



## USING DATA EFFECTIVELY TO IMPROVE INFLUENZA MANAGEMENT

Effective management of an influenza outbreak requires identification and evaluation of data resources to improve patient outcomes of care. This program explores strategies and tactics for data collection, analysis, reporting, and action to improve managed care organizations' responses to outbreaks. Techniques for effective translation of influenza-related data to useful information are examined, with emphasis on communication strategies for specific target audiences.

### Program Objectives:

- Identify and evaluate data resources available for influenza management
- Determine strategies and tactics for data collection, analysis, reporting, and action to improve influenza management
- Establish how to translate influenza-related data into useful information by using effective presentation and communication strategies



Pharmaceuticals