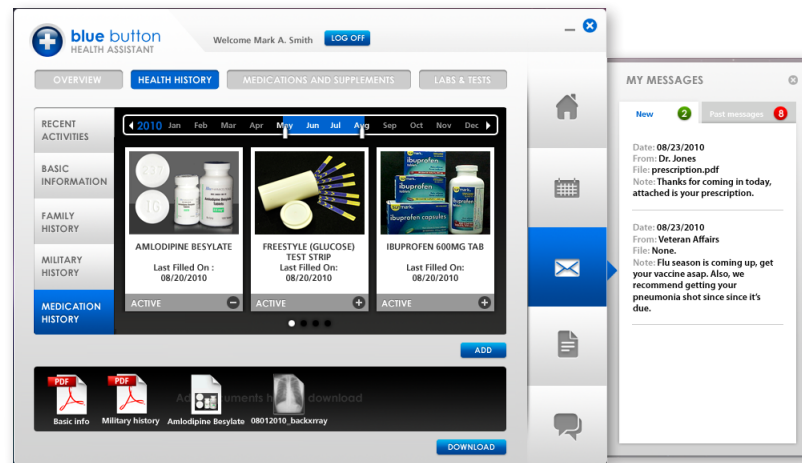


## Adobe wins top honors for the Veterans Affairs Blue Button solution for health records



*“Why isn’t there a button on a website that I can click to access my personal medical history? A little blue button.”*

That simple question was posed to the U.S. Veterans Administration (VA), and proved to be the catalyst for significant improvements in the ways veterans can interact with their health data.

The VA developed the “Blue Button” in collaboration with the Centers for Medicare & Medicaid Services (CMS), and the Department of Defense, along with the Markle Foundation Consumer Engagement Workgroup.

On August 2, 2010, President Obama announced the Blue Button initiative to thousands of applauding veterans who would be able to take ownership of their personal health record (PHR) by clicking a blue button on the VA website.

That defining moment, however, was not the end of the story. Since each veteran’s PHR was to be downloaded as a plain ASCII text file, the Markle Foundation and Robert Wood Johnson Foundation issued the Blue Button Developer Challenge on behalf of the VA. The goal of the challenge was to spur the innovative development of web-based solutions, and to enable Blue Button users to meaningfully interact with their health data in an even more useful way. Sharing that common goal, respondents to the challenge were diverse; ranging from start-up IT companies and individual developers to Google and Microsoft.

### Adobe wins the Blue Button Developer Challenge

At the fourth annual Health 2.0 Conference held on October 7, 2010, the award for winning the Blue Button Developer Challenge was presented to Adobe by a distinguished panel featuring Aneesh Chopra, U.S. chief technology officer for the White House Office of Science and Technology Policy; Todd Park, chief technology officer of the U.S. Department of Health and Human Services; and Peter Levin, chief technology officer of the Department of Veterans Affairs.

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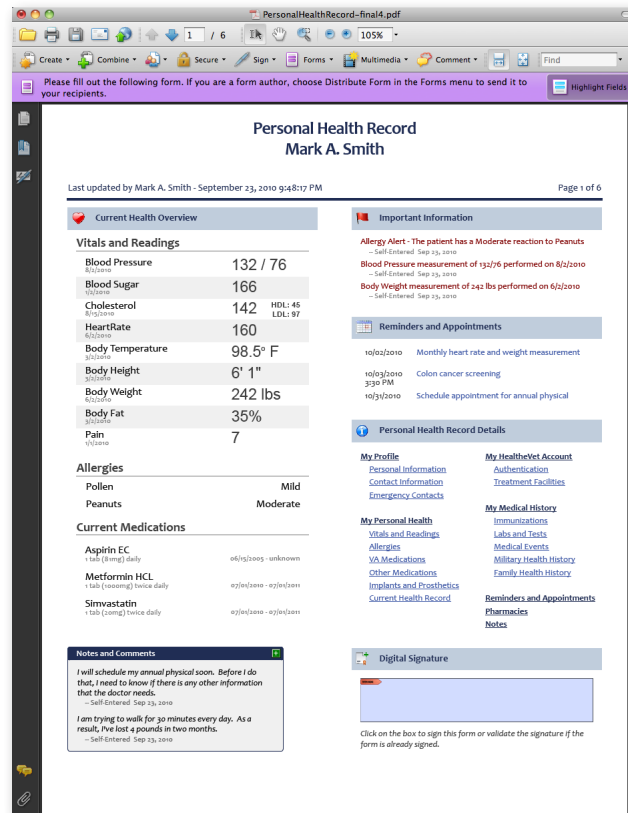
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At the conference, Adobe delivered a presentation highlighting key features of Blue Button Health Assistant, the innovative solution that combines the intuitive real-time interface of Adobe® AIR® technology with the benefits of more secure, auditable, and ubiquitous PDF technology (leveraging PDF healthcare best practices)—regardless of a user's platform, browser, or device.



Certified PDF screenshot

These benefits resonated well with the discerning team of technology powerhouses who served as judges, including Craigslist Founder Craig Newmark, Assistant Vice President of the Health Group at the Robert Wood Johnson Foundation Steve Downs, Consumers Union health policy expert Steve Findlay, and personal health records pioneer Dr. James Ralston of Group Health Cooperative. Submissions were evaluated on the following key criteria:

- Usefulness to patients in helping them stay healthy or manage their care
- Potential to impact health and well-being by addressing high-priority health goals
- Platform neutral (can be accessed with a simple web browser)
- Usability/ease of use

Stay tuned for more stories about how Adobe continues to identify and develop ways to leverage Open Government as more than just a concept, but rather a tool to advance agency missions.



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