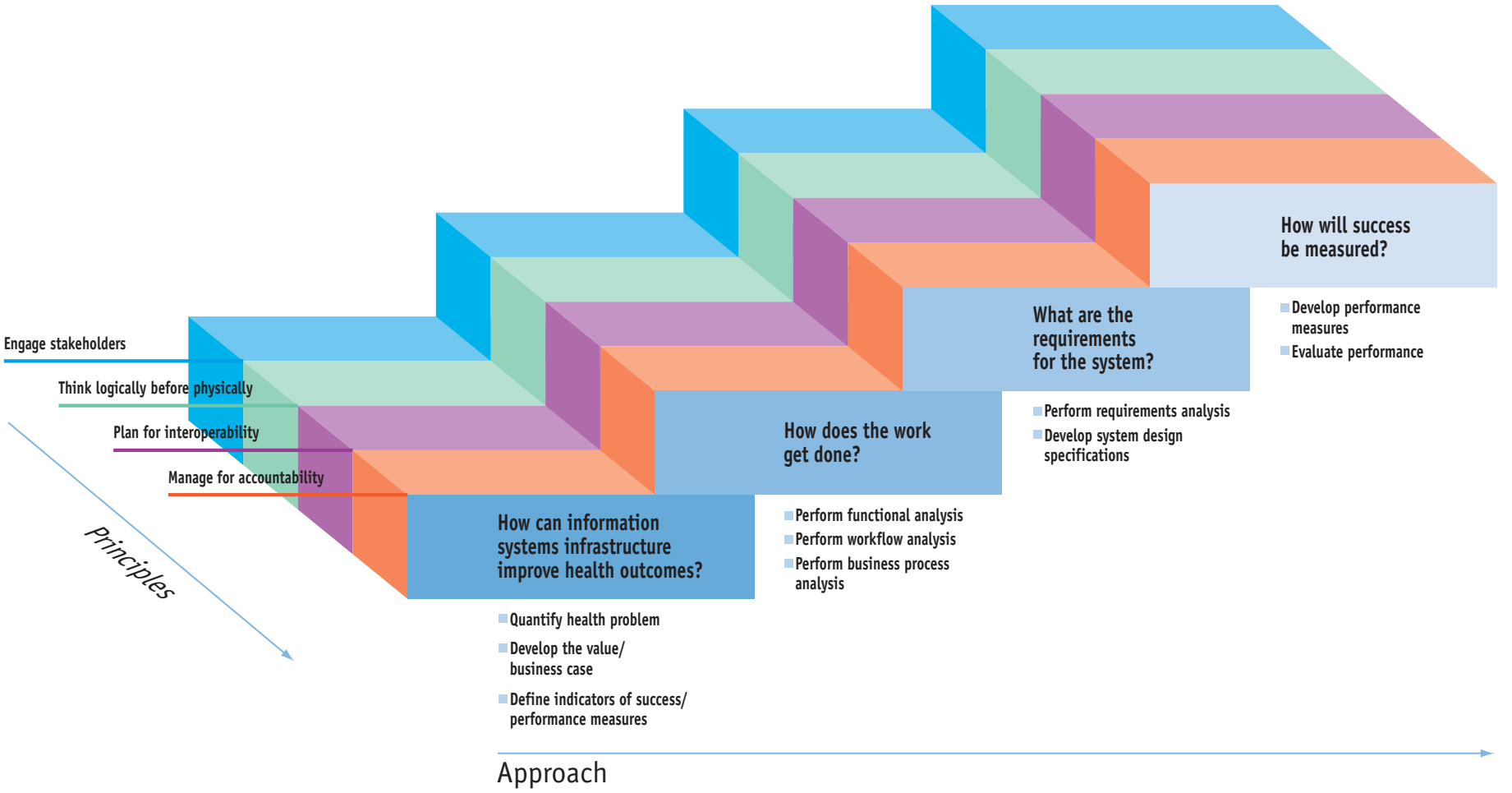Public Health Informatics Institute Methodology