

# Continuing Education Credits

**Health Datapalooza participants are eligible for 14.25 hours of Continuing Medical Education (CME) credits.**

## **Satisfactory Completion**

Participants must complete an evaluation form to receive a certificate of completion. Your chosen sessions must be attended in their entirety. Partial credit of individual sessions is not available. NOTE: If you are seeking continuing education credit for a specialty not listed below, it is your responsibility to contact your licensing/certification board to determine course eligibility for your licensing/certification requirement.

## **Physicians**

Accreditation Statement - In support of improving patient care, this activity has been planned and implemented by Amedco and AcademyHealth. Amedco is jointly accredited by the American Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team. Credit Designation Statement - Amedco designates this live activity for a maximum of 14.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## **NASBA CPE CREDIT**

Accounting Professionals: Approved for up to 14.0 NASBA CPE credits.

Health Care Conference Administrators, LLC (dba GHC, LLC Healthcare) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit.

Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learn-ingmarket.org](http://www.learn-ingmarket.org). A recommended maximum of 14.0 credits based on a 50-minute hour will be granted for the entire learning activity.

This program addresses topics that are of a current concern in the healthcare quality and patient safety environment. This is an update, group-live activity. For more information regarding administrative policies such as complaints or refunds, call 206-757-8053 or email [petergrant@ehcca.com](mailto:petergrant@ehcca.com).

**Healthcare Executives:** AcademyHealth is authorized to award 14.25 hours of pre-approved ACHE Qualified Education credit for this program toward advancement, or recertification, in the American College of Healthcare Executives. Participants in this program who wish to have the continuing education hours applied toward ACHE Qualified Education credit must self-report their participation. To self-report, participants should log into their MyACHE account and select ACHE Qualified Education Credit.

# Welcome to Health Datapalooza



On behalf of AcademyHealth, the Health Datapalooza Steering Committee, Conference co-chairs Kelsey Mellard and Rasu Shrestha, and our partners and sponsors, it is my pleasure to welcome you to the 2018 Health Datapalooza.

Over the next two days, our diverse community of big thinkers and problem solvers, representing both the public and private sectors, will engage in meaningful and action-oriented conversations, and share the latest innovations and real-world concepts that are driving health policy and practice.

This year, we will hear from some of the top visionaries in the field and attend sessions that explore key questions and promising innovations in health data. The agenda reflects the energy and enthusiasm of the community with 4 dynamic plenary sessions, 10 diverse keynote speakers, 35 breakout sessions covering eight thematic tracks, 2 innovation showcases, and multiple data challenges and innovation awards.

One of the best parts about Health Datapalooza is the people it brings together and the contributions made by many different voices - from industry leaders to policy makers, delivery systems to startups, academics to data liberators, patients to clinicians, and everything in between. Be sure to strike up a conversation or two in the hallways between sessions, and connect with some of the very best and brightest working in health data. And, as always, share your thoughts on Twitter using #hdpalooza.



Lisa Simpson, MB, BCh, MPH, FAAP  
President and CEO  
AcademyHealth  
@DrSimpsonHSR

# What Makes Health Datapalooza Special

Health Datapalooza is a melting pot of innovators and disruptors coming together to leverage the power of data to transform health care and health care delivery. The Datapalooza is the perfect convergence of public, private, and policy. It's the one place where these different intersections come together to talk about how we can make meaningful change happen.

Fostering an environment of collaboration, the Health Datapalooza provides a platform for interaction and conversations between the very people that are liberating and using data to improve the quality and outcomes of health care.

We've increased patient participation each year to ensure meaningful conversations and big decisions around health care include critical insights from those most affected by changes in the health care delivery system.

Beyond the unique makeup of the Datapalooza community, the heart of Health Datapalooza is about real results and real-world concepts. Attendees expect to hear about the actionable steps they can take back to their workplace - presented by both newcomers and senior leaders with first-hand experience using health data. In other words, what happens at Health Datapalooza does not stay at Health Datapalooza. The conversations, ideas, and results leave the sessions and hallways and enter the real world to challenge practices and trigger change in health care.



Rasu Shrestha, MD, MBA  
Chief Innovation Officer  
University of Pittsburgh Medical Center  
@RasuShrestha



Kelsey Mellard, MPA  
Chief Executive Officer and Co-Founder  
Sitka  
@KelseyMellard

## About AcademyHealth

As the national organization working with the producers and users of evidence to improve health and the performance of the health system, AcademyHealth has long been a champion for data liberation and a catalyst for its use in decision-making and quality improvement. Together with our members, we offer programs and services that support the development and use of rigorous, relevant, and timely evidence to increase the quality, accessibility, and value of health care, to reduce disparities, and to improve health. [www.academyhealth.org](http://www.academyhealth.org)

### Registration Hours

Thursday, April 26  
7:00 a.m. – 6:00 p.m.  
International Terrace

Friday, April 27  
7:00 a.m. – 3:00 p.m.  
International Terrace

Join the conversation on Twitter using the hashtag #hdpalooza and follow @hdpalooza to get the latest conference information.

# Conference Support

## Participating Federal Agencies

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# 2018 Tracks and Track Descriptions

Health Datapalooza is designed to challenge your assumptions, generate new connections, and facilitate engagement across diverse perspectives and topics. The 2018 agenda offers deep and practical insights on how health plans, providers, entrepreneurs and patients are leveraging data and information technologies to improve services, enhance patient experiences and model population health outcomes.

## **CFT** Consumer-Facing Technologies and Digital Health: Under-tapped or Over-hyped?

With patients involved in dual roles of data generator and users, applications developers and entrepreneurs play an increasingly important role in using patient level data to advance health. This track explores such topics as patients accessing their own records; mobile health, wearables, telehealth, social media, and other innovative interactive technologies.

## **DPC** Data Privacy and Cybersecurity

Efforts to increase data sharing within and outside of healthcare are surfacing tensions and important discussions about the value of data sharing, and the best ways to ensure privacy and security safeguards for personal health information. We invite you to learn about best practices in interoperability and systems security; advancing data stewardship and governance; new guidance, tools, and interpretations of regulatory and oversight procedures in the new data sharing ecosystem.

## **LS** Life Sciences and Real World Evidence

The Life Sciences industry plays a key role in generating and analyzing real world evidence (RWE) and supporting the data ecosystem. This track focuses on industry or industry/collaborator efforts related to various issues, including but not limited to promoting population health analytics and achieving quality targets; novel data science and computational methods and models; and innovations in all aspects of research/data governance, including consent procedures/tools and human subjects considerations;

## **IDS** Integrating Data Sources and Systems to Make Whole Person Health a Reality

Community-led efforts to identify and address population health challenges are rapidly taking hold, and payment models for these approaches require multi-sector data sharing and integration. Join experts in the field to discuss aspects of these efforts, including but not limited to the application of

new tools, services and approaches to data integration from multiple sectors and sources; innovations that are achieving measurable improvement in health disparities; implementing and tracking progress of multicomponent programs; and approaches to partnership development and community engagement that facilitate data sharing and use.

## **SDS** Smart (Data) Systems in Health Care

Health care information technology applications are transforming the ways that structured and unstructured data are applied toward medical decision-making. Advances in natural language processing and artificial intelligence (AI) have the potential to impact a broad array of clinical analytics, population health, personalized care decisions, and clinical decision support programs. Connectivity among devices and medical systems that support the Internet-of-Things (IoT) are providing transformative platforms for data interactions among providers, patients, health systems, and communities.

## **VBS** Value-Based Systems Transformation: What it Means for and Requires of Health Systems

Changing populations, dynamic payment models, and new interest in reuse of clinical data for quality improvement and research are creating pressures and opportunities for health systems and payers. Join these discussions on innovative topics such as systems improvements and organizational changes that streamline technology adoption,; improvements related to design, development and implementation of EHRs and clinical decision support; and purchaser/payer activities to leverage analytics in their quest for value, improved outcomes, and better benefit design.

## **INTL** What Works Internationally

Approaches to capturing, sharing and effectively using electronic health data for clinical care, quality improvement, and research reflects policy and cultural priorities, and varies significantly around the globe. This track explores innovations from any and all countries (high, middle and low income) that address technology adoption and implementation strategies at the multi-national, national and regional levels.

## **WC** Wildcard

This track features interesting ideas and projects, as well as non-traditional work across the tracks noted above or that is unique in others ways.

**WEDNESDAY 4/25**

8:00 a.m.–5:00 p.m.

**Global Digital Health Partnership**

*COLUMBIA 6 (TERRACE LEVEL)*

8:00 a.m.–5:00 p.m.

**HealthCa.mp**

*ACADEMYHEALTH, 1666 K STREET NW, WDC 20006*

In March 2018, CMS released the BlueButton2.0 API built using the HL7 FHIR Specification. The reception from the healthcare industry has been incredibly positive, and CMS BlueButton2.0 is being held up as a new model for consumer access to their health data. HealthCa.mp/ dev offers an opportunity for developers, patients, providers, payers and other innovators to come together to collaborate on the roadmap for both a broader release of health data and wider adoption across the industry - all with the consumer in control of whom which they choose to share their data.

HealthCa.mp is the leading healthcare unconference. You, as a participant, will actively shape the discussions. Leading sponsors and thought leaders will kick off the event with a series of short fire-starter talks to light the innovation flame and spark in-depth discussions for the rest of the day.

Registration Fee: \$40

Supported in part by  **INNOVATION HORIZONS**  
TRANSFORMING IDEAS INTO ACTION

8:30 a.m.–12:30 p.m.

**Health Care without Walls: Forging a System of More Distributed Care**

*TENLEYTOWN (FIRST FLOOR)*

Hosted by the Network for Excellence in Health Innovation (NEHI), Health Care Without Walls: Forging a System of More Distributed Care, focuses on advancing a system in which care is delivered outside of conventional settings and moves more into individuals' homes, workplaces, schools, and other community settings. Panels of experts will discuss preliminary recommendations for employing new and emerging technologies, such as telemedicine, remote monitoring, and artificial intelligence, to transform how care is accessed and delivered.

Registration Fee: \$85

1:00 p.m.–5:00 p.m.

**HRQ Data Competencies to Support Decision Makers: What Do You Need To Make Decisions on the State and Local Levels?**

*COLUMBIA 8 (TERRACE LEVEL)*

Engage with AHRQ Director Gopal Khanna, M.B.A., HHS Chief Data Officer Mona Siddiqui, M.D., M.P.H., and Bipartisan Policy Center Chief Medical Advisor Anand Parekh, M.D., to share your perspective on how decision makers at the state and local level use data to improve health care. This interactive session will include an overview of AHRQ data resources such as the Healthcare Cost and Utilization Project and the Medical Expenditure Panel Survey, and it will be focused on identifying gaps and opportunities in existing data resources and co-creating ideas together to address them. Moderated discussions will address questions such as:

- How do you use data to make community-based improvements and identify challenges that need to be addressed in order to solve the opioid crisis?
- What do you use now and what data will you need in the future to understand variation in health insurance coverage and affordability?
- What are the key data sources and challenges in understanding prescription drug affordability?
- How can data support the evolution to value-based payment?
- Come share your experiences on these complex issues in healthcare delivery, which require the integration of programs and data across the federal, state, and local levels.

Registration Fee: Free

2:00 p.m.–5:00 p.m.

## **International Health Innovation Summit**

*COLUMBIA 6 (TERRACE LEVEL)*

Kick off this year's Health Datapalooza with AcademyHealth and the Office of the National Coordinator for Health IT (ONC). We invite you to attend this extraordinary program featuring international leaders in health care data access and use and members of the health technology investment and entrepreneurship community. This summit is designed for attendees to learn more about how investors think strategically towards international emerging markets, the qualities they are looking for in founders and startup teams, and their strategic advice for the types of technologies and business models that are going to drive innovation and disruption in health care.

New to this year's program, we've added a second panel to provide a glimpse into the emergence of regional health innovation ecosystems. These regional champions bring together various innovation stakeholders with the shared goal of attracting and supporting entrepreneurs and additional investment to the region. and for the pursuit of business development opportunities throughout the international healthcare marketplace.

Registration Fee: Free

3:00 p.m.–5:00 p.m.

## **Meeting, Leading, and Succeeding – a Pre-Con Event for Women in Health IT**

*COLUMBIA 11 & 12 (TERRACE LEVEL)*

This two-hour event will highlight career development issues for Women in Health IT on the Wednesday before this year's Health Datapalooza conference. We'll kick off the afternoon with an arm chair discussion with female leaders in Health IT discussing compensation and negotiation strategies, and then transition to a unique unconference/meet the experts mash-up where our special guests run table discussions on the issues that matter to you.

Registration Fee: Free, but RSVP is required

Supported in part by  Dartmouth-Hitchcock



7:00 p.m.–9:00 p.m.

## **Virtual Research Data Center (VRDC) Users Meetup**

*HOLMEAD EAST (LOBBY LEVEL)*

Registration Fee: Free

# AGENDA-AT-A-GLANCE

## THURSDAY 4/26

7:00 a.m.–8:00 a.m.	Continental Breakfast
8:00 a.m.–10:15 a.m.	Opening Plenary
10:15 a.m.–10:45 a.m.	Networking Break
10:45 a.m.–12:00 p.m.	<p>WC State Chief Data and Information Officers</p> <p>SDS Machine Learning in Healthcare</p> <p>IDS Collecting and Using Social Determinants of Health Data to Improve Patient Care</p> <p>VBS Employer Sponsored Data Purchasing</p> <p>CFT Engaging Patients with the Right Care Pathway Based on their Data</p> <p>DPC Practical Approaches to Data Privacy</p> <p>VBS High-Value, Interoperable Applications and Services to Extend the EHR</p>
12:00 p.m.–2:15 p.m.	Networking Luncheon Plenary and Presentations
2:15 p.m.–2:45 p.m.	Networking Break
2:45 p.m.–4:00 p.m.	<p>CFT The “Yelpification” of Health Care</p> <p>SDS Smart Data to Support Clinical Decision Making</p> <p>LS Real World Evidence for Patients and Consumers</p> <p>WC From Models to Supermodels</p> <p>VBS Employers Collaborate with Providers to Drive Improvements in Care Delivery and Patient Outcomes</p> <p>INTL Using Data at the Local Level to Improve Health</p> <p>DPC Blockchain, Health, and Privacy</p>
4:00 p.m.–4:15 p.m.	Break
4:15 p.m.–6:00 p.m.	Plenary
6:00 p.m.–7:30 p.m.	Networking Reception

## FRIDAY 4/27

7:00 a.m.–8:00 a.m.	Continental Breakfast
8:00 a.m.–9:00 a.m.	Plenary
9:00 a.m.–9:15 a.m.	Break
9:15 a.m.–10:30 a.m.	<p>IDS Integrating Care for Patients by Screening for Health-Related Social Needs: Case Studies from Three National Programs</p> <p>CFT Digital Health Integration for Patients and Consumers</p> <p>DPC Practical Applications of AI within Healthcare</p> <p>INTL An Update of the Global Digital Health Partnership</p> <p>WC Citizen Science: Leveraging the Power of the Crowd in Research and Data analysis</p> <p>WC A Taste of Data</p> <p>VBS Marketplace for Tools and Services for Consumers</p>
10:30 a.m.–10:45 a.m.	Break
10:45 a.m.–12:00 p.m.	<p>LS Catalyzing Real-World Evidence to Support the Medical Device Ecosystem through the National Evaluation System for Health Technology Coordinating Center (NESTcc)</p> <p>DPC Healthcare Cybersecurity: Maintaining Operations When Operations Fail</p> <p>SDS HL7 FHIR: Enabling Seamless Data Exchange for Patient Care, Clinical Research, and Value-Based Systems</p> <p>IDS Leveraging Health Information Exchange Infrastructure for Population Health</p> <p>WC Mhealth: Cool Graphics or a True Transformation?</p> <p>CFT Telehealth and more...Bringing Patients to Care and Care to Patients</p> <p>CFT Using Data to Address the Opioid Crisis</p>
12:00 p.m.–1:45 p.m.	Networking Luncheon Plenary and Presentations
1:45 p.m.–2:00 p.m.	Break
2:00 p.m.–3:15 p.m.	<p>DPC Harmonization of Laws and Regulations Around the Confidentiality of Drug and Alcohol Treatment and Prevention Records</p> <p>LS Results, Results, Results! Empowering People to Own Their Health Data</p> <p>SDS Turning Smart Data into Usable Data</p> <p>IDS When All You Have Is a Hammer – Data Model Design Philosophies and Their Impact on Research</p> <p>LS Taming the Life Sciences Data Beast</p> <p>VBS Payer and Population Health Analytics</p> <p>INTL Leveraging Big Data to Combat Antibiotic Resistance</p>



# THURSDAY APRIL 26

Agenda is current as of April 18.

7:00 a.m.–6:00 p.m.

## Registration

INTERNATIONAL TERRACE (TERRACE LEVEL)

7:00 a.m.–8:00 a.m.

## Continental Breakfast

INTERNATIONAL TERRACE (TERRACE LEVEL)

8:00 a.m.–8:10 a.m.

## Welcome

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)



**Kelsey Mellard**  
CEO and Co-Founder,  
Sitka



**Rasu Shrestha**  
CIO,  
University of  
Pittsburgh Medical Center

8:10 a.m.–8:30 a.m.

## Opening Remarks

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)



Introductory remarks  
made by **Lisa Simpson**  
President and CEO,  
AcademyHealth



**Alex Azar**  
Secretary, U.S.  
Department of Health  
& Human Services

8:30 a.m.–8:50 a.m.

## Raw Data: From the Frontlines

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)



**Mario Schlosser**  
Co-Founder & CEO,  
Oscar Health

8:50 a.m.–9:20 a.m.

## AI, Blockchain, Machine Learning, IOT...from Buzzwords to Reality in Healthcare

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)

Join the conversation in this panel to find out which buzzwords will still be buzzing at Health Datapalooza 2025.



**Moderator:**  
**Charlie Ornstein**  
Senior Reporter,  
ProPublica



**Rob Coppedge**  
CEO, Echo Health  
Ventures



**Leonard D'Avolio**  
Co-Founder & CEO, Cyft



**Katherine Kuzmeskas**  
Co-Founder & CEO,  
SimplyVital Health



**Jules Polonetsky**  
CEO, Future of  
Privacy Forum

9:20 a.m.–9:40 a.m.

## Me. We. Us. The World. #GrowTogether

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)



### Candi Castleberry-Singleton

VP of Inclusion  
& Diversity, Twitter  
@Candi

9:40 a.m.–10:00 a.m.

## Update from the U.S. Food and Drug Administration

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)



### Scott Gottlieb

Commissioner, U.S. Food  
and Drug Administration  
@SGottliebFDA

10:00 a.m.–7:30 p.m.

## Exhibits Open

EXHIBIT HALL/COLUMBIA BALLROOM (TERRACE LEVEL)

10:15 a.m.–10:45 a.m.

## Networking Break

EXHIBIT HALL/COLUMBIA BALLROOM (TERRACE LEVEL)

10:45 a.m.–12:00 p.m.

## Concurrent Sessions

### **WC** State Chief Data and Information Officers

COLUMBIA 3/4 (TERRACE LEVEL)

State and local officials will focus on awareness of and access to state/local data in order to enhance transparency and accountability, and stimulate innovation, as well as the drivers and challenges of enhanced data analytic activities on the state and local level.

**Moderator: Mona Siddiqui**, U.S. Department of Health & Human Services

**Jared Linder**, Indiana Family and Social Services Administration

**Aaron McKethan**, NC Department of Health & Human Services

**Melissa McPheeters**, Tennessee Department of Health

**Darshan Shah**, State of Indiana

### **SDS** Machine Learning in Healthcare

COLUMBIA 6/8 (TERRACE LEVEL)

Panelists will present novel uses for Machine Learning in the Healthcare realm, including use of machine learning to support a learning health system, natural language processing platforms, and medication adherence.

**Moderator: Michael Pencina**, Duke University School of Medicine

**Lawrence Carin**, Duke University

**Syed Haider**, Johnson & Johnson Health and Wellness Solutions

**Alexander Turchin**, Brigham and Women's Hospital

**Sreekanth Vemulapalli**, Duke University School of Medicine

## **IDS** Collecting and Using Social Determinants of Health Data to Improve Patient Care

*COLUMBIA 11/12 (TERRACE LEVEL)*

This panel will offer innovative approaches to integrate patient and community level data into surveillance and clinical settings, with an emphasis on methodology and levels of aggregation.

**Moderator: Dawn Heisey-Grove**, MITRE

**David Higdon**, Social and Decision Analytics Laboratory in the Biocomplexity Institute of Virginia Tech

**Michelle Jester**, National Association of Community Health Centers

**Abdul Shaikh**, PricewaterhouseCoopers

**Stephanie Shipp**, Social and Decision Analytics Laboratory in the Biocomplexity Institute of Virginia Tech

## **VBS** Employer Sponsored Data Purchasing

*INTERNATIONAL BALLROOM (CONCOURSE LEVEL)*

Representatives from large and medium employers, as well as employer groups, will focus on how employer purchasing of healthcare functions and has evolved given recent changes in the health marketplace; how employers use data on cost and quality to establish arrangements for better, more cost effective care for their employees and their dependents; and how advancing data/analytics activities and other factors will continue to impact the employer purchasing arena.

**Moderator: Laura Carabello**, CPR Communications

**Ruth Coleman**, Health Design Plus

**Robert Mecklenburg**, Virginia Mason Medical Center

**Lisa Woods**, Wal-Mart

## **CFT** Engaging Patients with the Right Care Pathway

*GEORGETOWN (CONCOURSE LEVEL)*

This panel will discuss the engagement of patients with the right care pathway based on their data. Topics will include patient data with an AI overlay and how patient data is used to empower the patient and create a trusted doctor-patient relationship.

**Moderator: Kelsey Mellard**, Sitka

**Sohrab Gollogly**, Monterey Spine and Joint/ Ortho NorCal

**Chris Mansi**, Viz.ai

## **DPC** Practical Approaches to Data Privacy

*JEFFERSON (CONCOURSE LEVEL)*

This panel of diverse activities across payers, researchers, and technologists will offer practical approaches to data privacy and security. Topics include data governance, collaborative tools, and the role of innovators in protecting patient privacy.

**Moderator: Deven McGraw**, Ciitizen

**Nick Culbertson**, Protenus

**William Dougherty**, Omada Health

**Norma Padron**, Center for Population Health Research -Main Line Health and Jefferson College of Population Health

**Sheryl Turney**, Anthem Inc.

**VBS High-Value, Interoperable Applications and Services to Extend the EHR: Perspectives from Leading Vendors and Healthcare Systems**

*LINCOLN (CONCOURSE LEVEL)*

Leading EHR vendors are supporting a new paradigm where various stakeholders can develop and share high-value applications and services on interoperable platforms including FHIR, SMART, and CDS Hooks. Learn how Epic, Cerner, and leading healthcare systems are leveraging this new paradigm to provide increased value to their patients and users.

**Moderator: Kensaku Kawamoto**, University of Utah  
**Scott Narus**, Intermountain Healthcare  
**David McCallie**, Cerner  
**Isaac Vetter**, Epic

12:00 p.m.–2:15 p.m.

**Networking Lunch and Presentations**

Visit the exhibitors and pick up your lunch in the Exhibit Hall/Columbia Ballroom before heading to the International Ballroom for the presentations.

12:15 p.m.–12:35 p.m.

**The Future of Digital Health**

*INTERNATIONAL BALLROOM (CONCOURSE LEVEL)*



**Richard Foster**  
 Managing Partner,  
 Healthcare Investment Advisory Services

12:35 p.m.–12:55 p.m.

**Health Data Liberator Award**

*INTERNATIONAL BALLROOM (CONCOURSE LEVEL)*



**Presented by Todd Park**  
 Co-Founder & Executive Chairman,  
 Devoted Health

12:55 p.m.–1:15 p.m.

**From HHS to Business: The Convergence of Data, Innovation and Technology**

*INTERNATIONAL BALLROOM (CONCOURSE LEVEL)*



**Bruce Greenstein**  
 Chief Technology Officer,  
 U.S. Department of Health & Human Services

1:15 p.m.–1:45 p.m.

**Innovation Showcase**

*INTERNATIONAL BALLROOM (CONCOURSE LEVEL)*



**Emceed by Niall Brennan**  
 President and Executive Director of HCCI

- 1:15–1:25 – Mona Siddiqui, U.S. Department of Health & Human Services
- 1:25–1:35 – Katherine Hempstead, Robert Wood Johnson Foundation
- 1:35–1:45 – Garth Graham, Aetna Foundation

1:45 p.m.–2:15 p.m.

## International Digital Health Innovation

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)



**Moderator:**  
**Tim Kelsey**  
CEO, Australian  
Digital Health Agency



**Bruce Greenstein**  
Chief Technology Officer,  
U.S. Department of Health &  
Human Services

**Ramesh Krishnamurthy**  
Senior Advisor,  
World Health Organization



**Alejandro Osornio**  
National Director of Health  
Information Systems, Ministry of Health,  
Argentina

2:15 p.m.–2:45 p.m.

## Networking Break

EXHIBIT HALL/COLUMBIA BALLROOM (TERRACE LEVEL)

2:45 p.m.–4:00 p.m.

## Concurrent Sessions

### **INTL** How Can Data for National Datasets be used at the Local Level to Drive Better Health Outcomes?

COLUMBIA 3/4 (TERRACE LEVEL)

This panel includes examples of programs at the local-level that work to improve health outcomes. It includes presentations from two panelists, one about the global President's Emergency Plan for AIDS Relief (PEPFAR) and the other a tele-mentoring program in India, Project ECHO, using population data for workforce development program design, programmatic data for public health action, and individual patient level data to calculate programmatic cost savings.

**Moderator: Jessica Brown**, PricewaterhouseCoopers  
**Sunil Anand**, ECHO India Trust  
**Irum Zaidi**, U.S. Department of State Program Results and Impact Monitoring for Epidemic Control  
**Ahmadou Dicko**, United Nations Office for the Coordination of Humanitarian Affairs

### **SDS** Smart Data to Support Clinical Decision Making

COLUMBIA 6/8 (TERRACE LEVEL)

Key topics including, utilizing machine learning and predictive analytics techniques to predict outcomes, the role of AI in understanding physician's narrative and clinical decision support (CDS), and development of a national infrastructure for sharing computerized CDS.

**Moderator: Paul Edmisten**, Tivity Health  
**Muge Capan**, Drexel University  
**Gilan ELSaadawi**, MModal  
**Edwin Lomotan**, Agency for Healthcare Research and Quality

### **WC** From Models to Supermodels

COLUMBIA 11/12 (TERRACE LEVEL)

Numerous common data models (CDM) have emerged through the years to support collaborative research across institutions and data platforms. This expert panel will explore virtues and variations across these data models, and discuss the provocative notions of consolidation and harmonization. Could a "super model" derive from these individual CDMs?

**Moderator: Sarah Greene**, Health Care Systems Research Network  
**Alan Bauck**, Kaiser Permanente  
**Jeffrey Brown**, Harvard Pilgrim Health Care Institute  
**Roy Pardee**, KP Washington Health Research Institute  
**Adam Wilcox**, UW Medicine

## **VBS** Employers Collaborate with Providers to Drive Improvements in Care Delivery and Patient Outcomes

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)

Health Transformation Alliance's 40+ employers have pooled their buying power and data to secure high-value care for their 6M employees. In this new paradigm, payers, providers, and employers are collaborating to evolve dynamic, analytics-driven high-performance networks. Stakeholder-panelists will share their definition of success and delineate potential challenges.

**Moderator: Glenn Steele**, Health Transformation Alliance  
**Bill Allen**, Former CHRO of Macy's  
**Rob Andrews**, Health Transformation Alliance  
**David Ballard**, Baylor Scott & White Health  
**Herman Jenich**, xG Health Solutions  
**Joanne Wade**, xG Health Solutions

## **CFT** The "Yelpification" of Health Care

GEORGETOWN (CONCOURSE LEVEL)

Increasingly, consumers are holding a scale and a mirror to the health care system. This panel will discuss how online platforms elevate patient experiences and fill gaps in the system; research on Yelp's credibility as a proxy for quality; and new ways Yelp connects users to more clinical quality measures.

**Moderator: Amy Shefrin**, New York State Health Foundation  
**Andrea Ducas**, Robert Wood Johnson Foundation  
**Yevgeniy Feyman**, Manhattan Institute  
**Luther Lowe**, Yelp

## **DPC** Blockchain, Health, and Privacy

JEFFERSON (CONCOURSE LEVEL)

Panelists will share how Blockchain can help ensure the control, integrity, and traceability of data and serve as an essential tool for creating trust and reliability when sharing data across multiple parties.

**Moderator: Jodi Daniel**, Crowell and Moring, LLP  
**Amar Das**, IBM Research - Cambridge  
**Erik Dasbach**, Merck  
**Murali Kaundinya**, Independent  
**Srinivasan Muralidharan**, Independent

## **LS** Real World Evidence for Patients and Consumers

LINCOLN (CONCOURSE LEVEL)

This panel will explore uses of real world evidence to improve patient care and experience. Topics include standardized and mobile consent for Sharing Protected Health Information, Collecting Data for the Application of Diagnostic Support Systems, and prescription/medication access patterns.

**Moderator: Hong Truong**, California Health Care Foundation  
**Joseph Blumenthal**, MedStar Health  
**Ann Marie Navar**, Duke Clinical Research Institute; Duke University School of Medicine  
**Richard Singerman**, Prosperata

4:00 p.m.–4:15 p.m.

**Break**

4:15 p.m.–4:35 p.m.

## Healthcare in the Cloud – Innovation that Scales

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)



**Oxana Pickeral**  
Global Segment Leader, Healthcare  
& Life Sciences, Amazon Web Services

4:35 p.m.–5:05 p.m.

## Data Driven Patient Empowerment

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)

Panelists will share their personal experience using their own data and engaging in shared decision-making, as well as discuss how other patients can be engaged in the using their health data. Specifically, managing Type one diabetes, work, pregnancy and life in a team approach with their provider.



**Moderator:**  
**Laura Landro**  
Freelance Writer, formerly  
with the *Wall Street Journal*



**Aaron Neinstein**  
Director of Clinical Informatics,  
University of California,  
San Francisco



**Allison Pinkerton**  
Licensed Marriage and  
Family Therapist

5:05 p.m. – 5:20 p.m.

## Fueling Innovation by Unleashing the Power of Data

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)



**Seema Verma**  
Administrator, Centers for  
Medicare and Medicaid  
Services

5:20 p.m.–5:30 p.m.

## Milbank & AcademyHealth Award

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)



**Presented by:**  
**Chris Koller**  
President,  
Milbank Memorial Fund



5:30 p.m.–5:45 p.m.

## Health Datapalooza Challenge Announcements

*INTERNATIONAL BALLROOM (CONCOURSE LEVEL)*



**Emceed by Fred Trotter**  
CTO, CareSet Systems

**Don Wright**, U.S. Department of Health & Human Services  
**Siddika Mithani**, Public Health Agency of Canada

5:45 p.m. – 6:00 p.m.

## Keynote

*INTERNATIONAL BALLROOM (CONCOURSE LEVEL)*



**David Wichmann**  
Chief Executive Officer,  
UnitedHealth Group

6:00 p.m.–7:30 p.m.

## Networking Reception

*EXHIBIT HALL/COLUMBIA BALLROOM (TERRACE LEVEL)*

## Health Datapalooza Unconference

*FAIRCHILD (TERRACE LEVEL)*

New this year for the Open Data Community at Health Datapalooza is an “unconference” space focused on organizations using open health data, including Medicare’s longitudinal claims data either as a qualified entity, VRDC licensee, CMS payment reform vendors, and Blue Button developers; and participants in the VA’s Open API Pledge emphasizing an accelerated timeline for FHIR API standards development, adoption and use. To balance our structured programming, we have added this space to enable unplanned and dynamic conversations about experiences using open data - what works, what doesn’t, and how might we better collaborate to make progress. As a result, we are providing an “unconference” space that will be exclusively for conversational style meetings. With a few exceptions, content in this room will not be planned in advance allowing you to connect with the leading thinkers working with healthcare data and to take those conversations wherever they naturally flow. This is your opportunity to help ensure that Health Datapalooza is what you need it to be!



## FRIDAY APRIL 27 Agenda is current as of April 18.

7:00 a.m.–3:00 p.m.

### Registration

*INTERNATIONAL TERRACE (TERRACE LEVEL)*

7:00 a.m.–8:00 a.m.

### Continental Breakfast

*EXHIBIT HALL/COLUMBIA BALLROOM (TERRACE LEVEL)*

7:00 a.m.–10:45 a.m.

### Exhibits Open

*EXHIBIT HALL/COLUMBIA BALLROOM (TERRACE LEVEL)*

8:00 a.m.–8:30 a.m.

### Good Morning Health Datapalooza Chat Session

*INTERNATIONAL BALLROOM (CONCOURSE LEVEL)*



**Bryan Roberts**  
Partner, Venrock



**Todd Park**  
Co-Founder &  
Executive Chairman,  
Devoted Health

8:30 a.m.–9:00 a.m.

### The Next Investment/Innovation

*INTERNATIONAL BALLROOM (CONCOURSE LEVEL)*

This panel of entrepreneurs will offer their thoughts on what's now and what's next in digital health, including the promise of patient facing platforms, while also addressing the real challenges and opportunities they have faced rising to the top of their fields.



**Moderator:**  
**Timmeko Love**  
Senior Business Development  
Manager, Mayo Clinic Ventures



**Emma Cartmell**  
Founding Partner,  
Cartmell LLC



**Annie Lamont**  
Managing Partner,  
Oak HC/FT



**Lisa Suennen**  
Senior Managing Director,  
Healthcare, GE Ventures

9:00 a.m.–9:15 a.m.

### Break

9:15 a.m.–10:30 a.m.

## Concurrent Sessions

### **INTL** An Update of the Global Digital Health Partnership [INTL]

*COLUMBIA 3/4 (TERRACE LEVEL)*

A status update of the Global Digital Health Partnership, a collaborative of governments, government agencies, and the World Health Organization to support the effective implementation of digital health services. It will include a description of activities from several working groups across technology, policy, evaluation, and consumer engagement.

**Moderator: Meredith Makeham**, Australian Digital Health Agency  
**Tim Kelsey**, Australian Digital Health Agency  
**Clara Lubber**, Australian Digital Health Agency

### **WC** Citizen Science: Leveraging the Power of the Crowd in Research and Data Analysis

*COLUMBIA 6/8 (TERRACE LEVEL)*

HHS is increasingly using crowdsourcing and citizen science to support research and the collection and analysis of data, creating new opportunities to advance research and development in health. By using these tools, HHS can simultaneously take advantage of untapped resources and offer new opportunities for public involvement with government. This panel will explore how HHS and Private industry are using these methods to improve health outcomes.

**Moderator: Sandeep Patel**, U.S. Department of Health & Human Services and **Jennifer Couch**, National Cancer Institute  
**Matthew Biggerstaff**, Centers for Disease Control and Prevention  
**Stephanie Devaney**, National Institutes of Health  
**Pietro Michelucci**, Human Computation Institute

### **IDS** Integrating Care for Patients by Screening for Health-Related Social Needs: Case Studies from Three National Programs

*COLUMBIA 11/12 (TERRACE LEVEL)*

CMS programs are increasingly trying to address the health-related social needs of patients because many of the largest drivers of health and health care costs fall outside the clinical care environment. We will review the approaches to collecting and using this data in the Center for Medicare and Medicaid Innovation Center's (CMMI) AHC and CPC+ models.

**Moderator: Bill Winfrey**, CMMI  
**Lisa Bari**, CMMI  
**Katherine Johnson**, CMMI  
**Michelle Proser**, National Association of Community Health Centers

### **VBS** Marketplace for Tools and Services for Consumers

*INTERNATIONAL BALLROOM (CONCOURSE LEVEL)*

This panel will focus on cost transparency and purchasing tools for consumers, as well as trends in this emerging marketplace.

**Moderator: Niall Brennan**, Health Care Cost Institute  
**Thomas Goetz**, GoodRX  
**Fiona Greig**, JP Morgan Chase Institute  
**William Moore**, Healthcosts  
**Bill Wyatt**, HealthGrades

## **CFT** Digital Health Integration for Patients and Consumers

GEORGETOWN (CONCOURSE LEVEL)

This panel of consumer facing technologies will explore how tracking devices and digital therapeutics integrate into patient care and dialogue with providers, help improve the patient experience of care, as well as their potential to demonstrate value.

**Moderator: Sumit Nagpal**, Accenture  
**Elizabeth Brokaw**, MITRE Corporation  
**Manur Shomali**, WellDoc

## **DPC** Practical Applications of AI within Healthcare

JEFFERSON (CONCOURSE LEVEL)

What role should Artificial Intelligence play in the healthcare realm as consumers are increasingly exposed to the technology? Panelists will address how AI has the potential to change healthcare in unique ways, but also offers many challenges including privacy, ethics, and scale.

**Moderator: Stanley Crosley**, Crosley Law Offices  
**Michelle Dennedy**, Cisco  
**Deven McGraw**, Citiizen  
**Darren Schulte**, Apixio, Inc.

## **A Taste of Data**

LINCOLN (CONCOURSE LEVEL)

This panel will include brief presentations from 4-5 organizations, highlighting their use of data to improve health outcomes/inform public discussions, and their publically available data.

**Moderator: Fred Trotter**, CareSet  
**Nina Bianchi**, National Cancer Institute  
**Susan Hutfless**, Johns Hopkins University  
**William Kauffman**, National Investment Center for Seniors Housing & Care  
**Sandra Ozigbo**, Careset

## **Break**

10:45 a.m.–12:00 p.m.

## **Concurrent Sessions**

### **WC** Mhealth: Cool Graphics or a True Transformation of Health Care Evidence?

COLUMBIA 3/4 (TERRACE LEVEL)

Are data generated from mHealth sensors a true health care revolution? Patient/consumer facing apps and wearables that collect patient-generated health data should be a great mechanism for gathering real-world, high frequency, and longitudinal data. However, the true impact of mHealth on patient care and outcomes remains unknown. This panel of experts in mHealth and data exchange will discuss new initiatives to advance interoperability and leverage patient controlled apps, with an emphasis on patient experience, barriers, and incentives

**Moderator: Mark McClellan**, Director of the Duke-Margolis Center for Health Policy at Duke University  
**Craig Brammer**, The Health Collaborative  
**Ryan Howells**, Leavitt Partners  
**Drew Myklegard**, U.S. Department of Veterans Affairs  
**Kristen Valdes**, b.well

## **SDS** HL7 FHIR: Enabling Seamless Data Exchange For Patient Care, Clinical Research, And Value-Based Systems

COLUMBIA 6/8 (TERRACE LEVEL)

Exchanging healthcare data for reuse have been woefully inadequate. The JASON Task-force proposed a pathway by leveraging open APIs. HL7 FHIR is fulfilling these needs for Precision Medicine, research and value-based care. The Argonaut and DaVinci Projects support this process. The FHIR Foundation provides free resources for the implementation community.

**Moderator: Charles Jaffe**, HL7  
**Janet Campbell**, Epic  
**Stan Huff**, Intermountain Healthcare  
**Josh Mandel**, Boston Children’s & Verily (Google Health)  
**Micky Tripathi**, Massachusetts eHealth Collaborative

## **IDS** Leveraging Health Information Exchange Infrastructure for Population Health: The Time Has (Finally) Come

COLUMBIA 11/12 (TERRACE LEVEL)

Tackling population health priorities requires innovative use of Health Information Exchange (HIE) data, tools, and services. Leveraging the data and technical infrastructure of HIEs facilitates integration of SDoH with clinical data, supports action beyond health care, and drives solutions to complex public and population health challenges.


**Moderator: Chris Boone**, Pfizer  
**Mike Fried**, Baltimore City Government  
**Nick Macchione**, San Diego Health Connect  
**Jessica Riccardo**, Louisiana Public Health Institute

## **WC** Using Data to Address the Opioid Crisis

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)

This panel of representatives from providers, government, and researchers/technologists will focus on how data exchange, interoperability, and unique data sources are being leveraged to address our country’s opioid crisis, while still maintaining patient privacy and other rights. In addition, the panel will discuss lessons learned from previous events and how the healthcare infrastructure might deal with future crises.

**Moderator: Gus Crothers**, GrandRounds  
**Lindsey Ferris**, Chesapeake Regional Information System for our Patients  
**Chris Harle**, Richard M. Fairbanks School of Public Health at IUPUI  
**Josh Rubin**, Joseph H. Kanter Family Foundation  
**Mona Siddiqui**, U.S. Department of Health & Human Services

Supported in part by  Kanter Health

## **Telehealth and more...Bringing Patients to Care and Care to Patients**

GEORGETOWN (CONCOURSE LEVEL)

This panel will discuss innovations and disruptions that aim to improve patient access and social determinants of health beyond the hospital/clinic walls, through telehealth, transportation partnerships, and other means.

**Moderator: Allison Viola**, Kaiser Permanente  
**Frank Baitman**, NiNiSpeech  
**Neil Evans**, U.S. Department of Veterans Affairs  
**Jen Horonjeff**, Savvy Cooperative  
**Sylvia Romm**, American Well

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## **DPC** Healthcare Cybersecurity: Maintaining Operations When Operations Fail

JEFFERSON (CONCOURSE LEVEL)

The last 18 months has seen what many had been predicting: hackers can and will bring health systems and operations to a halt. The panelists will share statistics on healthcare phishing and why should care. Discussions will revolve around how to remain operational when cyberattacks occur to health information systems.

**Moderator: Sue Feldman**, University of Alabama at Birmingham  
**Steven Giles**, Cha Hollywood Presbyterian Medical Center  
**Steven Gravely**, Troutman Sanders  
**Joan Hicks**, University of Alabama at Birmingham  
**Gary Warner**, University of Alabama at Birmingham

## **LS** Catalyzing Real-World Evidence to Support the Medical Device Ecosystem through the National Evaluation System for Health Technology Coordinating Center (NESTcc)

LINCOLN (CONCOURSE LEVEL)

During this panel, industry representatives from the medical device and clinical research communities will discuss their visions for a National Evaluation System for health Technology (NEST) to catalyze timely, reliable, and cost-effective real-world evidence to enhance regulatory and clinical decision-making to improve patient outcomes.

**Moderator: Rachael Fleurence**, National Evaluation System for health Technology Coordinating Center  
**Adrian Hernandez**, Duke Clinical Research Institute  
**Michelle McMurry-Heath**, Johnson & Johnson  
**Diane Wurzburger**, GE Healthcare

12:00 p.m.–1:45 p.m.

## **Networking Luncheon and Presentations**

Pick up your lunch in the International Terrace and view the presentations in the International Ballroom.

12:15 p.m.–12:30 p.m.

## **Innovation Showcase**

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)



### **Emceed by Kelsey Mellard**

Chief Executive Officer and  
Co-Founder, Sitka

- 12:15-12:30 – UnitedHealth Group Datapalooza Dash – Awards Announcement

12:30 p.m.–12:45 p.m.

## **Update from the National Coordinator for Health IT**

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)



### **Donald Rucker**

National Coordinator for  
Health Information Technology,  
U.S. Department of Health &  
Human Services

12:45 p.m.–1:15 p.m

## Emerging Data Innovations in Healthcare Delivery

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)

Delivery system leaders will share their successes, challenges, and results in integrating health information systems for increased analytic capabilities, including population health management and patient safety/monitoring, and transmitting usable, high quality information to patients and providers.



**Moderator:**  
**Judith Salerno**  
President, The New York  
Academy of Medicine



**Patty Brown**  
President, Johns  
Hopkins HealthCare LLC



**Joanne Conroy**  
CEO and President,  
Dartmouth-Hitchcock  
and Dartmouth-Hitchcock Health



**Rasu Shrestha**  
Chief Innovation Officer,  
University of Pittsburgh  
Medical Center

1:15 p.m.–1:45 p.m.

## All Health Data is Local

INTERNATIONAL BALLROOM (CONCOURSE LEVEL)

An armchair conversation on innovation, barriers, and opportunities to improve health outcomes and change the status quo for our most at-risk populations.



**Moderator:**  
**Andrew Renda**  
Director Bold Goal,  
Humana Inc.



**Iyah Romm**  
CEO, Cityblock Health



**Leana Wen**  
Commissioner of Health,  
Baltimore City Health  
Department

1:45 p.m.–2:00 p.m.

## Break

2:00 p.m.–3:15 p.m.

## Concurrent Sessions

COLUMBIA 3/4 (TERRACE LEVEL)

### **INTL** Leveraging Big Data to Combat Antibiotic Resistance

This panel examines strategies to use big data to plan and assist antibiotic resistance activities at the national and state levels. It includes descriptions of efforts to use national datasets to guide antibiotic resistance prevention strategies in the United States, United Kingdom, and India, and examples of data-driven antibiotic resistance interventions at the state-level, including an example from Illinois.

- Moderator: James Daniel**, Health & Human Services  
**John Jernigan**, Centers for Disease Control and Prevention  
**Eili Klein**, Center for Disease Dynamics, Economics and Policy  
**John Stelling**, Brigham and Women's Hospital  
**William Trick**, Cook County Health & Hospitals System

## **SDS** Turning Smart Data into Usable Data

*COLUMBIA 6/8 (TERRACE LEVEL)*

Panelists will share their efforts in using smart data to influence policy making, match patients and providers, and improve health survey data collection.

**Moderator: Lucia Savage**, Omada Health

**Steven Cohen**, RTI International

**Jayodita Sanghvi**, Grand Rounds

**Gui Woolston**, Nuna

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## **IDS** When All You Have Is a Hammer – Data Model Design Philosophies and Their Impact on Research

*COLUMBIA 11/12 (TERRACE LEVEL)*

In this panel, we discuss the design philosophies behind two common data models (CDMs), PCORnet and OHDSI, and the downstream ramifications on research. We also present examples of the real-world usage of these models by having two investigators who have experience using both CDMs describe their use in research studies.

**Moderator: Lesley Curtis**, Duke Clinical Research Institute

**Charles Bailey**, Children's Hospital of Philadelphia

**Keith Marsolo**, Cincinnati Children's Hospital Medical Center

**Michael Matheny**, Vanderbilt University

**Patrick Ryan**, Janssen Research and Development

## **VBS** Payer and Population Health Analytics

*INTERNATIONAL BALLROOM (CONCOURSE LEVEL)*

This Panel will focus on the use of data and advanced analytics among payers and others to drive improved health outcomes, within the context of the quadruple aim.

**Moderator: Dan Gebremedhin**, Flare Capital

**Stuart Levine**, Agilon Health

**David Costello**, Verscend

**David Muhlestein**, Leavitt Partners

**Pamela Peele**, UPMC Center for High-Value Health Care

## **LS** Results, Results, Results! Empowering People to Own Their Health Data

*GEORGETOWN (CONCOURSE LEVEL)*

This panel will examine how Project Baseline is developing tools and strategies to empower everyday people to better understand and manage their health through the return of individual research results. Launched in April 2017, Project Baseline will recruit 10,000 participants to better characterize health and the transition to disease.

**Moderator: Charlene Wong**, Duke Clinical Research Institute

**Sarah Krug**, Cancer101

**Themistocles Assimes**, Stanford University

**Scarlet Shore**, Verily Life Sciences

**Bray Patrick-Lake**, Duke Clinical Research Institute

## **DPC** Harmonization of Laws and Regulations around the Confidentiality of Drug and Alcohol Treatment and Prevention Records

*JEFFERSON (CONCOURSE LEVEL)*

The federal regulations governing the confidentiality of drug and alcohol treatment and prevention records, 42 CFR Part II, set burdensome requirements limiting the use and disclosure of patients' substance use records. Efforts to harmonize these regulations could promote better coordinated care, support alternative payment arrangements, and facilitate health services research.

**Moderator: Tina Grande**, Confidentiality Coalition  
**Pamela Greenberg**, Association for Behavioral Health and Wellness  
**Al Guida**, Netsmart  
**Duane Pearson**, Premier Healthcare Alliance

## **LS** Taming the Life Science Data Beast

*LINCOLN (CONCOURSE LEVEL)*

This panel of leaders in life-sciences and their partners will address how industry is both using data to improve products and outcomes, as well as how industry is reacting to and handling the vast amounts of data it produces and can utilize from others.

**Moderator: Milind Kamkolkar**, Sanofi  
**Cyndi Grossman**, FasterCures  
**Carolyn Magill**, Aetion  
**David Martin**, Food and Drug Administration

## **Health Data Liberator Award**

Help us celebrate this year's recipient of the Health Data Liberator Award. This prestigious accolade is given to an individual or team that has demonstrated leadership and achievements in promoting the liberation of health data, helping to accelerate the pace and volume of data available to innovators, in turn foster the creation of products and services that will improve health and health care.



## Exhibit Viewing Hours

Thursday, April 26 10:00 a.m.–7:30 p.m.

Friday, April 27 7:00 a.m.–10:45 a.m.

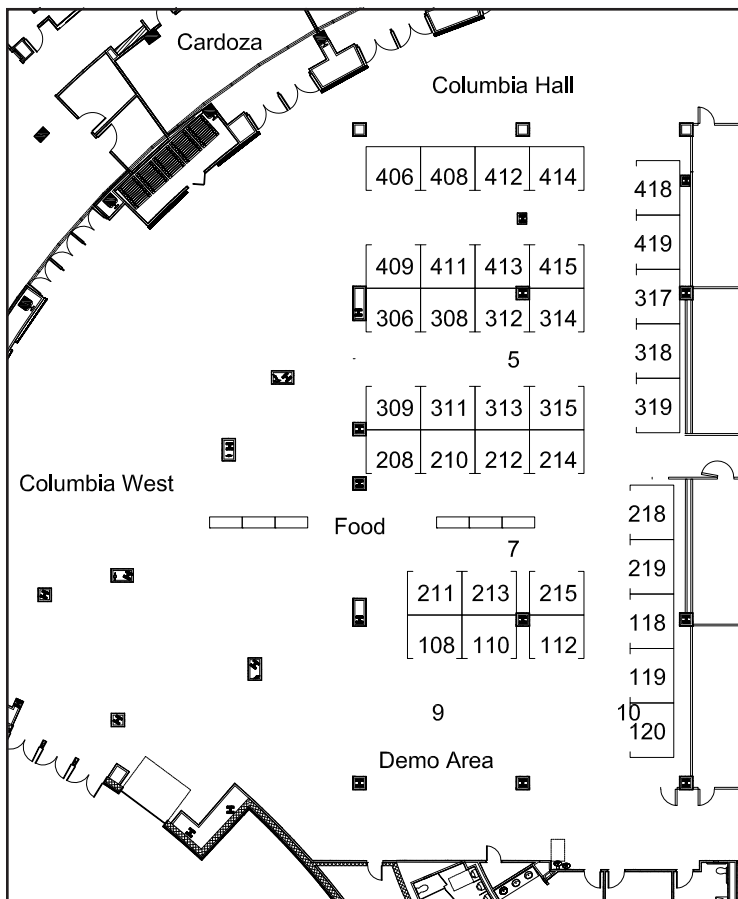
## Events in the Exhibit Hall

### Thursday, April 26

- Morning Break 10:15 a.m.–10:45 a.m.
- Lunch Pickup 12:00 p.m.–12:15 p.m.
- Afternoon Break 2:15 p.m.–2:45 p.m.
- Networking Reception 6:00 p.m.–7:30 p.m.

### Friday, April 27

- Continental Breakfast 7:00 a.m.–8:00 a.m.
- Morning Break 10:30 a.m.–10:45 a.m.



Location	Exhibitor
108	Duke University School of Medicine
110	George Washington University
112	Northeastern University Professional Advancement Network
118	MITRE
208	San Diego Supercomputer Center
210	Torch Insight-Leavitt Partners
211	American Health Information Management Association (AHIMA)
212	LiveStories
213	Arkansas Center for Health Improvement
214	National Center for Health Statistics
215	Center for Information Dissemination & Education Resources
218	Partners ConnectedHealth/UCB Inc.
219	Verscend Technologies
306	IMPAQ International LLC
308	Patient-Centered Outcomes Research Institute (PCORI)
309	Jefferson College of Population Health
311	Deloitte
312	Research Data Assistance Center (ResDAC)
313	Payfone
314	HealthApt
315	FAIR Health
317	Research Now SSI
318	National Cancer Institute
319	NORC at the University of Chicago
406	AcademyHealth
408	Altarum Institute
409/411	Health and Human Services
412	Protensus
414	Agency for Healthcare Research and Quality (AHRQ)
418	CareSet Systems
419	HealthDataViz

## AcademyHealth

[www.academyhealth.org](http://www.academyhealth.org)

**Booth:** 406

Together with our members, AcademyHealth works to improve health and the performance of the health system by supporting the production and use of evidence to inform policy and practice. We offer high quality programs and services to address the needs of our members and an evolving health system.

## Agency for Healthcare Research and Quality (AHRQ)

[www.ahrq.gov](http://www.ahrq.gov)

**Booth:** 414

AHRQ is the lead federal agency charged with improving the quality, safety, efficiency, and effectiveness of health care for all Americans. Within the Department of Health and Human Services, AHRQ supports research to improve the quality of health care and promote evidence-based decisions.

## American Health Information Management Association (AHIMA)

[www.ahima.org](http://www.ahima.org)

**Booth:** 211

AHIMA represents more than 103,000 health information professionals in the U.S. and around the world. AHIMA is advancing informatics, data analytics, and information governance to achieve the goal of providing expertise to ensure trusted information for healthcare.

## Altarum

[altarum.org](http://altarum.org)

**Booth:** 408

Altarum is a national nonprofit whose mission is to create a better, more sustainable future through ideas and action that transform health and health care in America. @altarum

## Arkansas Center for Health Improvement (ACHI)

[www.achi.net](http://www.achi.net)

**Booth:** 213

For 20 years, ACHI has been a catalyst to improve the health of Arkansans. ACHI is committed to population health, enhanced healthcare quality and access, and healthcare transparency and research through the Arkansas All-Payer Claims Database.

## CareSet Systems

[www.caresetlabs.com](http://www.caresetlabs.com)

**Booth:** 418

CareSet Systems decodes Medicare claims data to guide new drug launches for pharmaceutical companies. CareSet also markets VRDC-sourced Medicare data as the sole source commercial partner of the DocGraph Journal. To find out more about the Medicare sourced data that is available today, take a look at CareSet Labs website.

## Centers for Medicare & Medicaid Services (CMS)

**Office of Enterprise Data and Analytics (OEDA)**

[www.cms.gov/About-CMS/Agency-Information/CMSLeadership/Office-OEDA.html](http://www.cms.gov/About-CMS/Agency-Information/CMSLeadership/Office-OEDA.html)

**Booth:** 312

The OEDA within the CMS is responsible for helping harness the wealth of data that CMS collects. OEDA develops publicly available data and information products from CMS data and supports secure and appropriate access to CMS data resources.

## Deloitte

[www.deloitte.com](http://www.deloitte.com)

**Booth:** 311

Our Deloitte professionals guide commercial and federal health care and life science companies and new market entrants in navigating the complexities of the U.S. and global health care system. As market, political, and legislative changes alter the industry, we help our clients develop innovative and practical solutions.

## Department of Veterans Affairs

**Center for Information Dissemination & Education Resources (CIDER)**

[www.cidere.research.va.gov](http://www.cidere.research.va.gov)

**Booth:** 215

The Department of Veterans Affairs, HSR&D identifies and evaluates innovative strategies that produce accessible, high-quality, cost-effective healthcare for Veterans. HSR&D is an intramural program that funds an array of peer-reviewed projects and professional development opportunities focused on improving the health and care of Veterans.

## Duke University School of Medicine

[dukemmci.org](http://dukemmci.org)

**Booth:** 108

Duke University's Master of Management in Clinical Informatics (MMCi) program is a unique one year master's program for working health care professionals. Classes are every other Friday and Saturday and there is an option to participate remotely for approximately half of the class weekends. The program's unique curriculum is an integration of business and clinical informatics courses. The curriculum begins by building foundational knowledge in business and informatics principles and then rises to strategic thinking on how technology and data might be applied to health care to improve quality and lower cost. The blended curriculum creates a cross over skill set that enables students to effectively lead strategic initiatives that require clinical, technology and business functions. Students enter the program with clinical, technical and business backgrounds and work in teams to solve today's challenges utilizing diverse perspectives.

### **FAIR Health**

**[www.fairhealth.org](http://www.fairhealth.org)**

**Booth:** 315

FAIR Health is a national, independent, nonprofit organization dedicated to bringing transparency to healthcare costs and health insurance information for all stakeholders. Its database of billions of privately billed medical and dental healthcare claims powers comprehensive data products, consumer resources and health systems research support.

### **George Washington University**

**www.**

**Booth:** 110

HealthInformatics@GW is the online Master of Science in Management of Health Informatics and Analytics program offered by the renowned Milken Institute School of Public Health at the George Washington University. The online degree program is designed for adult learners who have three or more years of clinical or administrative experience in health care delivery or experience working in data analytics or IT.

### **HealthAPT**

**[www.healthapt.com](http://www.healthapt.com)**

**Booth:** 314

The CMS Chronic Condition Data Warehouse (CCW) and Virtual Research Data Center (VRDC) provides researchers with Medicare and Medicaid data linked by beneficiary. Managed by HealthAPT (joint venture between NewWave Technologies and General Dynamics Health Solutions), healthcare management services include: database architecture, data access/dissemination, applications, security, and data science services.

### **HealthDataViz**

**[www.healthdataviz.com](http://www.healthdataviz.com)**

**Booth:** 419

HealthDataViz harnesses the best practices of data visualization to design and build dashboards, reports, and infographics exclusively for public health and healthcare organizations. Expert in the science of how people see and understand data, we create visualizations that are clear and compelling using software tools including Tableau®, SAS®, and Qlik®.

### **IMPAQ International LLC**

**[www.impaqint.com/health](http://www.impaqint.com/health)**

**Booth:** 306

IMPAQ Health, a division of IMPAQ International, provides research, implementation, data resources, advanced analytics, and support services to help clients make the nation's health system more effective and efficient.

### **Jefferson College of Population Health**

**[www.jefferson.edu/university/population-health.html](http://www.jefferson.edu/university/population-health.html)**

**Booth:** 309

The Jefferson College of Population Health is dedicated to exploring the policies and forces that define the health and well-being of populations. We prepare leaders with global vision to examine the social determinants of health and to evaluate, develop and implement health policies to improve the health of populations.

### **LiveStories**

**[www.livestories.com](http://www.livestories.com)**

**Booth:** 212

LiveStories drives outreach and better decisions using civic data—how communities live, learn, work, and play. Our data communication platform makes it easy to analyze local data, get benchmarks, and create interactive stories. Our customers span public and private sectors including the Gates Foundation, California Health and Human Services Agency, ShotSpotter, UCLA, Maricopa County, and many local health departments. Learn more and get your free community report at LiveStories.com

### **MITRE**

**[health.mitre.org](http://health.mitre.org)**

**Booth:** 118

MITRE is solving problems for a safer world by employing objective insight, health informatics, and policy expertise to create cutting-edge opportunities in health quality, accessibility, and affordability. We are pioneering together with policymakers, doctors, patients, and payers to create a new era of health and well-being for Americans.

### **National Center for Health Statistics**

**[www.cdc.gov/nchs](http://www.cdc.gov/nchs)**

**Booth:** 214

The National Center for Health Statistics (NCHS) provides statistical information that guides actions and policies to improve the health of the American people. As the Nation's principal health statistics agency, NCHS leads the way with accurate, relevant, and timely data. The NCHS exhibit will feature the latest publication and data releases.

### **National Cancer Institute**

**[www.cancer.gov](http://www.cancer.gov)**

**Booth:** 318

The NCI coordinates the National Cancer Program, which conducts and supports research, training, health information dissemination, and other programs with respect to the cause, diagnosis, prevention, and treatment of cancer, rehabilitation from cancer, and the continuing care of cancer patients and the families of cancer patients.

### **NORC at the University of Chicago**

**[www.norc.org](http://www.norc.org)**

**Booth:** 319

NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge.

### **Northeastern University**

**[www.northeastern.edu/graduate](http://www.northeastern.edu/graduate)**

**Booth:** 112

Northeastern University is creating leaders with a deep understanding of the mechanics of working with data and the capacity to identify and communicate data-driven insights that ultimately influence decisions. Recognized as a top-40 research university, our degrees offer a dynamic environment that is informed and inspired by professionally-oriented, experiential learning.

**Partners Connected Health Innovation**  
[connectedhealth.partners.org](http://connectedhealth.partners.org)

**Booth:** 218

Partners Connected Health Innovation, at Partners HealthCare, is a multidisciplinary digital healthcare transformer with an “empathy first” credo. We create, test and validate connected health solutions from the perspective of our end-users—patients living with chronic diseases, as well as their providers and caregivers—to positively impact their lives.

**Patient-Centered Outcomes Research Institute (PCORI)**

[www.pcori.org](http://www.pcori.org)

**Booth:** 308

PCORI is an independent, non-profit organization authorized by Congress to fund research that will provide patients, their caregivers and clinicians with the evidence-based information needed to make better-informed healthcare decisions. PCORI’s work is continuously guided by input from a broad range of healthcare stakeholders to see that its research is timely, useful, and addresses outcomes that matter to patients.

**Payfone**

[www.payfone.com](http://www.payfone.com)

**Booth:** 313

Payfone is the leading digital identity authentication network for the connected world. We are trusted by the world’s largest banks, insurers, brokerages and technology companies to enable effortless, omni-channel user experiences. It’s all done through our patented platform, which dynamically analyzes millions of signals against multiple authentication factors to generate our proprietary Trust Score for each digital identity—the only measure of digital trust of its kind on the market today. Visit our website or <https://www.linkedin.com/company/payfone>.

**Protenus**

[www.protenus.com](http://www.protenus.com)

**Booth:** 412

The Protenus healthcare compliance analytics platform uses artificial intelligence to audit every access to patient records for the nation’s leading health systems. Providing healthcare leaders full insight into how health data is being used, and alerting privacy, security and compliance teams to inappropriate activity. Protenus helps our partner hospitals make decisions about how to better protect their data, their patients, and their institutions.

**Research Data Assistance Center (ResDAC)**

[www.resdac.org](http://www.resdac.org)

**Booth:** 312

ResDAC, a CMS contractor at the University of Minnesota, provides assistance to researchers interested in using Medicare and Medicaid data. ResDAC offers individual consultation and education with the goal of improving the Medicare/Medicaid programs and the health of their beneficiaries.

**Research Now SSI**

[www.researchnow.com](http://www.researchnow.com); [www.surveysampling.com](http://www.surveysampling.com)

**Booth:** 317

Research Now SSI is the global leader in digital research data for better insights and business decisions. The company provides world-class research data solutions that enable better results for more than 3,500 market research, consulting, media, healthcare, and corporate clients. Research Now SSI operates globally with locations in the Americas, Europe, and Asia-Pacific, and is recognized as the quality, scale, and customer satisfaction leader in the market research industry.

**San Diego Supercomputer Center (SDSC)**

[sherlock.sdsc.edu](http://sherlock.sdsc.edu)

**Booth:** 208

As an Organized Research Unit of University of California, San Diego, the SDSC is considered a leader in data-intensive computing and cyberinfrastructure, providing resources, services, and expertise to the national research community, including industry and academia. SDSC’s Health Cyberinfrastructure Division focuses on providing innovative, secure information technology and data services for a wide range of initiatives for academia, government and industry partners. Operating under the brand name Sherlock, it is an SDSC Center of Excellence for secure HIPAA- and FISMA-compliant hosting and data management, and has recently partnered with Amazon Web Services (AWS) to deploy a Hybrid Cloud Solution. This platform bridges the gap between the basic infrastructure compliance offered by public clouds and a more comprehensive compliance capability offered by Sherlock Cloud, enabling customers the option of utilizing services on premise (@UCSD), in the Cloud (@AWS) or a combination of the two. Other Sherlock service offerings include: Cybersecurity, Data Warehouse and Big Data solutions.

**Torch Insight**  
[torchinsight.com](http://torchinsight.com)  
**Booth: 210**

Torch Insight, a Leavitt Partners data solution, is an integrated data and analytics suite that addresses the current fragmented nature of healthcare and informs the transition to value-based care. This robust, clean, and accurate resource is used by marketers and strategists seeking an intuitive, user-friendly, and actionable analytic tool.

**UBC**  
[www.ucb.com/worldwide/usa](http://www.ucb.com/worldwide/usa)  
**Booth: 218**

At UCB, everything we do starts with a simple question: "How will this make a difference to the lives of people living with severe diseases?" We have a passionate, long-term commitment to discovering and developing innovative medicines that transform the lives of people living with severe diseases.

**U.S. Department of Health & Human Services**  
**Office of the Chief Technology Officer**  
[www.hhs.gov/idealab](http://www.hhs.gov/idealab)

**Booths: 409, 411**  
The Office of the Chief Technology Officer provides leadership and direction on data, technology, innovation and strategy across the Department of Health & Human Services. Areas of focus include promoting open data and its use to create value, driving more efficient operations through technology utilization, and coordinating innovation strategy across the Department to improve the lives of the American people and the performance of the Department.

**Verscend Technologies**  
[www.verscend.com](http://www.verscend.com)  
**Booth: 219**

Verscend Technologies (formerly Verisk Health) drives better healthcare outcomes through data analytics, supporting payers' financial performance and quality improvement initiatives. Our Payment Accuracy, Risk Adjustment, and Quality and Performance solutions help organizations utilize their data so they can efficiently and cost-effectively succeed in the new era of healthcare.

With expertise in cost/economic data, use of multiple data and information systems, and access to integrated national datasets, **VA Health Services Research & Development Service** investigators are able to conduct research that underscores all aspects of healthcare, both within and outside of VA, including:

- Patient care
- Care delivery
- Health outcomes
- Cost
- Quality

To find research abstracts, read recent publications, learn about funding or employment opportunities, watch videos, and download podcasts featuring HSR&D investigators discussing their work, visit our website at: [www.hsrd.research.va.gov](http://www.hsrd.research.va.gov), or follow us on Twitter @vahsrd.

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**VA** |  **U.S. Department of Veterans Affairs**  
Veterans Health Administration  
Health Services Research & Development Service



## Creating Knowledge From Market Research Panel Data

As the global leader in digital market research data, Research Now SSI is known for high-quality data from its opted-in research panels of consumers and healthcare professionals. We can connect our core asset of first-party data with your data and with select third-party data to provide a more complete understanding of your target audience, as well as richer insights.

**Learn more at booth # 317**

**[ResearchNow.com](https://www.researchnow.com) | [SurveySampling.com](https://www.surveysampling.com)**

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## **Aetion**

**[www.aetion.com](http://www.aetion.com)**

Aetion offers the world's most advanced and fastest growing real-world evidence platform, accelerating the development and impact of treatments. Founded by Harvard Medical School faculty members and big data pioneers, Aetion helps biopharma and payers and, most importantly, patients thrive in the era of value-based care.

## **Aetna Foundation**

**[www.aetna-foundation.org](http://www.aetna-foundation.org)**

The Aetna Foundation is the independent charitable and philanthropic arm of Aetna. As a national health foundation, we promote wellness, health, and access to high-quality health care for everyone. This work is enhanced by the time and commitment of Aetna employees, who volunteered 430,000 hours in 2016 alone.

## **Agency for Healthcare Research and Quality (AHRQ)**

**[www.ahrq.gov](http://www.ahrq.gov)**

AHRQ is the lead federal agency charged with improving the quality, safety, efficiency, and effectiveness of health care for all Americans. Within the Department of Health and Human Services, AHRQ supports research to improve the quality of health care and promote evidence-based decisions.

## **Altarum**

**[www.altarum.org](http://www.altarum.org)**

Altarum is a national nonprofit whose mission is to create a better, more sustainable future through ideas and action that transform health and health care in America. @ALTARUM

## **California HealthCare Foundation**

**[www.chcf.org](http://www.chcf.org)**

The California Health Care Foundation is dedicated to advancing meaningful, measurable improvements in the way the health care delivery system provides care to the people of California, particularly those with low incomes and those whose needs are not well served by the status quo. We work to ensure that people have access to the care they need, when they need it, at a price they can afford.

## **CHCF Health Care Innovation Fund**

**[www.chcf.org/resource-center/innovation-fund](http://www.chcf.org/resource-center/innovation-fund)**

From ending the opioid crisis to making care affordable for all, solving health care's most intractable challenges will require innovative solutions. The CHCF Health Innovation Fund invests in market-based solutions with the potential to improve access and health outcomes for low-income Californians.

## **Dartmouth-Hitchcock**

**[www.dartmouth-hitchcock.org](http://www.dartmouth-hitchcock.org)**

Dartmouth-Hitchcock (D-H) is a nonprofit academic health system serving communities in northern New England. D-H provides access to more than 1,000 primary care doctors and specialists in almost every area of medicine at Dartmouth-Hitchcock Medical Center; the Norris Cotton Cancer Center, one of only 45 Comprehensive Cancer Centers in

the nation; the Children's Hospital at Dartmouth-Hitchcock; four affiliate hospitals; 24 ambulatory clinics across New Hampshire and Vermont; and through the Visiting Nurse and Hospice for Vermont and New Hampshire. The D-H system trains nearly 400 residents and fellows annually, and performs world-class research, in partnership with the Audrey and Theodor Geisel School of Medicine at Dartmouth and the White River Junction VA Medical Center in White River Junction, VT. In 2016, Dartmouth-Hitchcock Medical Center was named one of "100 Great Hospitals in America" by Becker's Hospital Review.

## **Deloitte**

**[www.deloitte.com](http://www.deloitte.com)**

Our Deloitte professionals guide commercial and federal health care and life science companies and new market entrants in navigating the complexities of the US and global health care system. As market, political, and legislative changes alter the industry, we help our clients develop innovative and practical solutions.

## **Department of Veterans Affairs**

**Health Services Research & Development Service (HSR&D)**

**[www.hsrd.research.va.gov](http://www.hsrd.research.va.gov)**

The Department of Veterans Affairs, HSR&D identifies and evaluates innovative strategies that produce accessible, high-quality, cost-effective healthcare for Veterans. HSR&D is an intramural program that funds an array of peer-reviewed projects and professional development opportunities focused on improving the health and care of Veterans.

## **FAIR Health**

**[www.fairhealth.org](http://www.fairhealth.org)**

FAIR Health is a national, independent, nonprofit organization dedicated to bringing transparency to healthcare costs and health insurance information for all stakeholders. Its database of billions of privately billed medical and dental healthcare claims powers comprehensive data products, consumer resources and health systems research support.

## **Grand Rounds**

**[www.grandrounds.com](http://www.grandrounds.com)**

Grand Rounds provides an employer-based solution that gives employees and their families the technology, information and support they need to make life's most critical choices—whether and where to receive medical treatment. Large employers and their workforces gain insights on and access to high-quality physicians, via an integrated "front door to health care" platform. Employers can virtually optimize physician networks, and employees can easily navigate to quality physicians, services and benefits—to get and stay on the path to great health and health care.

## **Health Care Cost Institute (HCCI)**

**[www.healthcostinstitute.org](http://www.healthcostinstitute.org)**

HCCI is an independent, non-profit research institute with a mission to produce and promote access to clear and compelling information about the drivers of U.S. health care spending. HCCI also enables world class research by providing external researchers with access to its data.

## **Healthcare Leadership Council**

**[www.hlc.org](http://www.hlc.org)**

The Healthcare Leadership Council (HLC), a coalition of chief executives from all disciplines within American healthcare, is the exclusive forum for the nation's healthcare leaders to jointly develop policies, plans, and programs to achieve their vision of a 21st century system that makes affordable, high-quality care accessible to all Americans.

## **Innovation Horizons**

**[www.innovationhorizons.net](http://www.innovationhorizons.net)**

Innovation Horizons is a health consulting organization focused on supporting the integration of highly innovative health technologies and services into business practices that support value-based health and health care practices.

## **Jewish Healthcare Foundation**

**[www.jhf.org](http://www.jhf.org)**

The Jewish Healthcare Foundation is a grantmaking foundation with three operating arms: the Pittsburgh Regional Health Initiative (PRHI), Health Careers Futures (HCF), and the Women's Health Activist Movement Global (WHAMglobal). Through our research, education and training, grantmaking, program management, and project execution, we work to move our region and nation to patient care that is as perfect as possible in decision making, execution, and outcome.

## **Johnson & Johnson**

**[www.jnj.com](http://www.jnj.com)**

Caring for the world, one person at a time, inspires and unites the people of Johnson & Johnson. We embrace innovation—bringing ideas, products and services to life to advance the health and well-being of people around the world. We believe in collaboration, and that has led to breakthrough after breakthrough, from medical miracles that have changed lives, to the simple consumer products that make every day a little better. Our over 125,000 employees in 60 countries are united in a common mission: To help people everywhere live longer, healthier, happier lives.

## **Joseph H. Kanter Family Foundation**

**[www.KanterHealth.org](http://www.KanterHealth.org)**

The mission of the Joseph H. Kanter Family Foundation is to mobilize diverse organizations and people to collaboratively advance human health. Our vision is a world in which every decision affecting health is informed by actionable knowledge of what works best.

## **Kaiser Permanente**

**[share.kaiserpermanente.org](http://share.kaiserpermanente.org)**

Kaiser Permanente is recognized as one of America's leading health care providers and not-for-profit health plans. We currently serve more than 11.7 million members in eight states and the District of Columbia. Founded in 1945, our mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our world-class medical teams are

supported by industry-leading technology advances and tools for health promotion, disease prevention, care delivery and chronic disease management. Our vision: We are trusted partners in total health, collaborating with people to help them thrive and creating communities that are among the healthiest in the nation.

## **Milbank Memorial Fund**

**[www.milbank.org](http://www.milbank.org)**

The Milbank Memorial Fund is an endowed operating foundation that works to improve the health of populations by connecting leaders and decision makers with the best available evidence and experience. Founded in 1905, the Fund engages in nonpartisan analysis, collaboration, and communication on significant issues in health policy. It does this work by publishing high-quality, evidence-based reports, books, and The Milbank Quarterly, a peer-reviewed journal of population health and health policy; convening state health policy decision makers on issues they identify as important to population health; and building communities of health policymakers to enhance their effectiveness.

## **MITRE**

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## **PwC**

**[pwc.com/publicsector](http://pwc.com/publicsector)**

PwC Public Sectors' healthcare consulting focuses on health services (payer and provider), pharmaceutical and life sciences in both the public and private sectors, as well as new market entrants in the new health economy. We help clients address challenges in IT, operations, strategic transformation, risk and regulatory compliance across the full spectrum of functions, ranging from research portfolio innovation to mobile strategies for patient engagement and beyond.



### **Research Now SSI**

**[www.researchnow.com](http://www.researchnow.com); [www.surveysampling.com](http://www.surveysampling.com)**

Research Now SSI is the global leader in digital research data for better insights and business decisions. The company provides world-class research data solutions that enable better results for more than 3,500 market research, consulting, media, healthcare, and corporate clients. Research Now SSI operates globally with locations in the Americas, Europe, and Asia-Pacific, and is recognized as the quality, scale, and customer satisfaction leader in the market research industry.

### **RTI International**

**[www.rti.org](http://www.rti.org)**

RTI International is an independent, nonprofit research institute dedicated to improving the human condition. We combine scientific rigor and technical expertise in social and laboratory sciences, engineering, and international development to deliver solutions to the critical needs of clients worldwide.

### **Robert Wood Johnson Foundation (RWJF)**

**[www.rwjf.org](http://www.rwjf.org)**

For more than 40 years the RWJF has worked to improve health and health care. We are working with others to build a national Culture of Health enabling everyone in America to live longer, healthier lives. Follow the Foundation on Twitter at [www.rwjf.org/twitter](http://www.rwjf.org/twitter) or on Facebook at [www.rwjf.org/facebook](http://www.rwjf.org/facebook).

### **San Diego Supercomputer Center (SDSC)**

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### **Sanofi**

**[www.sanofi.com/en](http://www.sanofi.com/en)**

Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. We prevent illness with vaccines, provide innovative treatments to fight pain and ease suffering. We stand by the few who suffer from rare diseases and the millions with long-term chronic conditions. With more than 100,000 people in 100 countries, Sanofi is transforming scientific innovation into healthcare solutions around the globe.

### **Tivity Health, Inc.**

**[www.tivityhealth.com](http://www.tivityhealth.com)**

Tivity Health, Inc. is a leading provider of fitness and health improvement programs, with strong capabilities in developing and managing network solutions. Through its existing three networks, SilverSneakers® - the nation's leading community

fitness program for older adults, Prime® Fitness, and Whole-Health Living™, Tivity Health is focused on targeted population health for those 50 and over. With more than 15.6 million Americans eligible for SilverSneakers, over 10,000 fitness centers in the Prime Fitness Network, and more than 25 years of clinical and operational expertise in managing specialty health benefits and networks, including chiropractic services, physical therapy, occupational therapy, speech therapy, acupuncture, massage and complementary and alternative medicine (CAM) services, the Company touches millions of consumers across the country and works directly with hundreds of healthcare practitioners and many of the nation's largest payers and employers.

### **Torch Insight**

**[torchinsight.com](http://torchinsight.com)**

Torch Insight, a Leavitt Partners data solution, is an integrated data and analytics suite that addresses the current fragmented nature of healthcare and informs the transition to value-based care. This robust, clean, and accurate resource is used by marketers and strategists seeking an intuitive, user-friendly, and actionable analytic tool.

### **UnitedHealth Group**

**[www.unitedhealthgroup.com](http://www.unitedhealthgroup.com)**

UnitedHealth Group is a distinctively diversified health and well-being company headquartered in the United States, and a leader worldwide in helping people live healthier lives and helping make the health system work better for everyone. We are committed to introducing innovative approaches, products and services that can improve personal health and promote healthier populations in local communities. Our core capabilities in clinical expertise, advanced technology and data and health information uniquely enable us to meet the evolving needs of a changing health care environment.

### **Universal Patient Key (UPK)**

**[www.universalpatientkey.com](http://www.universalpatientkey.com)**

UPK offers the most secure and economical de-identification software available, for both structured and unstructured data. UPK software is installed on your premises so PHI never has to leave your system; instead, the software adds encrypted linking "tokens" to each record to allow matching to other de-identified data sets.

### **U.S. Department of Health & Human Services**

**Office of the Chief Technology Officer**

**[www.hhs.gov/idealab](http://www.hhs.gov/idealab)**

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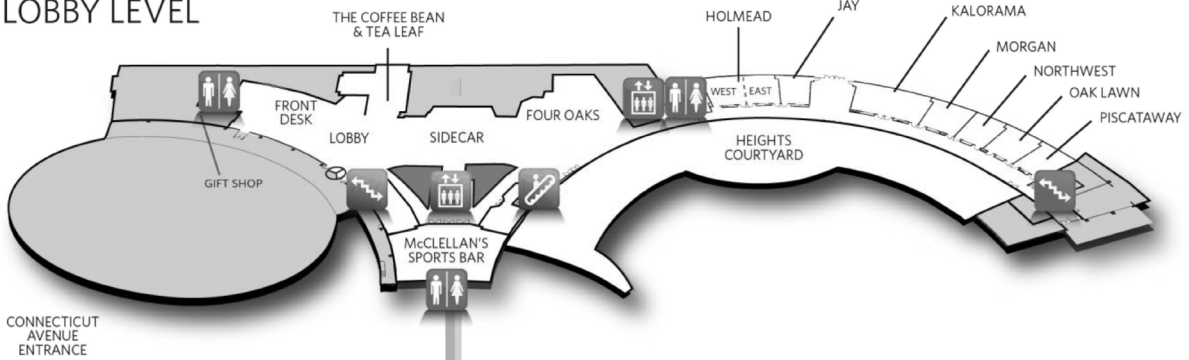
### **Verscend Technologies**

**[www.verscend.com](http://www.verscend.com)**

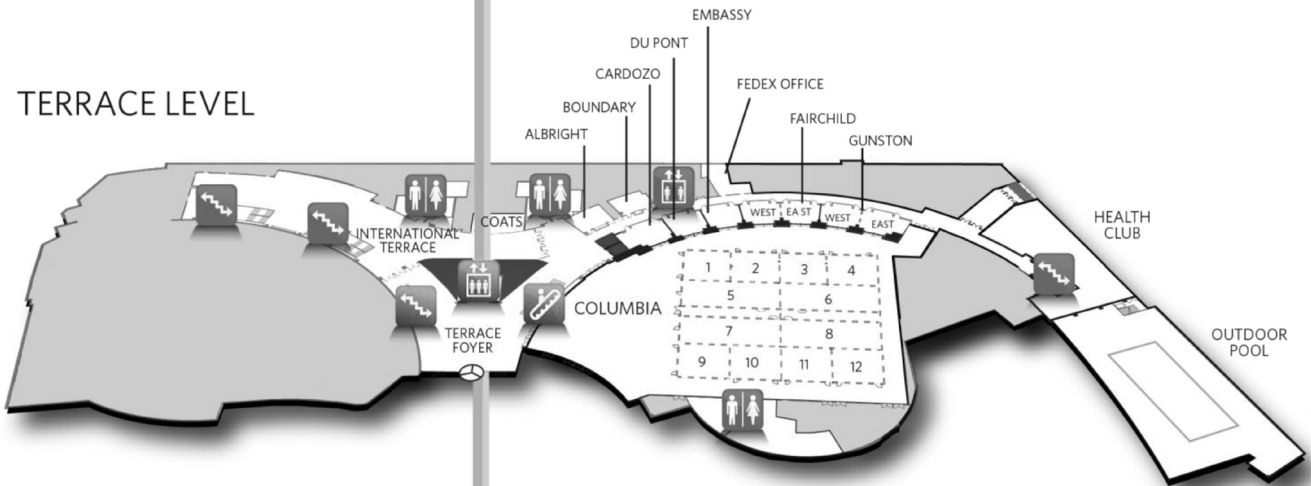
Verscend Technologies (formerly Verisk Health) drives better healthcare outcomes through data analytics, supporting payers' financial performance and quality improvement initiatives. Our Payment Accuracy, Risk Adjustment, and Quality and Performance solutions help organizations utilize their data so they can efficiently and cost-effectively succeed in the new era of healthcare.

# HOTEL FLOOR PLAN

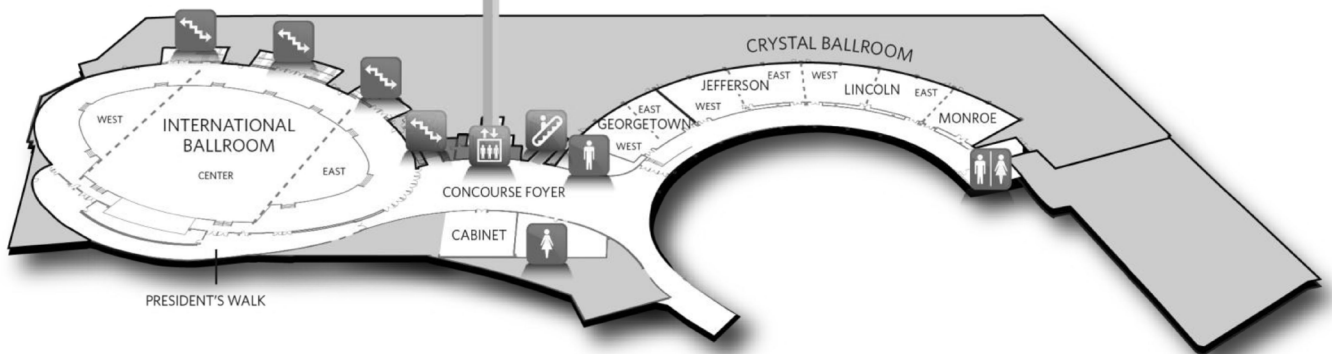
## LOBBY LEVEL



## TERRACE LEVEL



## CONCOURSE LEVEL

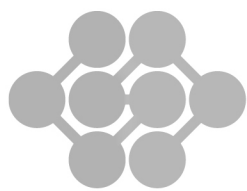




PATIENT-CENTERED OUTCOMES RESEARCH INSTITUTE

# Which Treatment Options Work Best for Whom?

The Patient-Centered Outcomes Research Institute (PCORI) has awarded more than \$2 billion to support patient-centered comparative effectiveness research (CER) and related projects.



**pcornet**<sup>®</sup>

The National Patient-Centered  
Clinical Research Network

And PCORI has built PCORnet, a national clinical research network that harnesses the power of patient data to support faster, more efficient patient-centered studies.

To learn more, visit us at [pcori.org](http://pcori.org) and [pcornet.org](http://pcornet.org).

# Unleash the Power of Your Healthcare Data

UPK's secure, HIPAA-compliant de-identification and linking software lets you do more, with less risk

## UPK CORE

De-identify and tokenize structured data formats

## UPK SCRUBBER

De-identify unstructured text data (e.g. medical notes, etc.)



## UPK LINK

Join de-identified records across any data set in a compliant manner

## UPK OVERLAP

Compare data sets to quantify unique or shared individuals

## UPK simDATA

Create simulated PHI from de-identified records

## UPK DEATH INDEX

Add mortality flags to data sets without inactivating PII

[www.universalpatientkey.com](http://www.universalpatientkey.com)



CHCF

Uncover the story.

Learn why the Medicaid market is ripe for innovation.

[www.chcf.org/medicaid-market](http://www.chcf.org/medicaid-market)

Sherlock Cloud offers secure, managed and compliant solutions for academic, government, and industry partners.



Private & Hybrid Cloud



Disaster Recovery & Business Continuity



HIPAA Compliance in AWS



Big Data Solutions



Managed Security Services



Consulting Services

Just a few of our satisfied clients...

UNIVERSITY OF CALIFORNIA



City of Hope



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Stop by booth 208 to find out more about how Sherlock can help you.

[sherlock.sdsc.edu](http://sherlock.sdsc.edu)



## HEALTH CARE COST INSTITUTE

### Access to Data for Researchers

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### Thought Leadership

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- Original research
- Data visualization

### Data Solutions

- Medicare Qualified Entity
- State APCD support
- Price transparency tools

*HCCI is an independent, non-profit research institute with a mission to produce and promote access to clear and compelling information about the drivers of U.S. health care spending*

Visit us at [www.healthcostinstitute.org](http://www.healthcostinstitute.org) and @HealthCostInst



/ CTO

Office of the  
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Providing leadership and direction  
on data, technology, and  
innovation to solve problems and  
identify opportunities to enhance  
health and well-being

Visit us at Booth 409 / 411 in the Exhibit Hall

# ARKANSAS



**All-Payer Claims  
Database**

[www.arkansasapcd.net](http://www.arkansasapcd.net)



**TORCH INSIGHT**  
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INSIGHT™ AT BOOTH  
#210**

Learn how Torch can help answer complex questions focused on the health care market.



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Live  
long.

Creating opportunities  
to feel better, work better  
and live better.

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[tivityhealth.com](https://tivityhealth.com)

**tivity**  
HEALTH



**Deloitte.**

**Unleashing data to transform the future of health information technology**

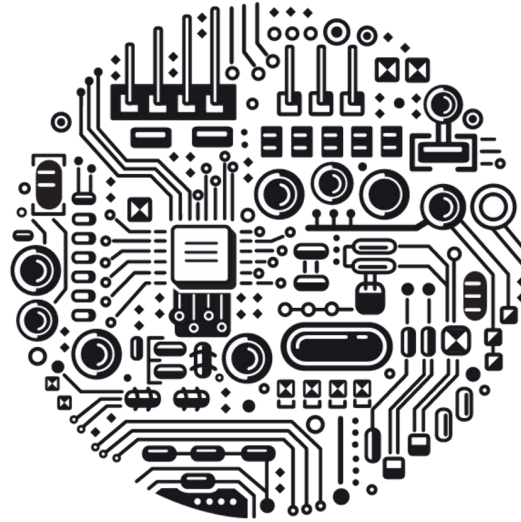
Patient-centered.  
Interoperable.  
Digitally connected.

Bringing together the right ideas, data and people at the right time can lead to powerful insights. Our knowledge and experience can help inform your strategy, advance collaboration, and accelerate your impact and mission.

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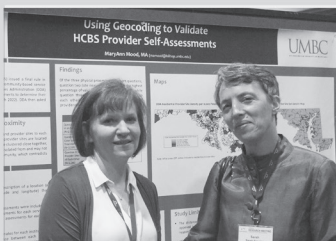
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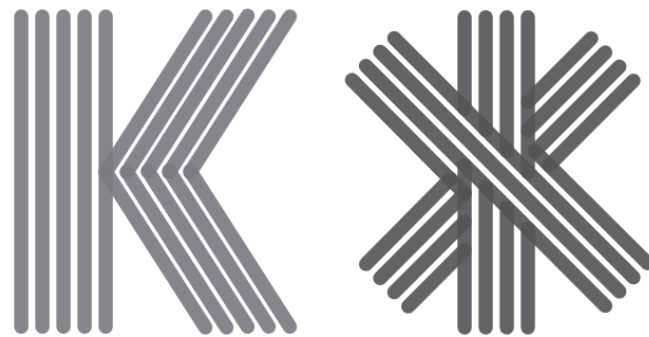


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# AcademyHealth



AcademyHealth members are at the forefront of efforts to address the current and future needs of an evolving health system, inform health policy and translate evidence into action.

### **Join Today**

Become a part of a movement to strengthen health services research; increase the skills of research producers and users; and help policymakers and practitioners make evidence-informed decisions.

### **Advancement Opportunities**

We offer high quality programs and services to address the needs of our members and an evolving health system.

- Discounts on registration fees for AcademyHealth meetings; discount and HSR and online access to the Milbank Quarterly; and discounts on more than 35 health journals and newsletters;
- Leadership opportunities through Interest Groups, councils and committees;
- Recognition opportunities through a high profile awards program;
- Employment and mentorship opportunities;
- Membership Resource Library, a database which houses over 400 nationwide scholarships, internships, and fellowships along with a growing number of sample course syllabi;
- Weekly newsletters with upcoming events, new publications, and details about what's happening in Washington, D.C.

### **A Voice for the Field**

AcademyHealth advocates for federal funding for research and its infrastructure, policies that encourage the production and dissemination of health services research and its use in decision making, and policies that enhance the quality, availability, timeliness, and affordability of data and tools used to produce research.

**JOIN TODAY** at [www.academyhealth.org/Membership](http://www.academyhealth.org/Membership)

\$96 BILLION

The annual benefits to the United States in eliminating opioid dependencies

120,000

The number of American babies born with birth defects each year

125 MILLION

The number of Americans whose lives are positively affected by the implementation of Alternative Payment Models

30%

The estimated burden of low-value care in total health spending

17 MILLION

Number of regional Medicare Part B patients for whom data needs to be collected and analyzed in order to be reported to CMS

Quantifying the burden of the opioid crisis so we can better understand its impact. Developing a national standard for electronic birth defect reporting. Reducing the burden of low value care. Designing and implementing alternative payment models. Helping clinicians predict and improve their Merit-based Incentive Payment System (MIPS) scores.

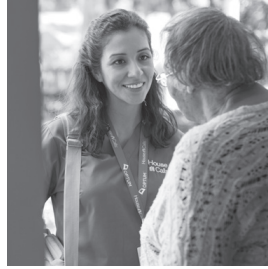
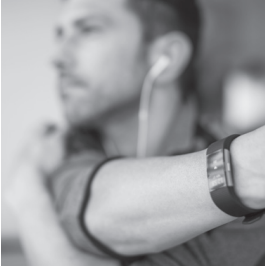
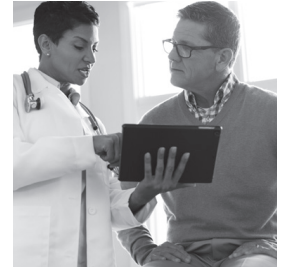
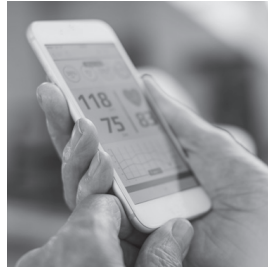
These are a few of the data-driven solutions and innovations we're focusing on.

**Find out how we can help you.**

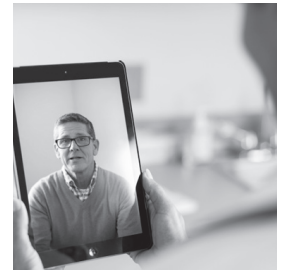


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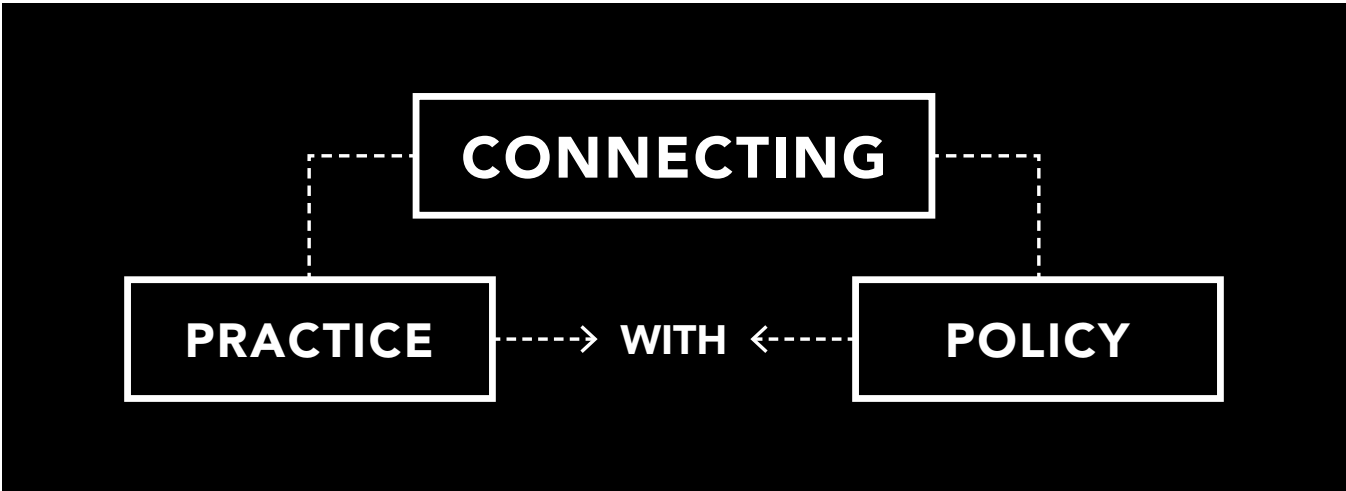
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## ACCELERATING CANCER RESEARCH THROUGH CLOUD COMPUTING & DATA SHARING

NCI is committed to bringing data and computation together to create knowledge that accelerates cancer research and enables precision medicine. NCI is currently operating projects that utilize cloud computing, data harmonization and visualization, as well as artificial intelligence.

### NCI Cloud Resources

Cost-effective, scalable cloud-based computation that offers secure cancer genomic data access co-localized with analysis pipelines and visualization tools

These tools:

- Eliminate the need to download large data sets
- Provide secure access to data from The Cancer Genome Atlas (TCGA), Therapeutically Applicable Research to Generate Effective Treatments (TARGET) and other data sets

**Bring your own data, tools, and pipelines to the cloud!** To learn more, visit <https://cbiit.cancer.gov/ncip/cloudresources>

### Genomic Data Commons

An expandable data sharing platform for the cancer research community that provides access to high quality harmonized genomic data sets

The GDC:

- Implements state-of-the-art analytic pipelines
- Enables data analysis and visualization
- Facilitates a standardized data submission process
- Provides secure access to controlled data sets
- Supports data query and transfer
- Provides interfaces for data retrieval, download, submission, and BAM slicing

**Analyze, access, and submit data to the GDC!** To learn more, please visit <https://gdc.cancer.gov>

### Joint Design of Advanced Computing Solutions for Cancer (JDACS4C)

A partnership between the Department of Energy (DOE) and NCI to address critical needs in computing, data transfer, and data management in cancer research

JDACS4C aims to:

- Accelerate methods to identify promising new treatments
- Deepen the understanding of cancer biology
- Understand the impact of new diagnostics, treatments and patient factors in cancer outcomes

For more information, visit <https://cbiit.cancer.gov/ncip/hpc/jdacs4c>



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