Visit the Commission Web site at to read this Notice and the news release describing it. The FTC Act and other laws that the Commission administers permit the collection of public comments to consider and use in this proceeding as appropriate. The Commission will consider all timely and responsive public comments that it receives on or before September 10, 2012. You can find more information, including routine uses permitted by the Privacy Act, in the Commission's privacy policy, at *http://www.ftc.gov/ftc/privacy.htm.*

Willard K. Tom,

General Counsel.

[FR Doc. 2012–16730 Filed 7–9–12; 8:45 am]

BILLING CODE 6750–01–P

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Announcement of Requirements and Registration for "SMART-Indivo Challenge"

AGENCY: Office of the National Coordinator for Health Information Technology, HHS.

Award Approving Official: Farzad Mostashari, National Coordinator for Health Information Technology.

ACTION: Notice.

SUMMARY: A health care system adapting to the effects of an aging population, growing expenditures, and a diminishing primary care workforce needs the support of a flexible information infrastructure that facilitates innovation in wellness, health care, and public health. Flexibility is critical, since the system will have to function under new policies and in the service of new health care delivery mechanisms, and it will need to incorporate emerging information technologies on an ongoing basis.

SMART (Substitutable Medical Apps, Reusable Technologies, one of four Strategic Health IT Advanced Research Projects funded by the Office of the National Coordinator for Health Information Technology) capacitates innovation in health care by providing common APIs and standards for electronic medical records and personally controlled health records, enabling them to act as iPhone-like platforms; users can download or delete substitutable apps. Indivo enables individuals to own and manage a complete, secure, digital copy of their health and wellness information, integrated across sites of care and over time.

The "SMART-Indivo Challenge" is a call to developers to build an Indivo app that provides value to patients using data delivered through the SMART API and its Indivo-specific extensions.

The statutory authority for this challenge competition is Section 105 of the America COMPETES Reauthorization Act of 2010 (Pub. L. 111–358).

DATES: Effective on July 9, 2012. Challenge submission period ends September 28, 2012, 11:59 p.m. et.

FOR FURTHER INFORMATION CONTACT: Adam Wong, 202–720–2866; Wil Yu, 202–690–5920.

SUPPLEMENTARY INFORMATION:

Subject of Challenge Competition

SMART *<http://www.smartplatforms.org>* (Substitutable Medical Apps, Reusable Technologies) is one of four Strategic Health IT Advanced Research Projects (SHARP) funded by the Office of the National Coordinator for Health Information Technology *http://healthit.hhs.gov/portal/server.pt?open=512&objID=1806&mode=2*

A health care system adapting to the effects of an aging population, growing expenditures, and a diminishing primary care workforce needs the support of a flexible information infrastructure that facilitates innovation in wellness, health care, and public health. Flexibility is critical, since the system will have to function under new policies and in the service of new health care delivery mechanisms, and it will need to incorporate emerging information technologies on an ongoing basis. SMART capacitates innovation in health care by providing common APIs and standards for electronic medical records and personally controlled health records, enabling them to act as iPhone-like platforms; users can download or delete substitutable apps. Each app is entirely modular, and can thus be readily substituted with new apps that provide improved functionality and usability. Continuous innovation is the result.

Indivo *<http://indivohealth.org>* enables individuals to own and manage a complete, secure, digital copy of their health and wellness information, integrated across sites of care and over time. Indivo is entirely free and open-source, and is designed as a platform for apps: Built to be extended and customized. Using the SMART API and standards, augmented by functionality like sharing, developers can create powerful patient-facing applications. Its objective is to lower the barriers to creating apps for health, leaving developers to be able to focus on their ideas.

The "SMART-Indivo Challenge" is a call to developers to build an Indivo app that provides value to patients using data delivered through the SMART API and its Indivo-specific extensions. The app will be either an HTML5 Web app or an iOS app that runs against the Indivo Developer Sandbox, where it can access patient demographics, medications, laboratory tests, and diagnoses using Web standards. Developers could, for example, build a medication manager, a health risk detector, a patient-friendly laboratory visualization tool, or an app that integrates external data sources (see *http://www.healthdata.gov/*) with patient records in real time.

More information about SMART and Indivo APIs can be found at *http://indivohealth.org/smart-indivo/.*

Mobile HTML5 web app submissions are welcome, as are native applications built on SMART's iOS Framework.

Eligibility Rules for Participating in the Competition

To be eligible to win a prize under this challenge, an individual or entity—

(1) Shall have registered to participate in the competition under the rules promulgated by the Office of the National Coordinator for Health Information Technology.

(2) Shall have complied with all the requirements under this section.

(3) In the case of a private entity, shall be incorporated in and maintain a primary place of business in the United States, and in the case of an individual, whether participating singly or in a group, shall be a citizen or permanent resident of the United States.

(4) May not be a Federal entity or Federal employee acting within the scope of their employment.

(5) Shall not be an HHS employee working on their applications or submissions during assigned duty hours.

(6) Shall not be an employee of Office of the National Coordinator for Health IT.

(7) Federal grantees may not use Federal funds to develop COMPETES Act challenge applications unless consistent with the purpose of their grant award.

(8) Federal contractors may not use Federal funds from a contract to develop COMPETES Act challenge applications or to fund efforts in support of a COMPETES Act challenge submission.

(9) Personnel of the SHARP program and their students are not eligible to compete for the prize.

An individual or entity shall not be deemed ineligible because the individual or entity used Federal facilities or consulted with Federal employees during a competition if the facilities and employees are made available to all individuals and entities participating in the competition on an equitable basis.

Entrants must agree to assume any and all risks and waive claims against the Federal Government and its related entities, except in the case of willful misconduct, for any injury, death, damage, or loss of property, revenue, or profits, whether direct, indirect, or consequential, arising from my participation in this prize contest, whether the injury, death, damage, or loss arises through negligence or otherwise.

Entrants must also agree to indemnify the Federal Government against third party claims for damages arising from or related to competition activities.

Registration Process for Participants

To register for this challenge participants should either:
• Access the *www.challenge.gov* Web site and search for the ''SMART-Indivo Challenge''.
• Access the ONC Investing in Innovation (i2) Challenge Web site at:
   ○ *http://www.health2con.com/ devchallenge/challenges/onc-i2- challenges/*.
   ○ A registration link for the challenge can be found on the landing page under the challenge description.

Amount of the Prize

• First Prize: $10,000
• Second Prize: $2,000
• Third Prize: $1,000
   Awards may be subject to Federal income taxes and HHS will comply with IRS withholding and reporting requirements, where applicable.

Payment of the Prize

Prize will be paid by contractor.

Basis Upon Which Winner Will Be Selected

The review panel will make selections based upon the following criteria:
• Usefulness to patients
• Importance to clinical medicine or public health
• Interface and presentation
• Use of the Indivo and SMART APIs
• Creative use of data from the sandbox and (optionally) from open health data sources

Additional Information

Ownership of intellectual property is determined by the following:

• Each entrant retains title and full ownership in and to their submission. Entrants expressly reserve all intellectual property rights not expressly granted under the challenge agreement.
• By participating in the challenge, each entrant hereby irrevocably grants to Sponsor and Administrator a limited, non-exclusive, royalty free, worldwide, license and right to reproduce, publically perform, publically display, and use the Submission to the extent necessary to administer the challenge, and to publically perform and publically display the Submission, including, without limitation, for advertising and promotional purposes relating to the challenge.

Authority: 15 U.S.C. 3719.

Dated: June 28, 2012.

Farzad Mostashari,
National Coordinator for Health Information Technology.
[FR Doc. 2012–16819 Filed 7–9–12; 8:45 am]
BILLING CODE 4150–45–P

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Announcement of Requirements and Registration for What's In Your Health Record Video Challenge

AGENCY: Office of the National Coordinator for Health Information Technology, HHS.

Award Approving Official: Lygeia Ricciardi, Director, Office of Consumer eHealth.

ACTION: Notice.

SUMMARY: The Office of the National Coordinator for Health Information Technology (ONC) announces the launch of the *What's In Your Health Record Video Challenge.* This challenge is an open call for the public to create and submit short, compelling videos sharing how getting access to your health record and checking the information can help make sure you or your loved one get the best care. Having access to your health record is fundamental to your ability to participate in your health care.

Patients and their families have a legal right under the HIPAA Privacy Rule to request to see and get a copy of their health record (''right to access'') from most doctors, hospitals and other health care providers, such as pharmacies and nursing homes, as well as from their health plans. Patients can use that information to better understand their health, to coordinate their care with other health care providers or to help identify possible

errors or omissions in their medical records. Patients can get access to their health information through a patient portal, or a personal health record (PHR) or by email.

This is the third in a series of Health IT video contests that will occur throughout 2012. The video contests are one way to crowd source stories from the public about how they are benefiting from health information technology (health IT). This is one way ONC is working to motivate and inspire individuals to play a more active role in their health. Each video contest will be a call to action for members of the public to create a short video clip [2 minutes or less] on a particular topic, and will award cash prizes to winners in several categories.

DATES: Effective on July 2, 2012.

FOR FURTHER INFORMATION CONTACT: Erin Poetter, Consumer e-Health Policy Analyst, *erin.poetter@hhs.gov* 202.205.3310.

SUPPLEMENTARY INFORMATION:

Subject of Challenge Competition

The *What's In Your Record? Video Challenge* invites you to create a short, compelling video (<2 min in length) sharing a personal story about how getting access (electronic or paper copy) to view your health record and knowing what's inside helped make sure you or your loved one got the best care. Being able to view what's in our medical record can empower us to play a more active role in our health care by allowing us to check to make sure the information on file is correct and complete (*e.g.* make sure no medications or allergies are missing), and that all the people who care for us have the right information available to make the best decisions about our health (*e.g.* if you are changing doctors or getting a second opinion from a specialist).

Eligibility Rules for Participating in the Competition

To be eligible to win a prize under this challenge, an individual or entity—
(1) Shall have registered to participate in the competition under the rules promulgated by HHS;
(2) Shall have complied with all the requirements under this section;
(3) In the case of a private entity, shall be incorporated in and maintain a primary place of business in the United States, and in the case of an individual, whether participating singly or in a group, shall be a citizen or permanent resident of the United States; and
(4) May not be a Federal entity or Federal employee acting within the scope of their employment.