

Submission

# Application

## Preliminary Question

In which language are you submitting the application (check one)?

Please note that each country has the option of either submitting an application in English, or in their native language if they are unable to pay for translation into English. For applications submitted in the native language, OGP will pay for the translation into English before passing on to the judges.

English  
 Native language (please mention \_\_\_\_\_)

If you are submitting in your native language and it is non-Latin based language, you will have the option of uploading a PDF file at the end of this application. Please follow the questions and word limits mentioned in the application template.

## A. THE TEAM

The following information is required to capture a basic understanding of those responsible for your initiative and any partnerships that have helped you to meet your goals.

### INITIATIVE NAME (required)

Provide the name of the initiative that your team is submitting for consideration of the 2015 Open Government Awards. If the initiative is operating under one or more alternate name(s), provide the name that is most commonly recognized.

Citizen Empowerment for Health: HIRA "Health Information" Smartphone Application

### THE NOMINATION (required)

Begin by describing how this initiative was selected. For example, mention any nomination or consultation process held with civil society partners or others when selecting the initiative.

[100 words]

The initiative was selected following government-wide outreach by the Ministry of Government Administration and Home Affairs (MOGAHA) for examples of excellence in improving public service in accordance with OGA values. Moreover, this initiative is part of the Government 3.0 Plan to proactively provide citizens public information for meaningful use. This initiative demonstrates the importance of close and continuous cooperation between the government, civil society, private sector, and individual citizens resulting in a public service that is responsive to citizen needs. It has been highly endorsed by civic groups and has received 3 national awards and recognition by groups with disabilities.

Is this initiative included in your country's OGP National Action Plan?

(Applicants can choose initiatives from within OR outside their OGP National Action Plans)

Yes  No

### GOVERNMENT POINT OF CONTACT (required)

Provide the name, title, phone number(s), email address(es) and mailing address of a single point of contact for the purposes of communicating with your team. The person should be the senior most individual responsible for overseeing the application requirements.

Please also provide the name and professional title of the government official responsible for implementing the initiative, if different from above.

#### 1. OGA Communication Point of Contact

Name: (Ms.) Minju Koo  
 Title: Deputy Director of the Ministry of Government Administration and Home Affairs(MOGAHA)  
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#### 2. Official Responsible for Implementation

Name: Mr. Jongsu (John) Ryu  
 Title: Special Adviser to the President, Health Insurance Review and Assessment Service (HIRA)  
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### TYPE OF APPLICATION (required)

We strongly encourage applicants to submit a joint application from a government agency and a civil society organization. Only submit a joint application if a civil society organization was involved in either designing, implementing or monitoring the initiative jointly with the government.

Is this a joint application?

Yes  No

If yes, please fill out the "civil society point of contact" field below.

### CIVIL SOCIETY POINT OF CONTACT

Please provide the name and title of a single point of contact at the organization. By providing these details you acknowledge that you are jointly applying with a civil society organization for the 2015 Open Government Awards.

### OTHER PARTNERSHIPS (optional)

If you are partnering with one or more other government agencies, private sector entities, media etc., please list each partner. In 250 words or less, provide a brief narrative of the partnership and the role each partner plays in your initiative.

Public Institutions:  
 Ministry of Health and Welfare – provided high-level monitoring of the progress of the HIRA "health application" initiative. On a monthly basis, HIRA provided briefings and solicited feedback from the Ministry.

Private Sector:  
 The public-private partnership with SK Telecom(SKT) was a critical element in the success of the development of a high-quality comprehensive smartphone application; SKT provided pro-bono technical knowledge for development of application, the server on which the application is based, training sessions for HIRA staff for maintenance and upgrade of application, and financial investment in the application.

Other Korean telecommunication and internet companies: Naver and Daum provided feedback during initial consultations. Naver and Daum are the number 1 (40 million users) and 2 (10 million users) web search engines, respectively, in Korea (Korean pop. 50 million citizens). They have partnered with HIRA to provide comprehensive hospital information through their websites.

Consumer Groups:  
 Korea National Council of Consumer Organization, Korea Consumer Agency, the YMCA, and the YWCA were involved in consultations and participated as members in the Consumer Monitoring group and Patient Advocacy Groups.

Healthcare Groups:  
 Korean Hospital Association, Korean Medical Association, and academic experts participated in patient advocacy groups and consultations.

Private Citizens:  
 -Senior citizens as target users who provided feedback on the application.  
 -University students who provided pro-bono services to assist in the development of the application.

## B. THE INITIATIVE

The Open Government Partnership (OGP) is prepared to celebrate a range of successful applicants for the Open Government Awards. This year's theme is Improving Public Services through Open Government. Please visit here for more clarification on this theme. To qualify for recognition, we need to understand the various elements of success of your initiative and its sustainability over time. Please answer the following questions:

### PROBLEM DEFINITION (required)

In 200 words or less, please identify the specific problem your initiative intended to solve. Why was this problem important to solve at a particular time and what were the challenges posed by your national (or local) economic or political context?

**Problem: How to close the knowledge gap in healthcare to empower citizens to make better health decisions?**

In South Korea, as in much of the world, citizens face a tremendous knowledge gap regarding their own health and healthcare services. Health decisions are often high-stakes - made in urgent and emotional situations, incurring high financial costs, and affecting the very life and well-being of the individual or family. Yet, citizens do not have the time, resources, or expertise to make fully informed health decisions and passively rely on the health care establishment, piece-meal research, and word-of-mouth approaches.

In the early 2000s, Koreans voiced the desire to be more active and informed regarding health services in terms of choice, quality, and protection from high medical fees. Citizen groups played a fundamental role in advocating for people's right to this information and better protection. Specifically, public anger mounted following a series of reports of fraud where patients were excessively charged by healthcare facilities.

However, citizens' right to health information has been repeatedly undermined by the medical establishment, which has expressed concern that certain information (e.g. cost, quality) would undermine their authority and the trust between patient and provider.

### INITIATIVE DESIGN (required)

In 250 words or less, describe your initiative's goals and objectives. How did it aim to improve public service delivery, who was it intended to benefit (specify the target population), and why was it important to use open government approaches to achieve this goal? If your initiative was designed to improve access or services for disadvantaged or marginalized groups, provide details on this here. Describe any innovations in the design of the initiative.

In providing Universal Health Coverage to its citizens, Korea's national health insurance system through the Health Insurance Review and Assessment Service (HIRA) collects a vast amount of data on nearly all health facilities and citizens nationwide. This initiative aims to move beyond data collection for insurance purposes to empowering all Korean citizens with valuable health information. With one of the highest percentage of smartphone users in the world, HIRA and partners developed a powerful health information application to:

- Translate 58 databases with over 670,000 health data items (e.g. drug, pricing, location, quality) into health "answers" for citizens that are easily searchable and understood.
- Provide real-time and GPS-enabled functions to exploit the critical window when medication is needed.
- Develop a high-quality application that sets a new standard for public service.

This initiative represents an important public service under the Government 3.0 Initiative – to proactively provide public data/information that can be used meaningfully by citizens to make important decisions. The open government approach whereby HIRA worked closely with private sector, civil society, and citizens was critical in developing a high-quality application responsive to Koreans' needs and lifestyle.

As the elderly and disabled often require the highest health needs, but are typically disadvantaged in seeking health information, HIRA worked with them to develop voice-recognition/activation features. In April 2015, the Korean public agency for user-friendliness of services –composed of people with disabilities – awarded the first ever certificate for a government smartphone application to the HIRA health information smartphone application.

### INITIATIVE OUTCOMES (required)

In 450 words or less, explain how your initiative was able to demonstrate one or more of the following results:

- Citizens have better access to information on the public services to which they are entitled, and/or information on the performance of public service providers
- Governments are better at asking for and responding to feedback or complaints by citizens on the quality of public services
- Citizens have ways to actively participate in the design and delivery of public services
- Citizens have mechanisms to monitor and oversee public works and services

Initiatives should also provide evidence if the initiative was able to expand access to public services to a larger population than before or if the quality and efficiency of public services has improved.

If there are any baseline indicators to measure the outcomes of the initiative, please describe them in detail. If the initiative was included in the OGP Action Plan, please describe how this did (or did not) contribute to the initiative's success.

**Improved Access to information on Public Services**

The HIRA health application:

- 1) Translates raw healthcare data into searchable, real-time, GPS-enabled information on approximately 87,000 healthcare facilities (e.g. hospitals, pharmacies, clinics).

Koreans can identify the closest healthcare facility, facilities with medical diagnostics/devices, and emergency care centers. All features link to a map, and contact button to directly call the healthcare facility.

- 2) Citizens can estimate medical fees, "cost compare" facilities, and ensure fair price.

For common diagnoses, citizens can estimate their bill and even compare medical fees across hospitals before service. A powerful feature empowers citizens to check the fairness and accuracy of their medical charges after service by scanning their bill via smartphone and initiating an official HIRA inquiry.

- 3) Choosing the best quality healthcare facility

Citizens can check the latest HIRA quality ratings on nearly 32,000 health facilities on 32 important health indicators (e.g. antibiotic use, diabetes management). Citizens' ability to easily identify quality ratings has prompted providers to modify their behavior and be more responsive to patient concerns.

- 4) Convenient and adapted to citizen lifestyles

The HIRA application received 3 awards for best mobile application and best public sector application. It has raised the bar in terms of quality for health information applications in Korea – public or private.

From an externally-conducted survey which evaluated the efficiency, quality, and utilization of the HIRA application, 97% of respondents found the information regarding hospital services to be "very useful" and 66.7% said they used the application to look up hospital fees before choosing a facility.

#### Continuous citizen engagement in design, refinement, and monitoring

The continuous dialogue between citizens, civil society, private sector, and public servants largely contributed to the success of the initiative. HIRA, over 30 consumer groups including the Consumer Monitoring Group, Patient advocacy group (composed of consumer groups and medical associations), private sector technology companies, individual citizens worked closely together in regular committee meetings and consultations during the development phase of the "health application." Currently, a group of about 30 influential citizens representing different constituencies (e.g. workers, women, elderly) meet on a monthly basis to test/refine the application, convey user feedback, and promote the application through their websites/blogs and in their networks.

The general public is also actively solicited for feedback through various avenues including 1) an annual competition for suggestions for health application enhancements, 2) an annual user satisfaction survey conducted by HIRA, and 3) user-submitted reviews in the application store.

This interaction led to the development of a high-quality public service that is responsive to public needs because it directly incorporated the views of citizens. Out of 190 comments from the Health Information Survey, 95 were used to make enhancements to the mobile application.

### INITIATIVE SUSTAINABILITY (required)

In 200 words or less, please describe any plans for scaling up or sustaining the initiative. Base your description of the strategy on the information provided in the previous sections, such as how you intend to leverage your current success and increase your reach or capacity. Address any threats or operational challenges to your initiative and describe how you manage those risks on a regular basis.

The HIRA health application is ensured institutional and financial sustainability as a core service of HIRA. Moreover, several avenues of citizen engagement has led to a virtuous cycle of improvements that sustain interest and use as the application becomes more responsive to citizens.

Currently, this initiative is being shared by MOGAHA throughout the government to promote awareness of the HIRA application as a benchmark for other government e-services to similarly offer meaningful data-driven public service. The Ministry is also working closely with provincial and municipal governments to promote and further disseminate the health application to local residents in 254 cities, counties, and provinces, essentially covering the entire country. The local jurisdictions are also actively promoting the application through media outlets and local campaigns.

One of the main challenges is the desire of citizens for certain features in the application that are beyond current technology or conflict with security/regulatory concerns. For example, citizens want to use the application to directly schedule appointments, a feature that cannot yet be easily developed and requires integration with hospital IT systems. Balancing citizen desires with these limitations is managed through continuous dialogue where citizens are equal stakeholders in the application's development.

### VALIDATION OF CLAIMS (required)

While it is strongly encouraged that each initiative includes an implementing partner, such as a Civil Society Organization, private sector agency, media entity, etc., it is not a requirement. However, you are required to secure and upload documents from at least two credible nongovernmental actors, who can attest to the veracity of the claims made in your application.

You are only allowed to upload one file. If you have multiple documents, please zip them into a single file first. The file types that are allowed to be uploaded have an extension of .ZIP, .PDF, .DOC, .DOCX, .XLS or .XLSX.

OGA - Letters.zip

## C. THE PITCH

The following information allows each applicant to make their strongest (and final) case for consideration.

### BEST CASE (required)

In 250 words or less, please present the most compelling facts for why your initiative should be recognized. This is an opportunity to distinguish your initiative, based on any factors that you have not had the opportunity to describe in the previous sections. What is your best argument for why your initiative has achieved a meaningful outcome? What elements of the initiative make it different and better than others that have been tried and tested? Be creative and concise.

The HIRA "health information" application strongly exemplifies the core values of OGA in promoting **transparency** of public data, **empowering citizens** to make health decisions, fighting **corruption**/fraud from excessive medical fees, and **harnessing** smart phone **technology** to improve public service that is responsive to citizen needs.

Now part of the Government 3.0 Initiative, whereby the government has pledged to make 100 million disclosures annually of public data, the health application serves as a benchmark that offers not just quantity, but quality information that should be emulated by other Government 3.0 efforts to provide information for meaningful citizen use. We believe that the success of the HIRA health application is strongly linked to the continuous engagement with nongovernmental stakeholders. These groups were very active and participatory which led to increased trust and cooperation between the "public" and "public service." Indeed, an important lesson on citizen engagement came from the participation of the elderly and people with disabilities. HIRA staff assumed they were always needed as an intermediary to these groups to provide health service information. However, these groups were as capable and willing as the general public to use the application and were empowered to make their own decisions.

Although not currently part of the Korean OGP plan, this initiative will serve as an example for the next round of OGP commitments as a service that moves government practice beyond the status quo through active engagement with citizenry resulting in a high-quality public service that truly empowers and responds to citizen's needs.

### VIDEO SUBMISSION or ADDITIONAL DOCUMENTS (optional)

OGP does not offer a venue for applicants to meet our judges during the application process. In order to provide the opportunity for making a personal connection, you are encouraged to upload a short video to complement your application. You may also depict an individual participant in your initiative and describe his or her experience. We do not need to know actual names or personal details. Take this opportunity to tell a story, to connect with our panel of experts, so that they might better understand your attention to specific needs.

Video submissions should follow these guidelines:

Maximum length of 3-4 minutes.

Please focus on personal presentations; it's not necessary to develop a sophisticated or polished video.

Here are some logistical and technical suggestions:

Video cameras, digital cameras, and phones are easy ways to record a video.  
 Laptop and desktop computers can typically record video through Skype or other software.  
 If possible, set to a low resolution to reduce file size. This will enable an easier video uploading process.  
 If you are having difficulty uploading the video file, try logging out of the application and logging back in using another internet browser.

Here are general suggestions for delivering a high-quality video pitch:

Introduce yourself and your initiative. Focus on describing your intended benefits and/or services and how they have been effective. What is unique about your initiative, partners, or technical approach? Keep your description and language simple.

**\* NOTE**

If the burden of developing a video presentation is either prohibitive or might not reflect the best characterization of your initiative, then you are not required to submit one, and the judges are instructed not to discount your application because it may not include a video. You may upload additional documents instead, such as proof of implementation and results if you wish. This could take the form of evaluation or audit reports, citizen surveys, media reports etc. that would provide additional validation for judges. We hope that this option offers a new and inventive way in which you can best express the results of your work.

You are only allowed to upload one file with a maximum of 3 pages. This file must be in English or in your native language. If you have multiple documents, please zip them into a single file first. The file types that are allowed to be uploaded have an extension of .ZIP, .PDF, .DOC, .DOCX, .XLS or .XLSX.

**Full Submission Of non-Latin Based Native Language**

If your language is Latin based, DO NOT use this upload field. Please use the application above.

You are only allowed to upload one file with an extension of .PDF