

NYC Health Insurance Link Wins Excellence in Technology Award

On Thursday, October 15, HRA's Office of Citywide Health Insurance Access (OCHIA) received an Excellence in Technology Award from the Department of Information Technology and Telecommunications (DoITT). The award, for Best Application Serving the Public, honored [NYC Health Insurance Link](#). Commissioner Doar, Executive Deputy Commissioner Marjorie Cadogan (of OCHIA), Deputy Commissioner Richard Siemer (of MIS) and Executive Deputy Commissioner Barbara Brancaccio (of OPIC) and members of their team who worked on the project accepted the award at a ceremony held during the New York Technology Forum.

NYC Health Insurance Link, or HI Link, is a powerful web-based search tool that allows individuals and small businesses looking for health insurance options to compare low-cost plans side by side. The tool provides detailed, unbiased information on the public and private health insurance plans available, and lets individuals and businesses prioritize things like low-deductible or low-premium plans. NYC HI link was developed by the Office of Citywide Health Insurance Access (OCHIA), and the tool itself was built by HRA's Management Information Systems (MIS). A marketing campaign promoting NYC HI Link, designed by the Office of Public Information and Communications, will be visible throughout the city starting this month.

“When we talk about Excellence in Technology,” said DoITT Commissioner Paul J. Cosgrave, “what we're really talking about is excellence in providing service to New Yorkers, about putting information at their fingertips, and about setting a standard of technological innovation for others to follow.” Two individual HRA employees were also honored with individual awards for Excellence in IT Services and Support – Danny Gilday of MIS, who received a Manager Award, and Martha Petretti, also of MIS, who received a Staff Award.

HRA has been recognized for excellence in technology before. In 2008, Deputy Commissioner Richard Siemer received the award for Demonstrated Leadership in Management of Information Technology. Technology is a high priority for Mayor Bloomberg and Commissioner Doar, as demonstrated by the agency's development of the Paperless Office System (POS), online food stamp and Medicaid applications in community-based organizations, and computer kiosks at HRA job centers that allow clients to browse available jobs and childcare providers.