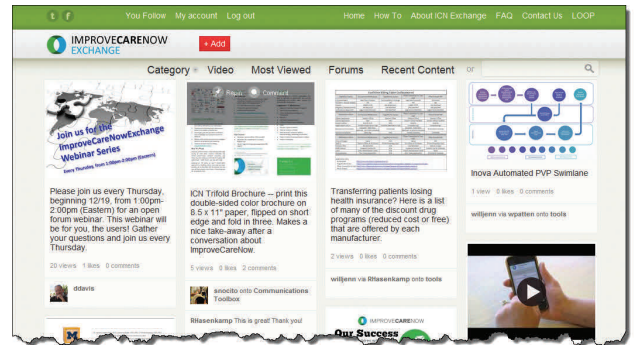


# IMPROVECARENOW EXCHANGE

The ImproveCareNow Exchange is a learning resource to radically improve knowledge about how to implement an effective and reliable care delivery system to treat and manage pediatric inflammatory bowel disease (IBD).

*Intuitive site features enable sharing and socializing of tools and information.*



## ImproveCareNow Exchange

The ImproveCareNow Exchange enables care centers to share what they have learned about improving the care of children with IBD. Its collaborative capability enables care centers to use, adapt and improve existing resources, identify the need for new resources and co-create with others anywhere in the network. Shared resources include tools that allow patients to monitor their own health, forms that help care centers track how well their patients are doing, checklists, parent letters and more.

Organizing resources in an intuitive and user-friendly manner similar to Pinterest, the ICN Exchange uses technology that relies on clean, visual displays and allows users to share documents in multiple formats, including video and audio files. This technology functions as a repository for existing assets, while stimulating collaboration in order to create new resources.

The Exchange also provides a platform for asynchronous discussion about shared topics of interest across care centers and promotes sharing among specific groups of participants such as patients, families, research coordinators, etc.

The initial audience of ICN Exchange is ImproveCareNow Network participants; all roles within the Network are represented including patients and their families. As we further develop the technology and gather user feedback, the ICN Exchange will be made available to other providers caring for pediatric patients with IBD, patients, their families and more.

### CONTACT

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## Site Features

- Intuitive interface, visual content display organized for easy searching and browsing
- Multiple ways to access content, categories organized by ImproveCareNow key intervention areas
- Ability to “follow” selected collections of resources and people of interest
- Ability to “subscribe” to discussion topics of interest
- Multiple media formats, including documents and video
- Access to social media; ImproveCareNow Blog, Facebook and Twitter pages
- Easy access to help: FAQs, and PDF and video walkthroughs demonstrating “how to”
- Ability to communicate via forums about topics of interest

## Timeline

- *Fall 2012 through March 2013:* Project planning, site development and beta testing – Complete
- *January-April 2013:* Recruitment and orientation of participants to do initial site testing – Complete
- *May-July 2013:* Pilot testing with early adopters – Complete
- *August 2013-December 2013:* Recruit users from all care centers and encourage participation through multiple communication channels; experiment with strategies to drive traffic to the Exchange such as requiring that certain types of work be performed on the Exchange
- *January 2014-TBD:* Continue to recruit users and test new functionality based on user feedback; assess opportunities for expansion outside the ImproveCareNow Network.

## Requirements to Participate

During the initial testing phase, participants must be affiliated with the ImproveCareNow Network as a member of a care center, the Parent Working Group or Patient Advisory Council.