

Taxonomy v.1

Kate Lorenz, Content Strategy Lead

November 16, 2021

Contents

- Dependencies on work
- Categories and sub-categories
- Tagging
 - Content
 - Categories and sub-categories
 - Users
 - Organizations
 - Events
- External taxonomy examples

Output from 11.16.21 meeting

Fill in identified gaps in the following areas:

Content & topic categories

- Maturity models

Users

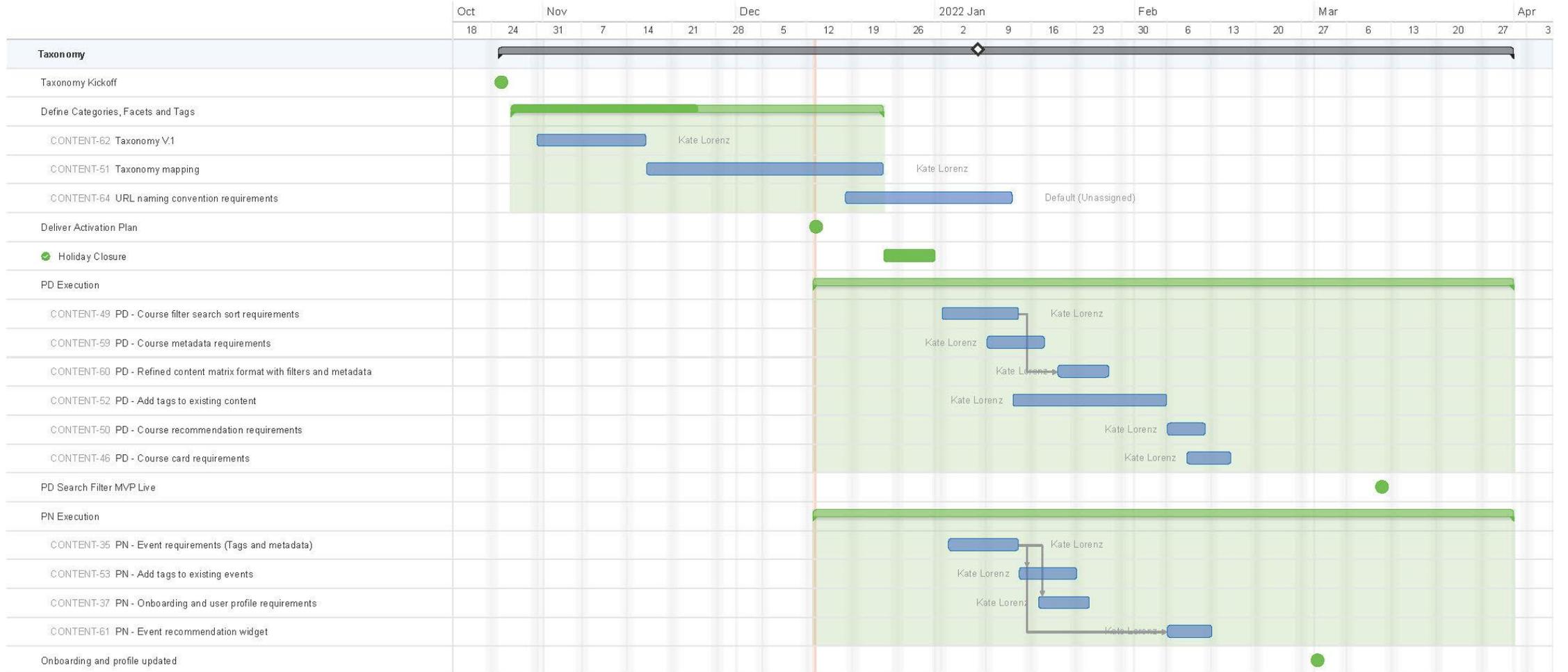
- Specialty – ask Mark

Organizations

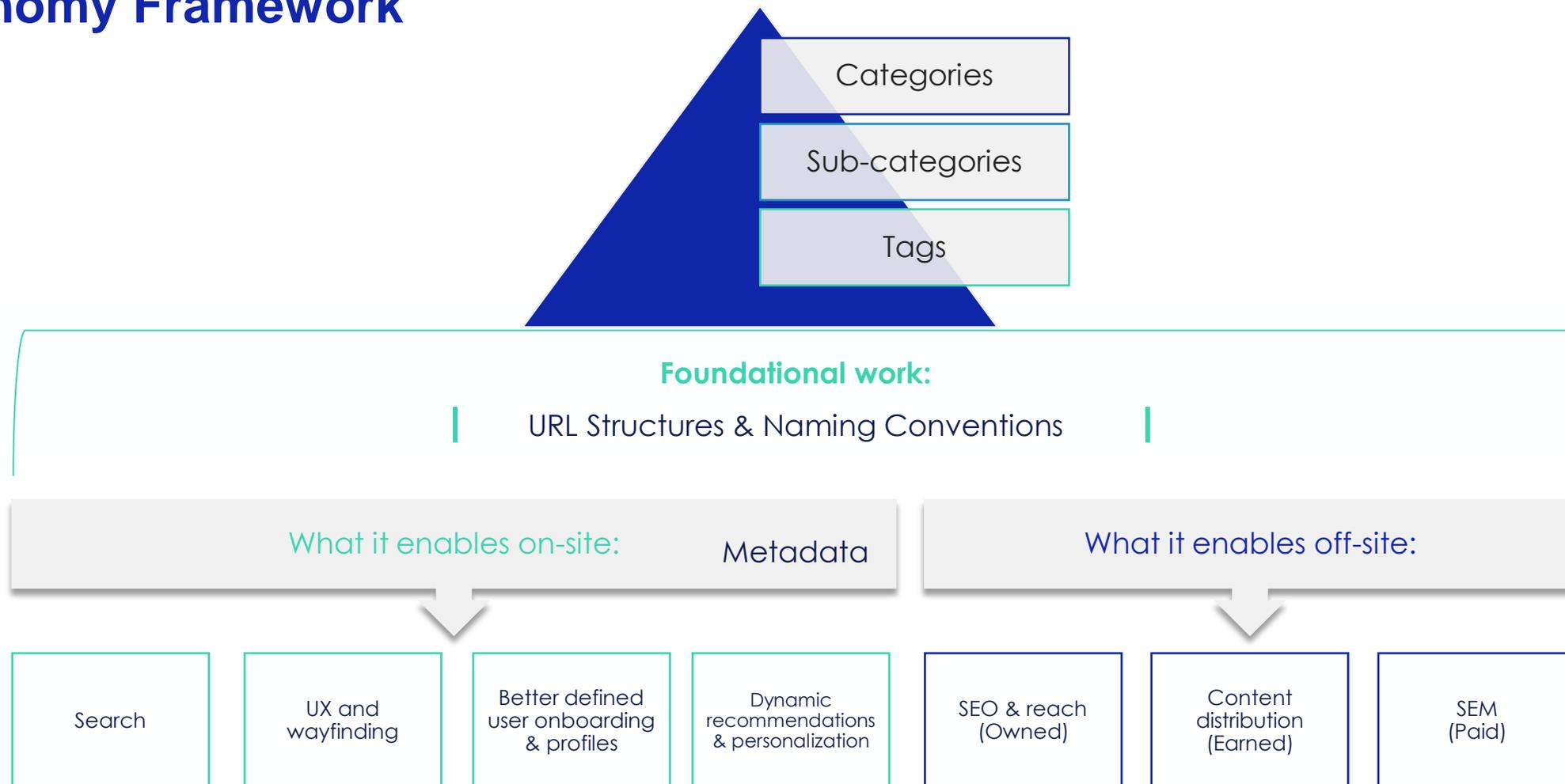
- Country, State (regulations, pricing variables)
- Organization types
 - Association
 - Societies
 - Hospitals
 - Ministries of health
 - Digital health companies



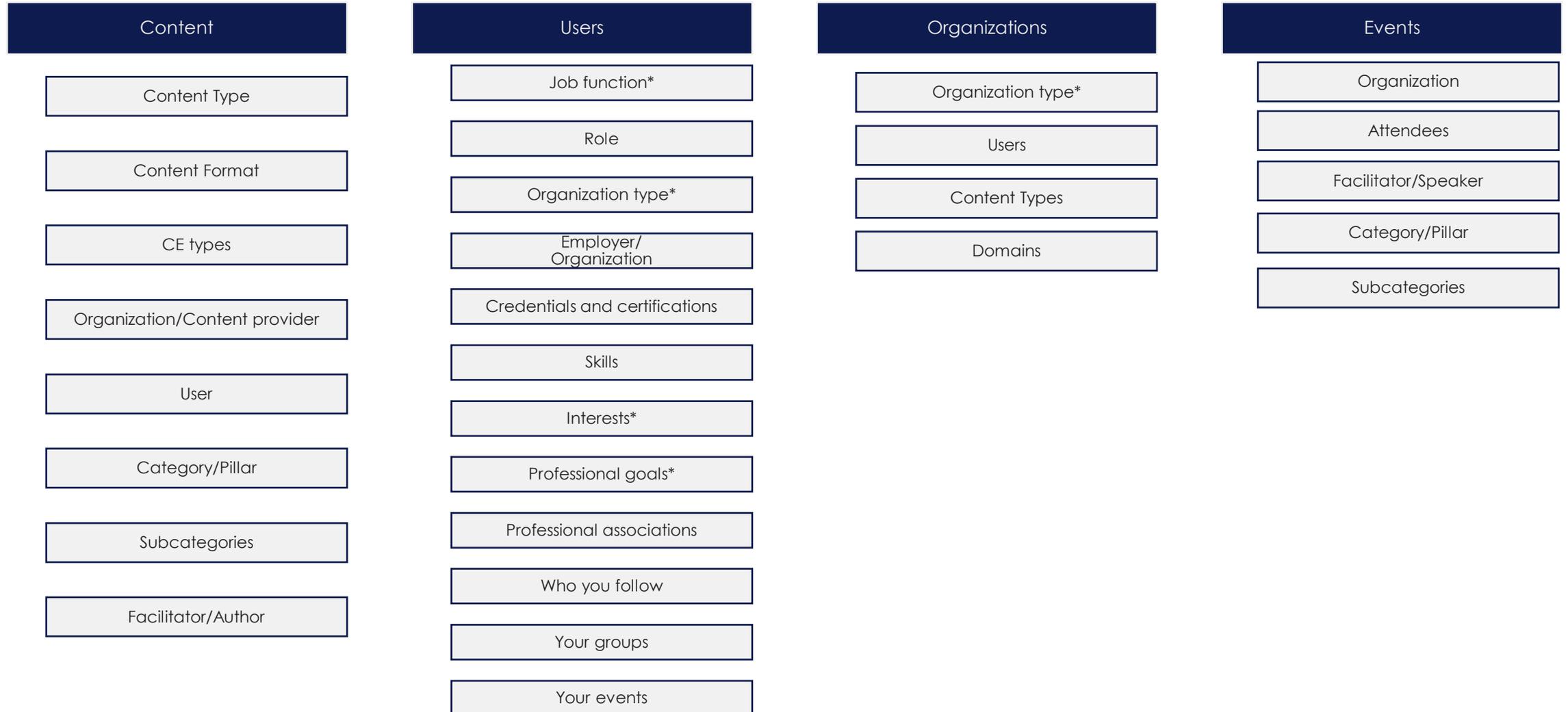
Timeline



Taxonomy Framework



Categories and sub-categories



Category

Content

Sub-category

Tags

Content Type	Content Format	CE types	Organization/ Content provider	User	Topic Category	Subcategories	Facilitator/ Author	Keywords (for search)
Self-Guided Course (edX)	SCORM course	N/A	HIMSS	Allied Health Professional	Operational efficiency	See Slide 6		
Case Study	On-Demand Video	ABPM/LLSA	HIMSS21	CEO, COO	Healthcare data analytics			
Feature	Article (text only)	ACHE	MGMA	CIO/CTO/CTIO/Senior IT	Technology and innovation			
How-To	RSS Feed	ACPE	ACHE	Clinical Engineering Professional	Care delivery			
Insights/Analysis	Podcast	AHIMA	HL7	Clinical Informaticists	Career & professional growth			
Interview	Audio Recording	CAHIMS	AMBOSS	CMIO/CMO				
News	Image (JPG, GIF, PNG)	CME	PMI	CNIO/CNO				
Opinion/Perspectives	Infographic	CNE	TIGER	Consultant				
Policy Brief	Documents (PDF, PPT, DOC)	CPHIMS		CSO/CSIO (Chief Security Officer/Chief Information Security Officer)				
Professional Development	Livestream	IAPP		Data Scientist				
Research	Multimedia	PDU		Government or Public Policy Professional				
Sponsored				Healthcare Finance Professional				
Standards				Hospital Administration				
Testimonial				Information Management Professional				
Virtual Roundtable				Investor/Entrepreneur				
Webinar				IT Professional				
Whitepaper				Life Sciences Professional				
				Nurse				
				Nurse Practitioner				
				Operations and Management				
				Payer				
				Pharmacist				
				Physician				
				Physician's Assistant				
				Population Health Management Professional				
				Professor/Academician				
				Project Manager				
				Public Health Practitioner				
				Research and Development Professional				
				Student				
				Supply Chain Management Professional				
				Technologist				



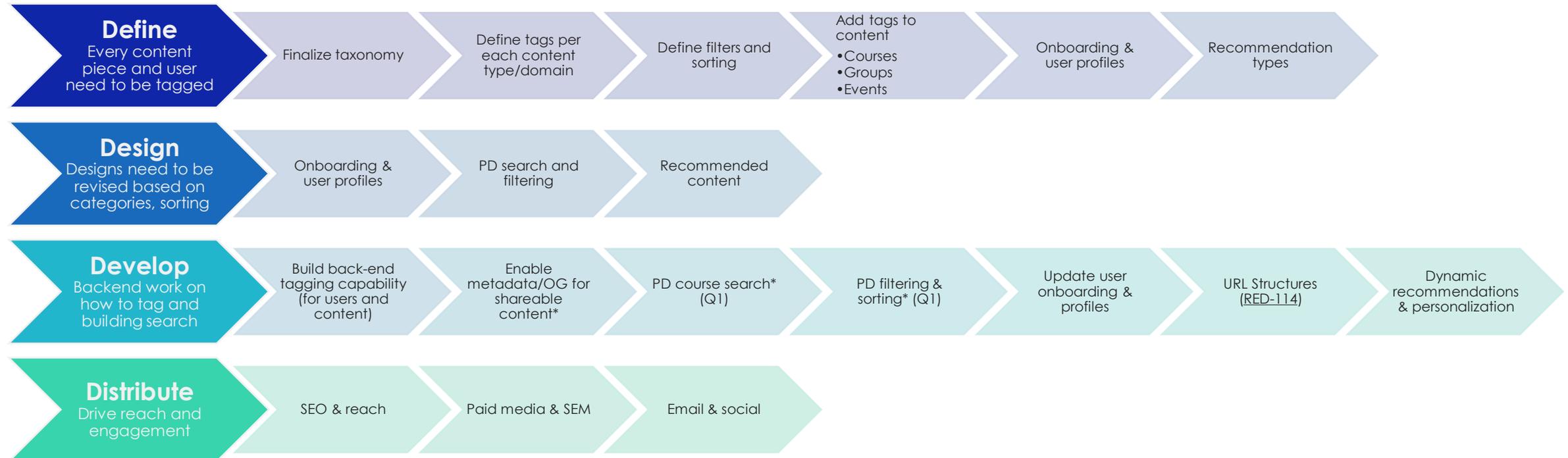
Operational Efficiency	Care Delivery	Career & Professional Growth	Healthcare Data Analytics	Technology and Innovation
<ul style="list-style-type: none"> • Benchmarking & assessments • Change management • Cost savings • Digital trust • Growth, expansion & partnerships • Leadership • Lean operations • Logistics • Maturity models • Performance improvement • Professional development • Retention & recruitment strategies • Training & learning • Transformational cost strategies • Workforce development & upskilling 	<ul style="list-style-type: none"> • Alternative care settings • Acute care in the home • Care models • Clinical workforce practices • Digital medicine • Improved patient care services • Patient access (e.g., rural health, broadband access) • Patient access • Population & public health • Precision medicine • Public policy • Telehealth • Remote patient monitoring 	<ul style="list-style-type: none"> • Adapting to change & embracing automation • Career pathing & transitions • Certifications & maintenance • Clinical performance • Culture & environment • Digital workspaces • Emerging jobs • Nascent learning technologies • Interprofessional cooperation & collaboration • Job search strategies • People leading • Professional growth • Time management 	<ul style="list-style-type: none"> • AI and machine learning • Big data • Cybersecurity & privacy • Informatics • Data analytics • Data lakes • Data management & technology optimization • Data-driven models • Data-led prediction & prevention • EHR • Incident response planning • Interoperability • Personalized medicine • Predictive analytics • Clinical decision support 	<ul style="list-style-type: none"> • Blockchain technology • Chatbots • Cloud computing & technologies • Collaboration software & business apps • Communication & collaboration tools • Digital & augmented reality • Hardware • Internet of Things • Mobile workstations • Patient scheduling solutions • Medical devices & equipment • Robotics • Telemedicine • VR & Simulation • Wearables

Organizations

Category	Organizations			
Sub-category	Organization type*	Users	Content Types	Domains
Tags	Academic institution	User 1	Self-Guided Course (edX)	Org Profile
	Ambulatory healthcare services	User 2	Case Study	Events
	Financial services	User 3	Feature	PD
	Consulting firm		How-To	BX
	Government agency		Insights/Analysis	Developer Ecosystem
	Health system		Interview	
	Medical devices manufacturer		News	
	Non-profit organization (<i>Assoc. Societies.</i>)		Opinion/Perspectives	
	Health insurance		Policy Brief	
	Pharmaceutical and biotechnology		Professional Development	
	Information services vendor		Research	
	Enter other organization type here		Sponsored	
	Hospitals		Standards	
	Ministries of health		Testimonial	
	Digital health companies		Virtual Roundtable	
			Webinar	
			Whitepaper	

Category	Events				
Sub-category	Organization	Attendees	Facilitator/Speaker	Category/Pillar	Subcategories
Tags	HIMSS	User 1	<i>George Glass</i>	Operational efficiency	<i>See Slide 6</i>
	HIMSS21	User 2	<i>Regina Filange</i>	Healthcare data analytics	
	MGMA	User 3	<i>Ted Lasso</i>	Technology and Innovation Care delivery	
	ACHE			Career & professional growth	
	HL7				
	AMBOSS				
	PMI				
	TIGER				

Activation – Sequencing the work



Taxonomy Examples

- HIMSS22
- Medscape
- Advisory Board
- Becker's Hospital Review



HIMSS 22

14-18 March | Orlando

GLOBAL HEALTH CONFERENCE & EXHIBITION

Business - Guiding health leaders toward financial sustainability and operational excellence.	Finance
	Investing
	Logistics (Supply Chain)
	Marketing
	Operations
	Volume to Value, Quality, Patient Safety

Care - Equipping caregivers with tools to keep patients and populations healthy.	Consumers, Caregiver or Patient Experience
	Health and Wellness
	Informatics
	Life Sciences
	Pandemic Response
	Patient Access
	Population Health
	Precision Health and Medicine
	Public Health
Quality Care	
	Telehealth, Connected Health, Virtual Health

Data and Information - Securing and streamlining health information to improve care delivery.	Applied Artificial Intelligence and Machine Learning
	Bioinformatics or Healthcare Informatics Research
	Analytics
	Cybersecurity and Privacy
	Data Science
	Health Information Exchange
	Interoperability

Organizational Governance - Empowering health leaders to inspire change and lead strategically.	Change Management
	Digital Health Transformation Leadership
	Leadership
	Maturity Models
	Process Improvement
	Strategic Planning
	Workflow

Policy - Addressing the core issues of digital health with advocacy and public policy.	Healthcare Reform
	Legislation
	Regulation
	Public Health

Technology - Examining digital solutions that improve care delivery and health management.	Core Technologies
	Digital Health
	Emerging Technologies
	Healthcare Applications and Technologies
	Innovation, Entrepreneurship, Venture Investment
	User Experience, Usability, User-Centered Design

Workforce - Preparing people and organizations to tackle wants next in health and wellness.	Academic Education
	Professional Development
	Workforce Development

Edition: **ENGLISH** DEUTSCH ESPAÑOL FRANÇAIS PORTUGUÉS UK

Register Log In SEARCH

Medscape

 Thursday, November 11, 2021

NEWS & PERSPECTIVE DRUGS & DISEASES CME & EDUCATION ACADEMY VIDEO DECISION POINT

Medscape PSYCHIATRY DECISION POINT Patient Treatment Plan for Schizophrenia [Learn More](#)

Today on Medscape

LIVE UPDATES COVID-19 | Cardiology | Diabetes & Endocrinology | Family Medicine | Hematology-Oncology | Internal Medicine | Neurology | Psychiatry [All](#)

Medscape NEWS & PERSPECTIVE

Your one-stop resource for medical news, clinical reference, and education.

[Sign up for FREE](#)

Already a member? [Log in](#)

COVID-19 Vaccine Mandates Are Working, Public Health Experts Say

WebMD Health News | November 10, 2021 | 91

While COVID-19 vaccine mandates have sparked lawsuits and protests, the data shows that they're working and increasing vaccination rates.

Common Drugs Affect How Cells Respond to the Flu Virus

WebMD Health News | 5 hours ago

Multivitamins, but Not Cocoa, Tied to Slowed Brain Aging

Medscape Medical News | 5 hours ago

LATEST NEWS [View All >](#)

The screenshot shows the top navigation bar with the Advisory Board logo, a search bar, and links for TOPICS, EVENTS, DAILY BRIEFING, and BLOG. Below the navigation is a section titled "Areas of Focus" which contains a 5x3 grid of topic cards. Each card has a title and a "Learn More" button. A large green arrow points from the "Technology" card in the bottom-left corner of the grid to the right, indicating a transition to a more detailed view.

Areas of Focus		
Clinical Quality Learn More	Clinical Services Learn More	Health Care Workforce Learn More
Health Plan Learn More	Nursing Learn More	Operational Efficiency Learn More
Patient and Consumer Experience Learn More	Philanthropy Learn More	Physician Learn More
Policy and Payment Learn More	Post-Acute Care Learn More	Strategy, Planning, and C Learn More
Technology Learn More	Total Cost of Care Learn More	

This screenshot shows a detailed view of the "Technology" section. It features a dark header with the "Technology" title. Below the header is a section titled "Go deeper on technology" which contains a 3x3 grid of sub-topics. Each sub-topic card includes a title and a "See More" button. A green arrow from the previous screenshot points to this section.

Technology		
Go deeper on technology		
Artificial Intelligence See More	Business Intelligence and Analytics See More	Clinical Innovation See More
Digital Health See More	EMR See More	Information Security See More
Real-World Evidence See More	Telehealth See More	



Becker's Healthcare: Hospital ASC Spine Clinical Health IT CFO Dental + DSO Payer Career Center [Subscribe](#) 1.800.417.2035 [Email Us](#)

BECKER'S **HEALTH IT** Search... [SEARCH](#)

4 key pivots can take your hospital's automation to the next level— learn them here. [Get the guide](#) **COVID-19 COVERAGE**

[E-Newsletters](#) [Conferences](#) [Virtual Conferences](#) [Webinars](#) [Whitepapers](#) [Podcasts](#) [Print Issue](#) [Multimedia](#) [Lists](#) [About Us](#)

Cybersecurity EHRs Telehealth Innovation Digital Transformation Digital Health Disruptors Marketing
Physicians Leadership Strategy Executive Moves Transaction & Valuation HR Patient Flow Capital Telehealth Cardiology Oncology Supply Philanthropy
Ortho Patient Experience Pharmacy Care Coordination Legal & Regulatory Compensation Payer Opioids Rankings & Ratings Post-Acute Workforce Lab

Today's Top 20 Health IT Articles

1. 3 ways for health systems to build patient trust
Katie Adams - 4 hours ago
Depending on which age group they belong to, 22 to 37 percent of Americans say they don't trust their healthcare provider to make the right decisions for them, according to research released by branding agency Monigle.

2. CISA filling advisory board with unexpected experts: hackers
Hannah Mitchell - 4 hours ago
The Cybersecurity and Infrastructure Security Agency's will welcome hackers to its newly developed advisory board, Nextgov reported Nov. 10

10 Most-Read Health IT Articles

1. Comcast Xfinity internet being restored after national outages: 3 notes
2. EHR vendor cyberattack exposes nearly 320,000 patients' info
3. Hospital rebrands: 6 recent name changes
4. Researchers find 13 medical device vulnerabilities potentially capable of taking hospitals offline

Becker's Healthcare: Hospital ASC Spine Clinical Health IT CFO Dental + DSO Payer Career Center [Subscribe](#) 1.800.417.2035 [Email Us](#)

BECKER'S **HOSPITAL REVIEW** Search... [SEARCH](#)

9 steps to earn your organization a better online reputation — learn them here. [Get the guide](#) **COVID-19 COVERAGE**

[E-Newsletters](#) [Conferences](#) [Virtual Conferences](#) [Webinars](#) [Whitepapers](#) [Podcasts](#) [Print Issue](#) [Multimedia](#) [Lists](#) [About Us](#)

Physicians Leadership Strategy Executive Moves Transaction & Valuation HR Patient Flow Capital Telehealth Cardiology Oncology Supply Philanthropy
Ortho Patient Experience Pharmacy Care Coordination Legal & Regulatory Compensation Payer Opioids Rankings & Ratings Post-Acute Workforce Lab

SUBSCRIBE TO BECKER'S NEW E-NEWSLETTER! [SUBSCRIBE](#)

BECKER'S **WOMEN'S LEADERSHIP**

Today's Top 20 Healthcare News Articles

1. 14 healthcare bankruptcies in 2021
Ayla Ellison - 16 minutes ago
Business bankruptcies have fallen to historic lows this year thanks in part to a flood of liquidity keeping companies afloat during the COVID-19 pandemic, according to an S&P Global Market Intelligence report.

Featured Webinars

1. SMS marketing unlocks avenues for patient growth, engagement
2. Automation & Analytics in RCM: 3 effective ways to streamline decision-making and boost performance

BECKER'S HEALTHCARE CHECK OUT OUR WHITEPAPERS ON PROCESS IMPROVEMENT

BECKER'S HEALTHCARE STAY CONNECTED
Check out our upcoming webinars.