



Seasons Greetings from Everyone at InstantAtlas

Tuesday, 23 December 2008

visualise | communicate | **ENGAGE**

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Hello Patricia,

Welcome to the December edition of the InstantAtlas E-Bulletin.

This month we feature the recently released **National Health Episode Statistics (HES) e-Atlas** produced by the Association of Public Health Observatories (APHO). HES data are widely used and this new resources should make the data more accessible.

We also present a slightly different use of InstantAtlas as a part of the new **MapYourName** web site. Visit www.mapyourname.com to see the distribution of your name.

Finally visit our new online **LIS Resource Pack** to help new and prospective clients with their decision to implement a **Local Information System**. We have collected all current LIS resources and added two new webinars in December by Norfolk County Council and Brighton and Hove Council.

We hope you find this month's edition of great interest.

David Carey
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Featured Applications

National Health Episode Statistics & e-Atlas (APHO)



Hospital Episode Statistics (HES) are record level patient data collected by the Department of Health from every NHS hospital in England and Wales. HES data provides a comprehensive picture of inpatient care that can support public health analysis, planning and resource allocation, benchmarking, clinical audit, monitoring and performance management and research.*

Presenting HES data using InstantAtlas makes the data more accessible. As Steve Morgan, Senior Public Health Analyst at SEPHO says: "I've demonstrated the software to a number of senior public health specialists and received a great deal of positive feedback – complex data previously once displayed in tedious two dimensional spreadsheets and charts is

now transformed in an exciting and more meaningful manner”

The new HES e-Atlas produced by SEPHO on behalf of APHO shows HES data between 2003/4 – 2006/07 in a single map template (by Local Authorities). It is available at: [National HES e-Atlas](#)

[*Source and for more information on HES data](#)

Map Your Name



Whatever your name there will be a place in the world it is most common. That place may be a continent, sometimes a country but very often a very specific region or even city or town whose location can be marked on a map.

The purpose of **Mapyourname.com** is to make it easy for people to learn where this location is.

For the 60,000 most common family names Mapyourname will show their spread not just at country level but right down to the level of individual regions. From these maps most of you should be able to pinpoint the ancestral heartland of your name, and your friends' and colleagues' names, the place where your distant blood relations live, the location of your genetic home.

You can also map the areas where the 26,000 personal names are most common.

[Visit mapyourname today and see where your name originates](#)

**Mapyourname.com |
Powered by InstantAtlas**

Product News

NEW - Local Information Systems (Resource Pack)



Throughout 2008 GeoWise has been producing resources to help new and prospective clients with their decision to implement a **Local Information System**. Our experience comes from more than 30 implementations of InstantAtlas Server, our off-the-shelf solution for LIS and data observatories, across local government and NHS organisations in England, Scotland and Wales.

[Visit our Resource Pack for further details](#)

Showcase

This month we see the release of the new **InstantAtlas Showcase**. Users of the showcase are able to view our clients work in various ways, such as product type, theme, organisation type and region.

The showcase is full of examples from all over the World; clients provide explanations of how they have used InstantAtlas and how it has benefited their organisations.

[Try out the Showcase today >>](#)



Seminars & Conferences

Customer Insight: Social Marketing and Segmentation

(Joint LARIA/LGA Seminar in Manchester)

Date: **Wednesday 28th January 2009**, Manchester Cathedral Visitors Centre, Manchester

After an extremely varied and interesting event in London in December, this seminar is re-running in Manchester. It looks at the importance of Social Marketing and Segmentation as a way to gain a deeper understanding and insight into the disparate needs of our local communities and population. Having an effective social marketing strategy will be a prerequisite for all Local Strategic Partnerships if they are to be successful in delivering their Local Area Agreements.

John Maslen (GeoWise) & Wendy Pontin (Norfolk CC) will be presenting on “**Managing and presenting geo-demographics effectively**” much of which covers the valuable role of LIS solutions in the area of Customer Insight. Look out for the January edition of this eBulletin which will feature some exciting examples of this work.

[More Details >>](#)

ESRI UK Road Show 2009

GeoWise invites you to attend a **FREE** seminar on InstantAtlas, at a location that suits you.

Dates:

London - Tuesday 3rd March 2009

Edinburgh - Thursday 5th March 2009

Manchester - Tuesday 10th March 2009

[More Details >>](#)

ESRI Asia Pacific User Conference 2009, Singapore

Date: **January 20-21, 2009**

The ESRI Asia Pacific User Conference (APUC) will provide a forum for ESRI users with different levels of expertise to meet and share their experiences and best practices. ESRI users from the Asia Pacific region will have the opportunity to attend workshops conducted by developers and product engineers from ESRI. They will also have the chance to meet with ESRI professionals and hear about the new advances in GIS technology.

[More Details >>](#)

InstantAtlas Training Courses



'very well presented, small enough 'chunks' to take it in but large enough to get something from.....'

Maddy Knott
Public Health Information & Knowledge
Manager **Portsmouth City Teaching PCT**

'I found the training excellent. I thought the training was very clear...'

Jim Hawkins
Deputy Public Health Information & Knowledge
Manager
Portsmouth City tPCT

InstantAtlas Training Courses now available

GeoWise offers two InstantAtlas Desktop Training Programmes:-

InstantAtlas Desktop Introductory Course

InstantAtlas Desktop ADVANCED Course

NEW

Learn how to: -

Publish InstantAtlas dynamic reports for different geographies

Add and refresh the indicator data

Apply personalised designs

Distribute the reports.

These courses are available either on site at your premises, at our Edinburgh Offices or via WebEx (an online presentation and training tool).

Contact [InstantAtlas Sales](#) for more details.

Template Demos (Flash)

Desktop

[Single Map Template Demo](#)

[Double Map Template Demo](#)

[Area Profile Template Demo](#)

[Performance Analysis Template Demo](#)

[Radar Chart Template Demo](#)

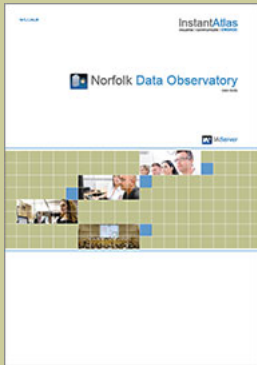
[Funnel Plot Template Demo](#)



Server

Data Views Demo

InstantAtlas Case Studies



NORFOLK DATA OBSERVATORY

Norfolk improves decisions with InstantAtlas neighbourhood data visualization

NDO uses the InstantAtlas platform to provide local intelligence through highly visual and interactive graphical reports, maps, atlases, comparisons and other analyses. >>

[HTML Link](#)

[PDF Download Link](#)

[See Norfolk Data Observatory on IA Showcase](#)



SHEFFIELD PCT

Sheffield PCT gets the message across with InstantAtlas

Looking for a solution to its need to communicate local health indicators more clearly, Sheffield PCT chose to review InstantAtlas, a software tool from GeoWise which enables the graphical presentation of geographic and statistical data so that regional and local patterns become easy to see and explore. >>

[HTML Link](#)

[PDF Download Link](#)

[See Sheffield PCT on IA Showcase](#)



DIABETES UK

Diabetes UK uses InstantAtlas to help it inform, promote and campaign

Using InstantAtlas interactive flash based reports, Diabetes UK can demonstrate easily and quite clearly that some regions are better at providing a service such as eye screening or education, than others.>>

[HTML Link](#)

[PDF Download Link](#)

[See Diabetes UK on IA Showcase](#)



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