Brainstorm tasks

The group was then asked to write down the tasks that needed to be included in the plan. Members prioritized and shared their top 7-8 ideas. During the discussion, members also categorized the tasks that had a similar focus:

Metrics and Quality	Data Governance	Marketing and Communications	Marketing Analysis	Program Sustainability	Usability
Establish a mechanism of determining what truth is that stakeholders understand	Define data -Definitions -Standards -Governance -Use cases – work flow	Use consistent, defined data metric in all communication	Identify the processes eliminated or streamlined by the Provider Directory	Continue changing so we never lose value	Ability to access through EHR
Develop data quality measurement	Figure out tricky data elements	Customer engagement	Develop value models		
Establish credible quality metrics	Define exit strategy	Identify "appropriate" target audience/ member (who will care)	Determine the benefits that sell		
Metrics and service level agreements	Field for data source	Be able to show that data is accurate	Mechanism to assess return on investment (ROI)		
Develop audit accuracy and update processes	Validate against existing data (NPPES, MMIS)	Toolkit subsets for each audience & same master message	Identify and engage high level ambassador to communicate to broader audiences		
Regular Data Source Audits	Direct Provider Updates	Market the practical benefits			
Metrics designed around audit checks (phone calls?)	Develop comprehensive implementation guides - including testing, validation, & assistance available	Provide demonstrations to prospective users			

Sustainability plan for data stewards services	Licensing board data submitter engagement				
Measure and enforce adoption (early)					
Publish QBRs for program performance					