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Approaches to address sustainability

We're planning to launch Ozioma Online actually this month. We are really excited. We have gone through some branding activities. We're now using the url localhealthdata.org, which is kind of exciting. And we're hoping to at the Institute of Medicine Health Data Initiative forum hook up with some venture capitalists, some potential business partners, other data folks, other academics, whoever it might be that we could collaborate, find some synergy and figure out how to really expand this, and continue to get it into markets and get it into the hands of people that might use it.

As part of direct marketing, we're going to attend National Association of Black Journalist Convention again this year, but this time we're actually going to do a quick demonstration. And then really just a hands-on training program and Q&A so we can get people using it and then be able to see what happens over time and follow those users and hopefully do some more usability testing with those folks remotely and see so we can continue to evolve and change it for the needs of the users.

Our team is really excited about this and just really dedicated to keeping it going and so we've been thinking about sustainability since the start. I think we've considered sponsorships and subscriber models and different things, but I think the challenge in this is that improved public health is the bottom line for these kinds of innovations and so finding the right fit for an investor or for someone to continue to fund it is a challenge. I think we're up for it. We've looked at SBIR and STTR funding. We've considered possible small business partners, but we haven't really identified anyone yet, we're still working on things like that.

As part of these activities, we're thinking that the Institute of Medicine Forum coming up will actually be a really interesting way to reach some of these folks and is a major strategy going forward.

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