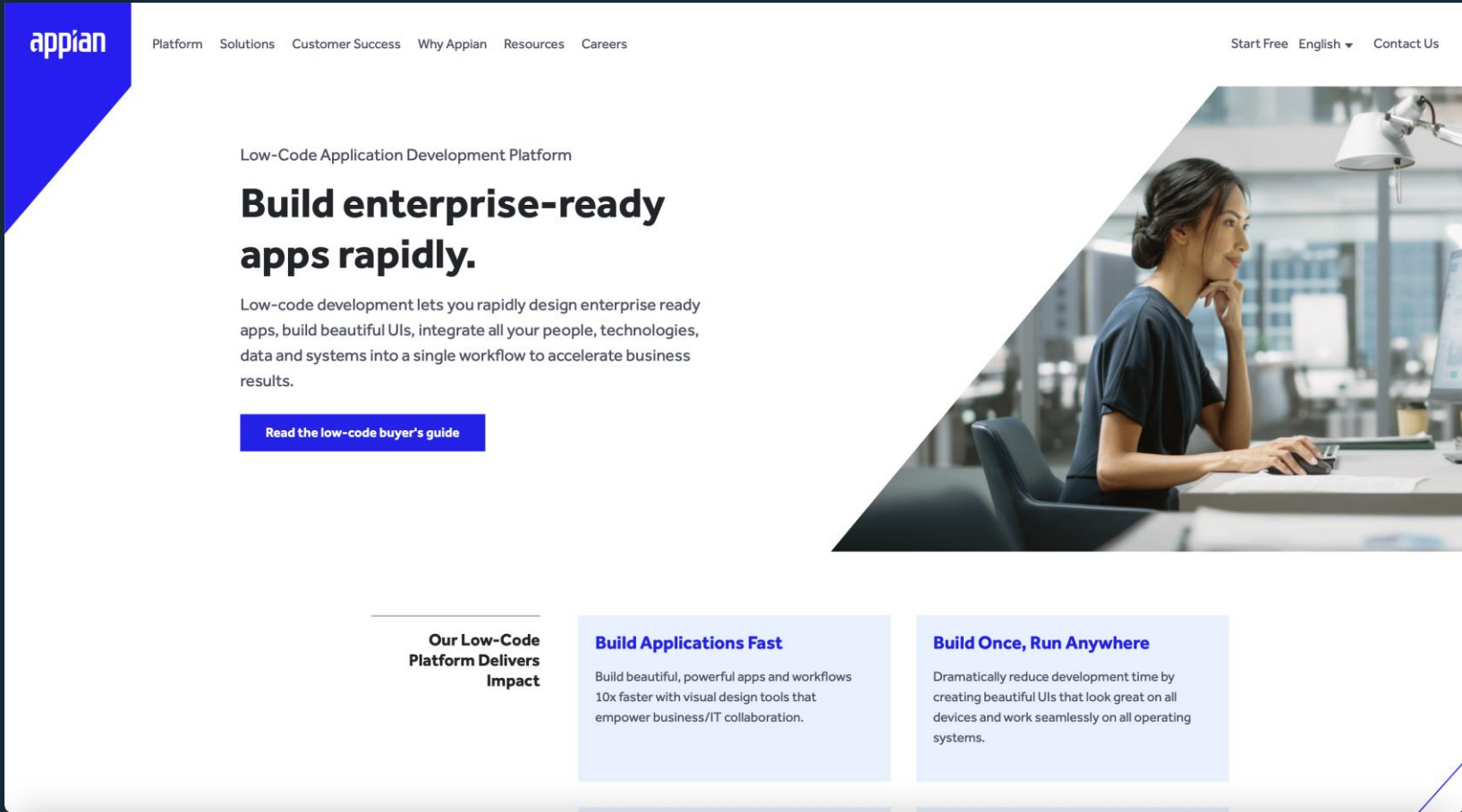
The logo for PRECISE, featuring a white diamond-shaped icon with a stylized 'P' inside, followed by the word 'PRECISE' in a bold, white, sans-serif font. The background is a dark, blurred image of a person's hand interacting with a futuristic, glowing blue digital interface overlaid on a circuit board.

PRECISE

The logo for SAFHER, featuring a white shield-shaped icon with a stylized leaf or flame design inside, followed by the word 'SAFHER' in a bold, white, sans-serif font.

SAFHER.

appian



The screenshot shows the Appian website homepage. At the top left is the Appian logo. The navigation menu includes Platform, Solutions, Customer Success, Why Appian, Resources, and Careers. On the top right, there are links for Start Free, English (with a dropdown arrow), and Contact Us. The main content area features a sub-header 'Low-Code Application Development Platform' followed by the headline 'Build enterprise-ready apps rapidly.' Below this is a paragraph explaining low-code development. A blue button labeled 'Read the low-code buyer's guide' is positioned below the paragraph. To the right of the text is a photograph of a woman in a dark blue shirt sitting at a desk, looking at a computer monitor. Below the main content are three columns: the first is titled 'Our Low-Code Platform Delivers Impact'; the second is titled 'Build Applications Fast' and describes building beautiful apps 10x faster; the third is titled 'Build Once, Run Anywhere' and describes reducing development time by creating beautiful UIs.

<https://www.afdo.org/safher/news/>

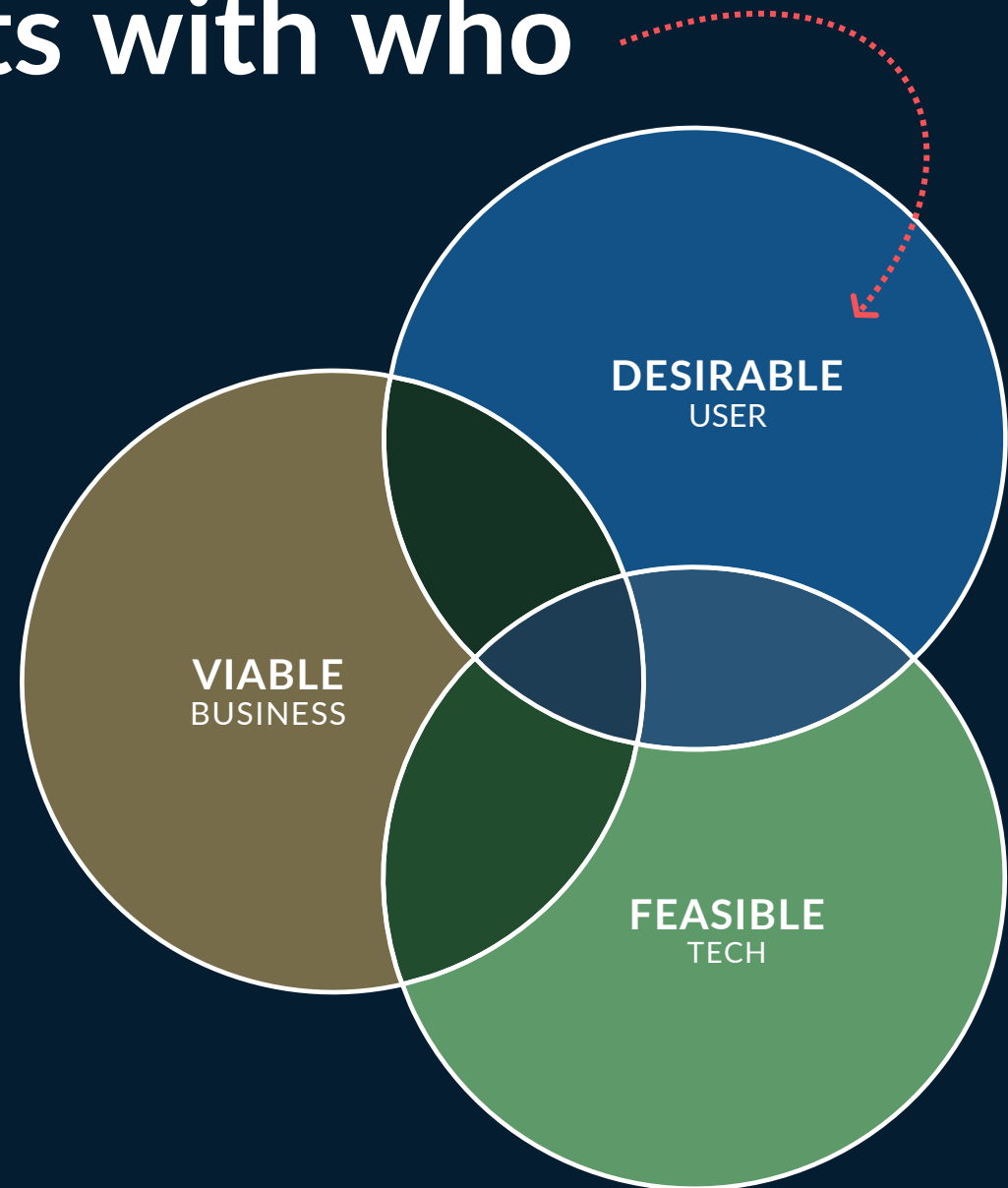
Human-centered design

Human-centered design (HCD) is **a creative approach to problem-solving**. It starts with understanding the people you're designing for and ends with purpose-built solutions to suit their needs.

- ✓ Solve for the root cause, not just symptoms
- ✓ Generate many innovative ideas
- ✓ Mitigate risk with early and iterative experiments
- ✓ Solve for customers and employees first

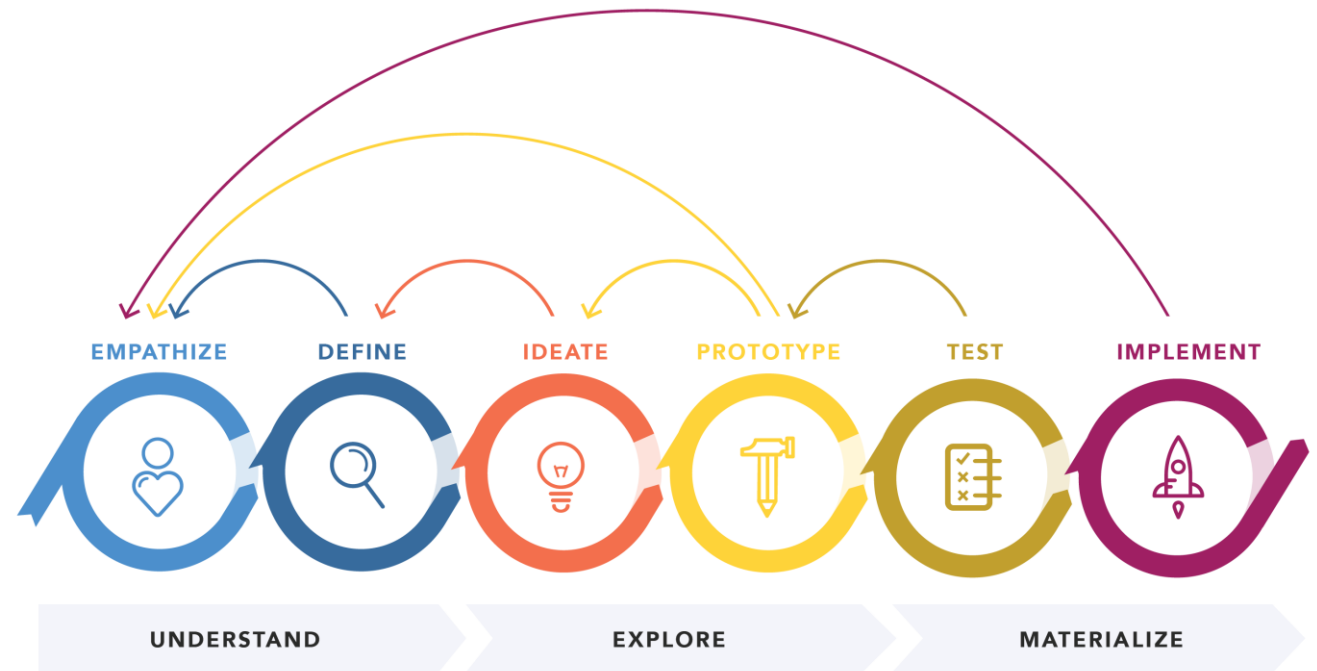
Design thinking starts with who

Design thinking brings together what is desirable from a **human point of view**, then with what is technologically feasible and economically viable.




Design thinking follows a non-linear process

Regardless of how it's presented, the process is designed to learn directly from people, open to a breadth of creative possibilities, and then zero in on what's most desirable, feasible, and viable for the people you're designing for.



01 Start with the who...



Amanda
Restaurant Owner

I take a lot of pride in what I do. I want my establishment to run smoothly and for my customers to be happy. Part of running a business is making sure you're operating in accordance with local laws and regulations, and knowing exactly how to do that can be a struggle; but if I have the right tools and resources, I know I can succeed.

Demographic & Work Details	
Age	45
Location	Urban
Company	Moe's BBQ
Environment	80% Establishment 20% Home

Communication	
	60% Business employees 30% Business partners & managers 10% Regulatory agencies


Technology	
	Laptop or desktop computer, mobile, tablet, POS systems

Software	
	Managing schedules, filing taxes, and tracking financials

Daily Activities
<ul style="list-style-type: none">Manage day-to-day operationsHiring/firing staffTracking financialsManaging building maintenanceEnsuring compliance with health standards

Pains & Frustrations
<ul style="list-style-type: none">Difficult to know what license to choose and I could use guidanceNot sure where to go when I have questions about my license or operating requirementsUnreliable information that's specific to the state or county I operate inI don't always know when my license renewal is due and need a reminderInspectors/inspections focus on different things and feel unpreparedNot everything can be done online, and managing years (or decades) of paperwork is difficultProduct registration can take multiple weeks when I'm registering 100+ products

Primary Goals
<ul style="list-style-type: none">Understand information required for licensingRenew required license(s) on timeRemain in compliance with health standardsStay up-to-date on new requirements and regulations





Patrick
Licensing Manager/Support

I take pride in helping others stay safe by fulfilling their needs. I value my colleagues, see potential for career growth, I enjoy learning and staying occupied.

Demographic & Work Details	
Age	32
Location	City
Company	State Department of Public Health
Environment	65% Office 30% Home 5% Field

Communication	
	40% My Team 40% Consumers & Business 20% Entire Organization

Technology	
	Windows laptop, landline phone, printer, calculator, monitors

Software	
	Regulatory data management, payment processing, database, Microsoft Office, image editing

Daily Activities
<ul style="list-style-type: none">Processing complaintsLicensing and renewalsProduct registrationMass digital and physical mail processingCustomer serviceManage payments & issue refunds

Pains & Frustrations
<ul style="list-style-type: none">Providing public and business users with tech support is time consumingNeed ability standardize system labeling and disable unneeded fieldsWhen consumers submit unclear complaintsI spend weeks manually uploading labels for businesses with 200+ product registrationsIssuing refunds, adjusting the fees, and charging for the difference take a lot of time and is manualNo ability to track progress of renewals or licensingLack of automation for actions that take place monthly, or annuallyNeed ability to customize reports

Primary Goals
<ul style="list-style-type: none">Help businesses acquire or renew new licenses, especially during the seasonComply with public or regulatory inquiriesManage and distribute complaints for actionRespond to and inspect >90% complaints within 24hEnsure business compliance & consumer protection



What's a persona?

A persona is a fictional representation of a target audience, that captures understand user needs, preferences, and pain points.

With personas, **product teams can tailor the product's features, functionality, and user experience** to meet the specific requirements and desires of the target audience, **resulting in a more successful and human-centric product.**



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- Tracking financials
- Managing building maintenance
- Ensuring compliance with health standards

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Pains & Frustrations

- Difficult to know what license to choose and I could use guidance
- Not sure where to go when I have questions about my license or operating requirements
- Unreliable information that's specific to the state or county I operate in
- I don't always know when my license renewal is due and need a reminder
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- Processing complaints
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- Product registration
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Primary Goals

- Help businesses acquire or renew new licenses, especially during the season
- Comply with public or regulatory inquiries
- Manage and distribute complaints for action
- Respond to and inspect >90% complaints within 24h
- Ensure business compliance & consumer protection

Pains & Frustrations

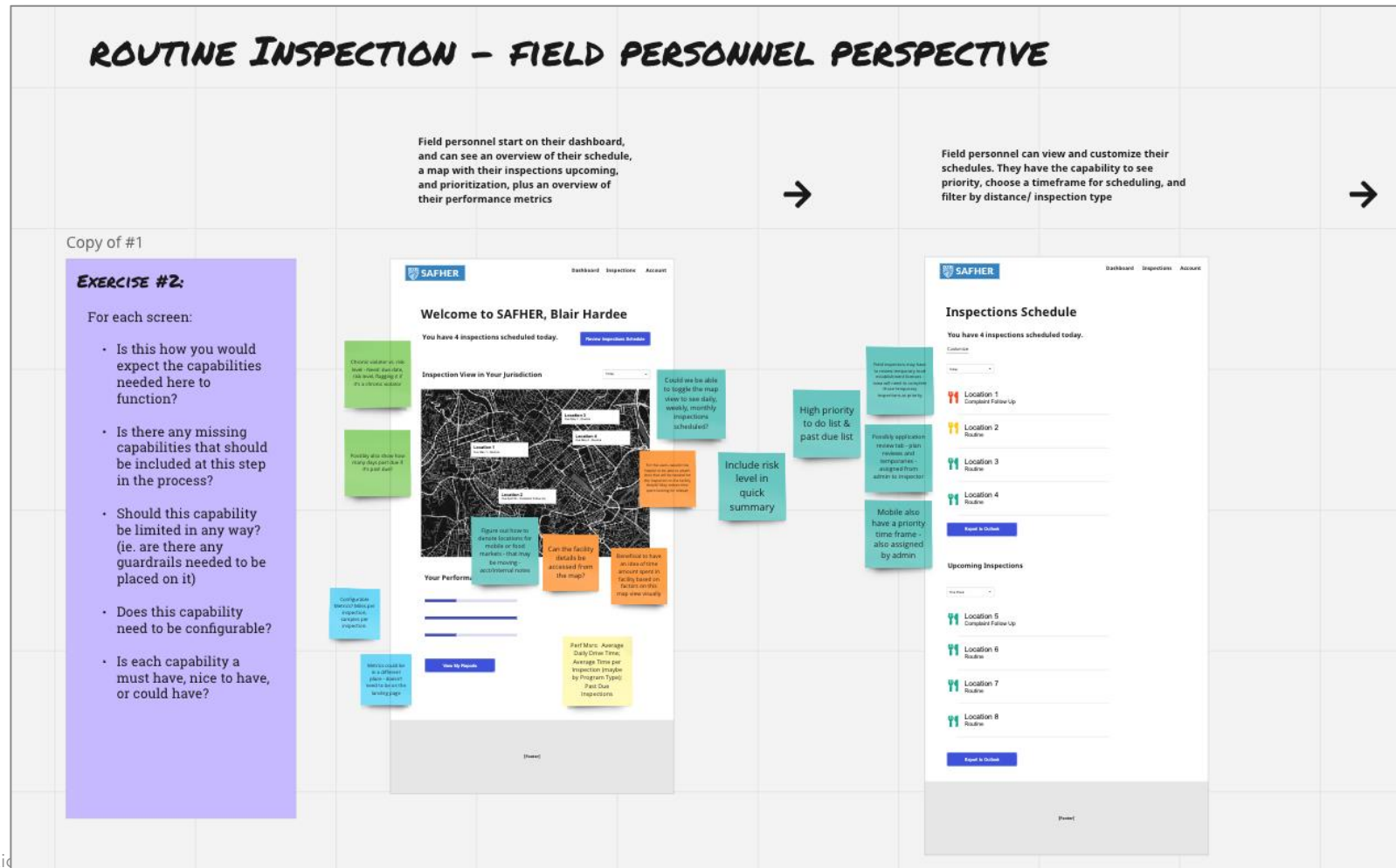
- Providing public and business users with tech support is time consuming
- Need ability standardize system labeling and disable unneeded fields
- When consumers submit unclear complaints
- I spend weeks manually uploading labels for businesses with 200+ product registrations
- Issuing refunds, adjusting the fees, and charging for the difference take a lot of time and is manual
- No ability to track progress of renewals or licensing
- Lack of automation for actions that take place monthly, or annually
- Need ability to customize reports

Visualization of requirements

High-level visual representations of future SAFHER experience to support comprehensive requirements gathering



Interactive requirements gathering sessions



Account Visualization Example

#1

EXERCISE #1:

For this screen:

- Are user(s) associated with a business at the time of facility account creation or after?
- Should there be "checkpoints" or verification on the state's end when a user tries to affiliate themselves with a facility?
- What if a facility does not have a record yet?
- Are there are other necessary fields to collect here?

Use Case: Creation of an external business user account

Account creation

Create a User Account

User account information

Name: Linda Meyer

Mailing address: 123 Main Street, Des Moines, IA, 50211

Phone #: 515 555 1234

Cell or alternate phone #: 515 555 1234

Email address: linda.meyer@comp.any.com

Facility affiliations

Search for a facility record

Facility record #	Business name	Business address
1454843	Linda's Oatmeal	123 Main Street, Des Moines, IA, 50211

What other information is required to create an external user account?

USPS verified addresses?

Type of association with facility (owner, licensing, renewals, facility manager)

Pre populate city, state, county from ZIP please

Email address

What type of account are all they?

Does a user need to be approved before being allowed to access a facility?

Time frame? e.g. 1 week to sign up

Email verification to prevent duplicate accounts

Is an account required to log a complaint?

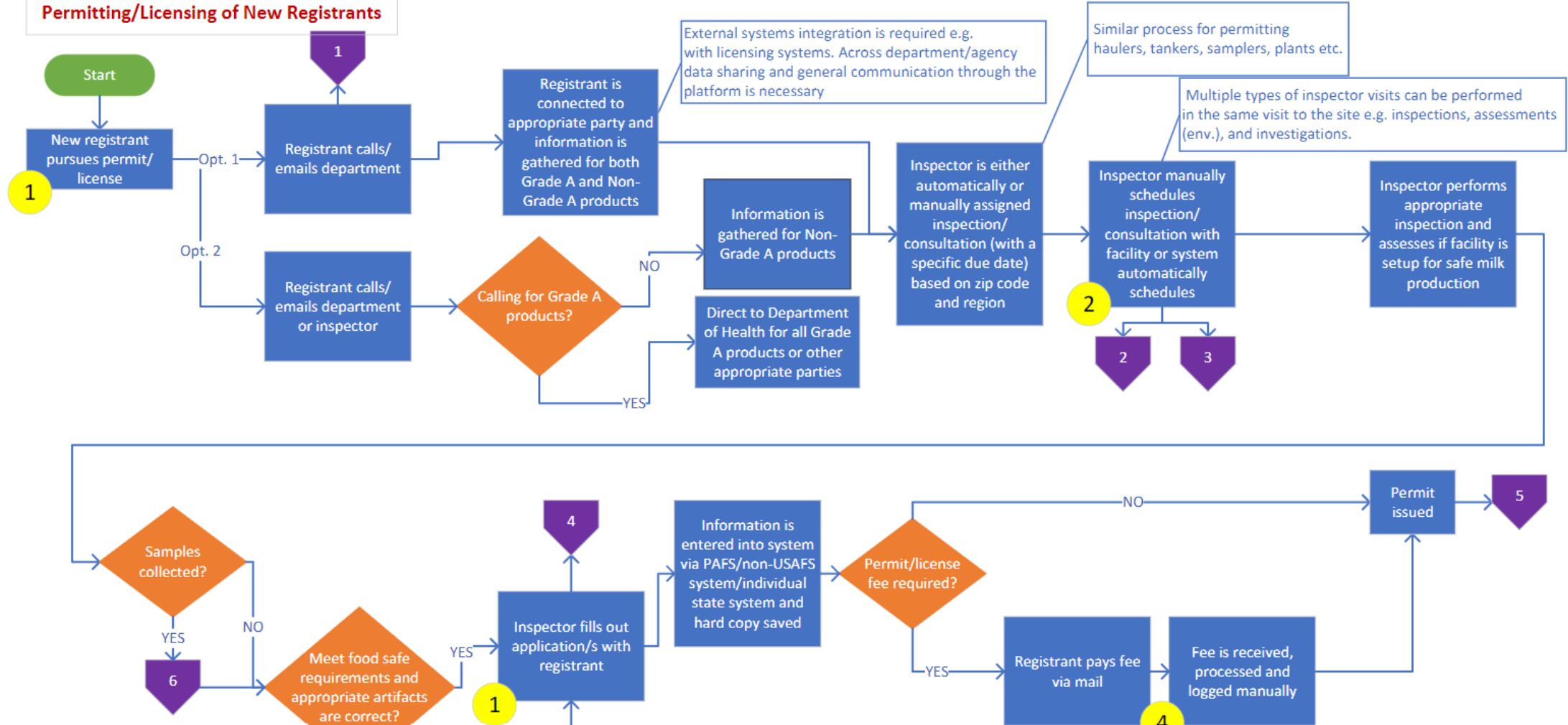
Will a login be created along with the account?

I can see issues with people associate themselves with the wrong facility accidentally

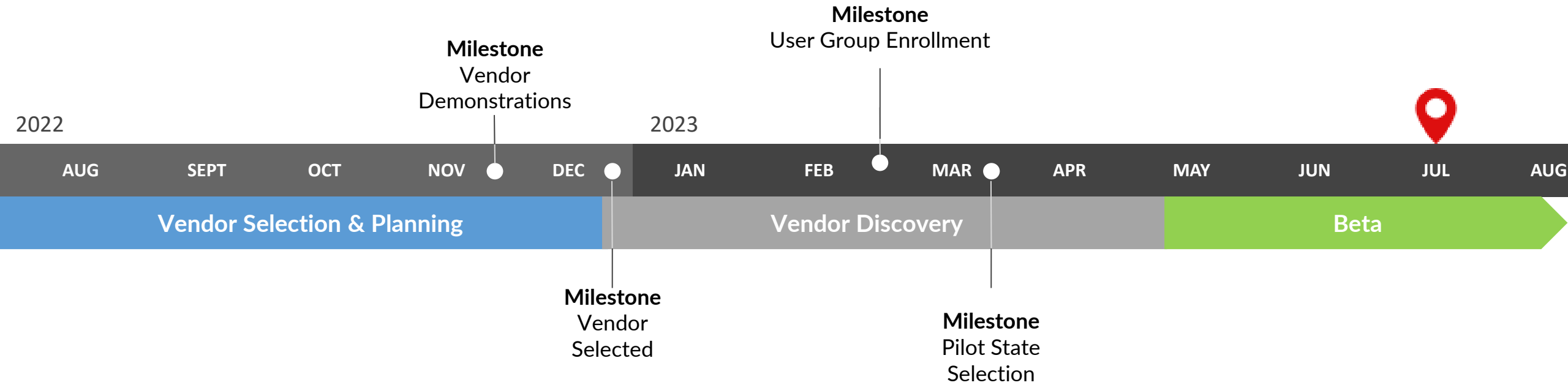
Milk Workflow

May 3, 2022

Permitting/Licensing of New Registrants



Timelines, Pricing, & Contracts

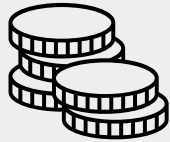


Cohort 1 Pilot Programs/States

Animal Feed | Colorado, Pennsylvania
Retail & Manufactured Food | Iowa

Implementing SAFHER

What to expect, if your program joins SAFHER:



Negotiated state pricing



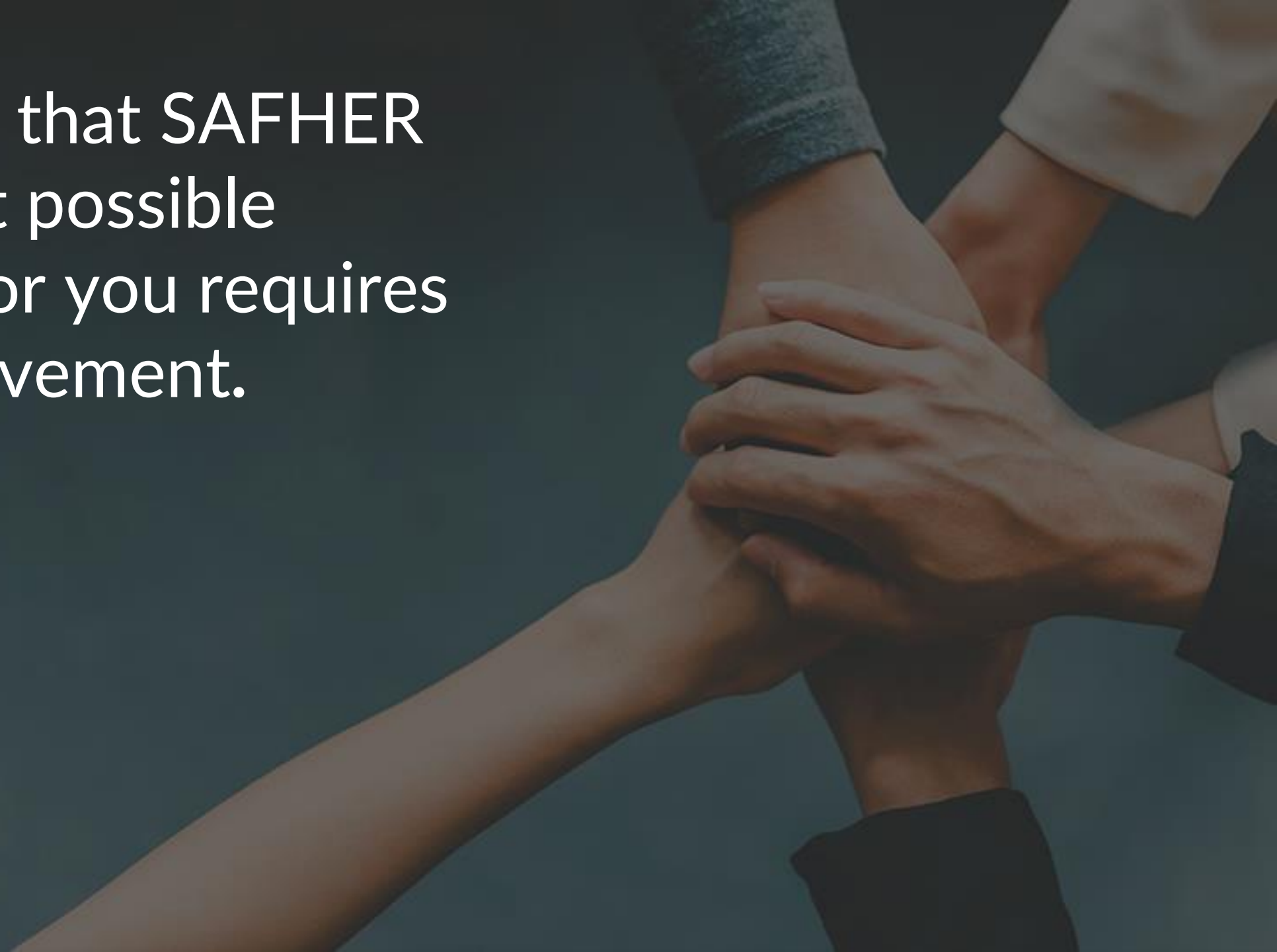
Individual state/vendor contract



State Partnership Agreements

User Groups & Governance

To ensure that SAFHER
is the best possible
solution for you requires
your involvement.



SAFHER Executive Advisory Council



Elisabeth Wirsing
Vermont
Department of
Health



Hollis Glenn
Colorado
Department of
Agriculture



Jon Adkins
West Virginia
Department of
Agriculture



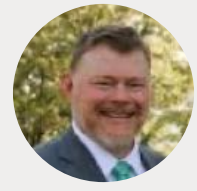
Rich Medina
Colorado
Governor's Office
of Information
Technology



Eugene Reilly
Food & Drug
Administration
(FDA)



Katherine Simon
Minnesota
Department of
Agriculture



Mark Speltz
Iowa Department
of Inspectons &
Appeals



Erin Bubb
Pennsylvania
Department of
Agriculture



Anh Lac
Food & Drug
Administration
(FDA)



Earl Thornton
Louisiana
Department of
Agriculture &
Forestry



Bob Ballensky
Montana
Department of
Agriculture



Austin Therrell
Association of
American Feed
Control Officials
(AAFCO)



**Steve
Mandernach**
Association of
Food & Drug
Officials (AFDO)



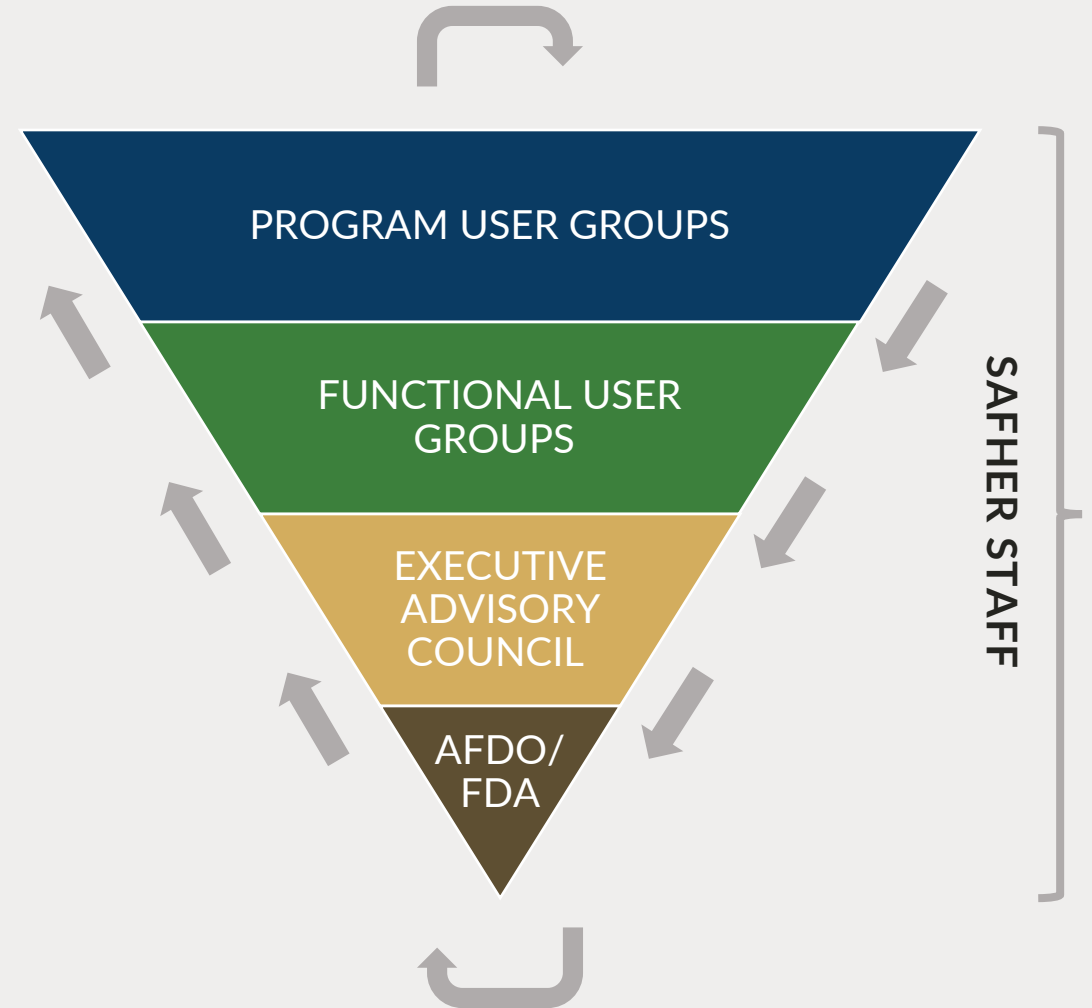
Kellie Isaac
Association of
Food & Drug
Officials (AFDO)



Jennifer Pierquet
Association of
Food & Drug
Officials (AFDO)

Governance Model

- The Governance Model was co-created by the USAPlants & USAFoodSafety Council members.
- It is a diverse group of stakeholders that includes:
 - State and Agency CIOs
 - Food Regulation Officials
 - Program Heads



Guiding Principles

The Council also created a set of Guiding Principles to guide the development, governance process, and decision-making of SAFHER

Purpose-driven

Our purpose to develop a safer, more collaborative world drives our decision-making and prioritizes impact over financial contribution.

Fluid functionality

Our functionality privileges user-centric design that leverages a flexible low code approach to enable self-service configurability, fluidity, scalability, simplicity, accessibility, and ease of use.

Foremost security

Our industry-leading security is configurable to state and program stakeholders and is held as foremost and paramount at all-levels.

Enduring vision

Our vision fuels an enduring approach of continual improvement to ensure the system evolves, adapts, and remains relevant as technology and requirements change.

Open approach

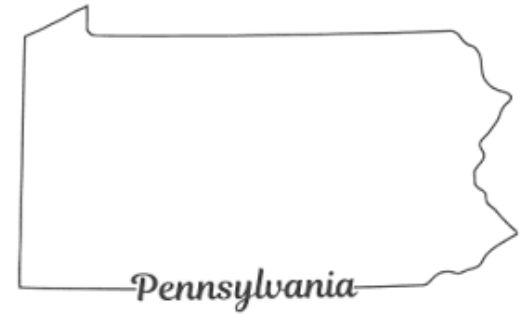
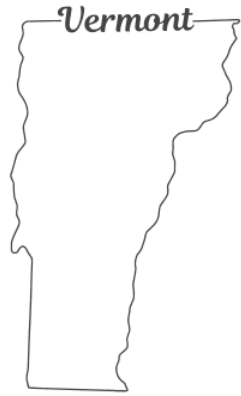
Our approach is to collectively grow through the open and ongoing access and exchange of information between states, the FDA, other federal agencies, and industry.

Equitable collaboration

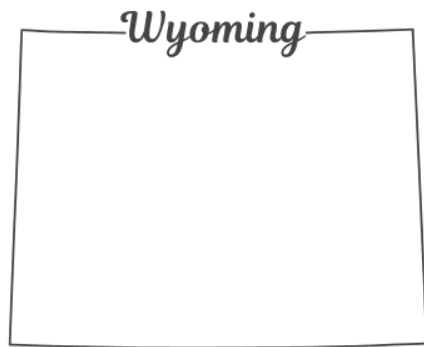
Our collaborative approach encourages creativity through equitable and inclusive representation of all participating programs to seek models and processes that improve workflows.

Dynamic insights

Our data is built for configurability and multi-level access that crosses boundaries and empowers categorized and dynamic analysis, business intelligence, and informed decision-making.



SAFHER Milk User Group



INTRODUCING SAFHER

Join us as we shape the future System for Agriculture,
Food, Health, E-Inspections, and Registration.



Have Ideas? Feedback?

- Share feedback with your Executive Advisory Council (EAC) members – **They represent you!**
- Reach out to AFDO's SAFHER Staff – Utilize your Implementation Managers – **They are there to support you!**



“SAFHER is the best game in town....

*It’s going to be developed based on our collective needs.
It's been designed from the ground up to provide what
we all need to regulate within the agricultural and food
safety arenas.*

*It’s going to be based on state-of-the-art technology
that will benefit us today and will persist into the
future...”*

*Earl Thornton, IT Director,
Louisiana Department of Agriculture and Forestry*

Thank you!

