

The Health Data Initiative Forum III

HEALTH

DATAPALOOZA

THE POWER OF HEALTH DATA AND INNOVATION UNLEASHED

*Walter E. Washington Convention Center
June 5-6, 2012 | Washington D.C.*

#healthdata



Robert Wood Johnson Foundation



The Robert Wood Johnson Foundation is pleased to support the Health Data Initiative Forum III: The Health Datapalooza.

It is clear our nation is not as healthy as it can or should be. Over our 40 years in health philanthropy, we have learned that it is only when we fully grasp the challenges that stand

in our way—in all their complexity—that we can forge solutions that improve the health and health care of all Americans. We are proud to support this exploration at The Health Datapalooza.

For more information visit www.rwjf.org.

40 YEARS OF IMPROVING HEALTH AND HEALTH CARE

Honoring 40 years of leadership in addressing America’s most pressing health and health care challenges.



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Planning Committee

Tremendous thanks to the talented, wise, creative members of the HDI Forum III: The Health Datapalooza Planning Committee. Visit our website at www.hdiforum.org to learn more about their contributions to the areas of health, technology, business, investing, law, academia, and research.

Bob Kocher

Co-Chair

Partner, Venrock

Richard N. Foster

Co-Chair

Managing Partner, Investment & Advisory Services, L.L.C.

Bill Davenhall

Global Manager, Health and Human Services, ESRI

Deborah Estrin

Professor, University of California, Los Angeles

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Director of the Health Privacy Project, Center for Democracy and Technology

Michael Painter

Senior Program Officer, Robert Wood Johnson Foundation

Todd Park

U.S. Chief Technology Officer

Dwayne Spradlin

President and CEO, InnoCentive

Indu Subaiya

Co-Founder, Health 2.0

Welcome

Dear Health Data Initiative Participant,

Welcome to the third annual Health Data Initiative Forum – always affectionately called, and now officially titled the Health Datapalooza! We are most excited that you chose to attend this two day gathering of data producers, data users, and technology aficionados. While you are here, we invite you to become fully immersed in the meeting we've planned - experience the innovative apps and data demonstrations and attend the mind-expanding plenary presentations with national experts. We also hope you will network during the lunches and reception so you can forge new partnerships and alliances that accelerate changes that will improve our health system.

The Health Datapalooza is purposefully designed to bring together an energetic, creative, group of leaders across all facets of our health system: health care providers, government policy makers, business leaders, academics, non-profit leaders, venture capitalists, and information technology leaders. Now that we are gathered together for this meeting, our hope is that the collective experiences, perspectives, talents, and imagination will lead to new insights, ideas, partnerships, applications, and scaling of ideas that build upon the treasure trove of data being made available by government and the private sector. In short, we want the 2012 HDI Forum to lead to impactful change and to ongoing development of the healthcare data ecosystem. Your participation is an integral part of achieving this end result.

The two-day Forum is built around a series of keynote addresses by the nation's top health and technology leaders, and discussions organized along a series of themes, challenges, and use cases. The morning plenary presentations will prove both entertaining and provocative, and the afternoon breakout sessions will offer engaging, high-impact dives into topics such as data use by ACOs, health GIS, privacy, and food and health tech. Each afternoon, be sure to carve out time to visit the Data & Apps Expo and get one-on-one interaction with the start ups and established companies that are putting data to use. Take advantage of this time to visit with the more than 70 organizations demonstrating their products and apps. See live demonstrations of many of these apps during the morning plenary and at the afternoon Apps Demo sessions. We are sure you will be very impressed!

This Forum is only one component of the extraordinary opportunity to combine very substantial government resources with public and private initiatives to improve healthcare. From greater system effectiveness and efficiency among providers and payers to actual benefits realized by patients, consumers, and communities, the Health Data Initiative will have a positive, lasting impact. You are the catalysts to make this happen, to spot unmet needs between patients, providers and payers, and begin to fill those gaps. We hope you are committed to furthering the health data ecosystem and after this meeting, will augment your involvement. Please sign up for future updates at www.hdiforum.org.

We thank you for participating and wish you a memorable Health Datapalooza!

Sincerely,

Bob Kocher, M.D. and Richard Foster, Ph.D.

Co-Chairs, Planning Committee

HDI Forum III: The Health Datapalooza



**Health Data
Consortium**

| unleashing the power
of open health data

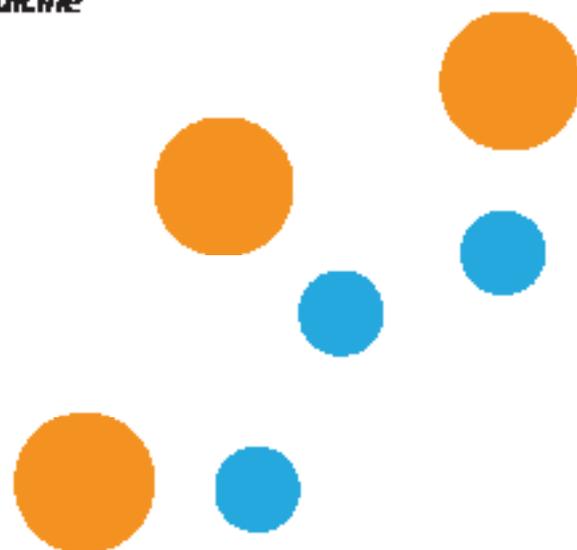
Our Mission is to foster the availability and use of health data to drive innovations that improve health and health care.

The Health Data Consortium is a collaboration among government, non-profit, and private sector organizations working to foster the availability and innovative use of data to improve health and health care. The Consortium advocates with data sources for data best practices and information sharing; and, works with businesses, entrepreneurs, and academia to help them understand how to use data to develop new products, services, apps and research insights.



Executive Committee

- **Greg Downing, *Department of Health and Human Services***
- **Paul Tarini, *Sr. Program Officer RWJF***
- **Danielle Turnipseed, *Program Officer at Institute of Medicine***
- **Dwayne Spradlin, *CEO InnoCentive***



Health Data Consortium

In recent years, we have seen remarkable progress in efforts to liberate data from government sources, health plans and health care organizations. At the same time and spurred by this data liberation, the development of applications, tools and products has taken off exponentially. The ability to harness data to improve health and to inform decision making is coming alive – we are on the verge of significant opportunity to make a real impact on health care.

The Health Data Consortium was formed at the June 2011 Health Data Initiative Forum to encourage the creation of a health data “ecosystem” that promotes and accelerates the innovative use of health data. A number of organizations came together with the aims of promoting new data, making existing data more accessible by consumers and developers, and encouraging the development of products and services that improve health and health care. The mission of the Consortium is to foster the availability and use of health data to drive innovations that improve health and health care. To achieve this mission, we will aggressively promote 1) public and private sector engagement; 2) data availability, standards, and infrastructure; 3) investment and entrepreneurial activity; and 4) define and promote key health care data-related priorities with immediate and significant potential to have positive impacts.

This is an exciting time for health data and innovation. Surely you want your organization included as a vanguard of the change. While the internal infrastructure and the governance of the Health Data Consortium continues to take shape, we are certainly looking to expand the membership with other organizations that share the interest in liberating, promoting and using data to improve health and health care. If you are interested in the Health Data Consortium, please email consortium@hdiforum.org.

Founding Members of the Consortium

Academy Health

California Health Care Foundation***

Consumer Reports

ESRI***

Gallup/Healthways***

Grantmakers In Health

Health 2.0

Innocentive

Institute of Medicine***

Jewish Healthcare Foundation***

Lucille Packard Foundation for Children’s Health***

Mayo Clinic Center for Innovation

National Association of Counties

New York State Department of Health

Robert Wood Johnson Foundation***

Thomson Reuters

U.S. Department of Health and Human Services***

***** indicates a financial supporter for the HDI Forum III: The Health Datapalooza**

History of HDI

The Health Data Initiative (HDI), originally launched in 2010 by the Institute of Medicine (IOM) and the U.S. Department of Health and Human Services (HHS) as the Community Health Data Initiative, is a public-private collaboration that encourages innovators to utilize health data to develop applications to raise awareness of health and health system performance and spark community action to improve health.

The 2010 HDI Forum

National Academy of Sciences Building
Washington, D.C.

In March 2010, the IOM and HHS hosted a small gathering of leaders from the White House, federal agencies, academia, social sectors, public health communities, information technology firms, major businesses, and health care delivery systems to catalyze the formation of a new Community Health Data Initiative. On June 2, 2010, the IOM and HHS held The Community Health Data Forum: Harnessing the Power of Information to Improve Health. The purpose of this public Forum was to further ongoing efforts of innovators using community-level health data, which would allow individuals and communities to make informed choices about their health.

The 2011 HDI Forum

National Institutes of Health
Bethesda, Maryland

As the types of available health data expanded beyond community data to include data on coverage, access, cost, quality, products and recalls, benefits, and more, the Community Health Data Initiative was rebranded as the Health Data Initiative. On June 9, 2011, the Health Data Initiative Forum II expanded to include more than 50 applications that used data from HHS and other data suppliers. Community leaders, consumers, employers, providers, and others showcased ways that data could be used to spur health assessment, planning, and action.

Video clips and meeting agendas from the 2010 and 2011 HDI Forums can be found at www.iom.edu/healthdata

The HDI Forum does not endorse particular applications, but rather enables their independent development through easier access to expanded, free data. More information is available at the U.S. Department of Health and Human Services at www.hhs.gov/open

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Agenda At-A-Glance: Day 1

	East Salon Main Auditorium	101	102A	102B	103A	103B	West Salon Expo Hall	East Prefunction		
7:30 a.m.								Breakfast (West Prefunction)		
8:00 a.m.								Registration		
8:30 a.m.										
9:00 a.m.	Opening & Keynote									
9:30 a.m.	Apps Demos For Community									
10:00 a.m.										
10:30 a.m.	Action Beats									
11:00 a.m.										
11:30 a.m.	Apps Demos For Consumers									
12:00 p.m.	Action Beats									
12:30 p.m.										
1:00 p.m.								Lunch (Rooms 202 & 207)		
1:30 p.m.	Afternoon Apps Demos	How to Turn Data into Meaningful Information for Business Problems: Strategy, Practice & Games for Start Ups & Status Quos with Examples from CMS Data	Value Pathways: Big Data in Health Care	Open Health Data in the United Kingdom	Consumer Engagement Using Health Data	healthdata.gov Now & Next	Data & Apps Expo			
2:00 p.m.			Business Roundtable							
2:30 p.m.										
3:00 p.m.										
3:30 p.m.										
4:00 p.m.										
4:30 p.m.										
5:00 p.m.										
5:30 p.m.										

Agenda: Day 1

- 7:30 a.m. Registration [East Prefunction Area]
Breakfast Available [West Prefunction Area]
- 9:00 a.m. **Welcome & Opening Remarks** [Main Auditorium, East Salon]
Matt Miller, *Host, "Left, Right & Center," NPR (Moderator)*
Bob Kocher, *Partner, Venrock (HDI Forum III Co-Chair)*
Dick Foster, *Venture Partner, Lux Capital (HDI Forum III Co-Chair)*
- 9:10 a.m. **Keynote Address**
Todd Park, *U.S. Chief Technology Officer*
- 9:25 a.m. **Apps Demos – For Community**
– Healthy Communities Network [Healthy Communities Institute]
– HealthLandscape Community Indicators Data Portal [HealthLandscape]
– Community Health Dashboard [NYC Department of Health and Mental Hygiene]
– Health Insights in Real-Time [University of Rochester]
– County Health Rankings & Roadmaps [University of Wisconsin/Robert Wood Johnson Foundation]
- 10:35 a.m. **Action Beats and Announcements**
Aetna Developer Challenge
Jesse Givens, *Product Manager of CarePass, Aetna*
Martha Wofford, *Vice President of CarePass, Aetna*

Project REACH Mobile App Challenge
Jon Bon Jovi, *Chairman, Jon Bon Jovi Soul Foundation; Member of the White House Council for
Community Solutions; Project REACH Challenge Partner*
Deputy Secretary W. Scott Gould, *U.S. Department of Veterans Affairs; Project REACH
Challenge Partner*
- 11:00 a.m. **Apps Demos – For Consumers**
– Castlight Health
– iBlueButton [Humetrix]
– Flornce [mHealthCoach]
– My Cancer Genome [Vanderbilt Ingram Cancer Center]
– MyDrugCosts
– ScanAvert
– Symcat
- 12:15 p.m. **Action Beats and Announcements**
Robert Wood Johnson Foundation Aligning Forces Developer Challenge Awards
John Lumpkin, *Senior Vice President, RWJF*

Update from the Department of Health and Human Services
Deputy Secretary Bill Corr, *U.S. Department of Health and Human Services*

Agenda: Day 1

- 12:30 p.m. **Lunch** [Rooms 202 & 207]
- DATA & APPS EXPO OPEN** [West Salon]
- 1:00 p.m. **Data & Apps Expo “Best of Apps” Awards Presentation** [West Salon]
Dominique Dawes, *Olympic Gold Medalist; Co-chair, President’s Council on Fitness, Sports, & Nutrition*
- 1:30 p.m. *Choose from:*
- Data & Apps Expo** [West Salon, 12:30—6:00 p.m.]
- Apps Demos** [Main Auditorium, 1:30—5:30 p.m.]
- Breakout Sessions:**
- Healthdata.gov Now and Next [Room 103B, 1:00—2:30 p.m.]
- Value Pathways: Big Data in Healthcare [Room 102A, 1:30—2:15 p.m.]
- Open Health Data in the United Kingdom [Room 102B, 1:30—3:00 p.m.]
- How to Turn Data into Meaningful Information for Business Problems: Strategy, Practice and Games for Start Ups and Status Quos with Examples from CMS Data [Room 101, 1:30—5:30 p.m.]
- Consumer Engagement Using Health Data [Room 103A, 1:30—5:30 p.m.]
- Business Roundtable [Room 102A, 2:15—3:00 p.m.]
- Data Lab [Room 103B, 2:30—5:30 p.m.]
- Health Geographic Information Systems (GIS) [Room 102A, 4:00—5:30 p.m.]
- Challengeology: Incentives for Value Creation through Uses of Health Data [Room 102B, 4:00—5:30 p.m.]
- 6:00 p.m. **Day 1 Adjourns**
- 6:30 p.m. **Reception**
[Grand Hyatt Washington, 1000 H Street, NW, Washington, DC, 20001]

Agenda: Day 2

- 7:30 a.m. Registration [East Prefunction Area]
Breakfast Available [West Prefunction Area]
- 8:00 a.m. **DATA & APPS EXPO OPEN** [West Salon, 8:00--9:00 a.m.]
- 9:00 a.m. **Day 2 Opening Remarks**
[Main Auditorium, East Salon]
Thomas Goetz, *Executive Editor, Wired Magazine (Moderator)*
- 9:10 a.m. **Keynote Address**
The Honorable Kathleen Sebelius, *Secretary, U.S. Department of Health and Human Services*
- 9:35 a.m. **Action Beats and Announcements**
EPA-HHS Our Air, My Health Developer Challenge
Glenn Paulson, *Science Advisor to the EPA Administrator*
Linda S. Birnbaum, *Director, National Institute of Environmental Health Sciences, National Institutes of Health; Director, National Toxicology Program*
- 9:45 a.m. **Apps Demos – For Care**
– IndiGo - Archimedes
– MEDgle
– Cancer Survival Query System [National Cancer Institute]
– SAS
– Stratasan
- 10:55 a.m. **Action Beats and Announcements**
The New York Digital Health Accelerator: Pairing Entrepreneurs & Healthcare Providers with Appropriate Access to Clinical Data
David Whitlinger, *Executive Director, New York eHealth Collaborative*

The Picture of Health: A Data Design Challenge
Maribeth Shannon, *Director, Market & Policy Monitor Program, California HealthCare Foundation*

Go Viral to Improve Health: IOM-NAE Health Data Collegiate Challenge
Harvey V. Fineberg, *President, Institute of Medicine*
Proctor Reid, *Director of Programs, National Academy of Engineering*
- 11:30 p.m. **Keynote**
The Honorable Bill Frist, *Physician and former U.S. Senate Majority Leader*

Agenda: Day 2

12:00 p.m. **Lunch** [Rooms 202 & 207]

DATA & APPS EXPO OPEN [West Salon, noon to 5:00 p.m.]

1:00 p.m. *Choose from:*

Data & Apps Expo [West Salon, noon—5:00 p.m.]

Apps Demos [Main Auditorium, 1:00—4:30 p.m.]

Breakout Sessions:

Novel Data Sources and Crowdsourcing for Powering Business, Public Good and Health
[Room 102A, 1:00—2:30 p.m.]

Food and Health Tech: Fueling Innovation with USDA and HHS Data
[Room 102B, 1:00—2:30 p.m.]

Improving Community Health Using Local Data
[Room 103B, 1:00—4:30 p.m.]

Accountable Care Organizations: Using Data to Deliver Patient Centered Care &
Improve Population Health While Lowering Costs
[Room 103A, 1:00—4:30 p.m.]

Fueling Innovation Through the Power of Application Programming Interfaces
[Room 101, 1:00—4:30 p.m.]

Data-Driven 'Hotspotting' for Medical Products & Medications
[Room 102A, 3:00—4:30 p.m.]

Protecting Privacy and Security in the New Health Data Ecosystem
[Room 102B, 3:00—4:30 p.m.]

5:00 p.m. **Forum Adjourns**

Afternoon Apps Demos

During the Apps Demos, learn how the newest health data apps and products focused on consumers, care, and communities can help meet your organization's needs. Presenters will demonstrate their latest products and answer questions from attendees. Action Beat announcements will be interspersed between the Apps Demos. Action Beats are short, important announcements about new services, tools or programs that enhance the health data ecosystem, and may include the launch of a new initiative or program, a public call to action, or a new dataset that will be made publicly available.

Day 1 Afternoon Apps Demos

1:30—5:30 p.m., Main Auditorium

Facilitators:

Bob Higgins, *General Partner, Highland Capital Partners*

Wil Yu, *Director of Innovations at the Office of the National Coordinator*

- 1:35 p.m. Healthgrades.com 2.0 – Healthgrades
- 1:50 p.m. MedWatcher – Childrens Hospital Boston/Harvard Medical School/FDA
- 2:05 p.m. SunWise – U.S. Environmental Protection Agency
- 2:20 p.m. Homeless Connections – Binary Group, Inc. [Project REACH Mobile App Finalist]
- 2:35 p.m. Homeless Helper – JAppCo, LLC [Project REACH Mobile App Finalist]
- 2:50 p.m. Homeless REACH – Qbase LLC [Project REACH Mobile App Finalist]
- 3:05 p.m. Help Beacon – Makani Kai Tech [Project REACH Mobile App Finalist]
- 3:20 p.m. CarePass Sync & CarePass Developer – Aetna
- 3:35 p.m. OneCare
- 3:50 p.m. Health Indicators – Critigen
- 4:05 p.m. PCP Insight – Rise Health
- 4:20 p.m. ViSion – University of Texas MD Anderson Cancer Center
- 4:35 p.m. Atmosphere – Phytel
- 4:50 p.m. Careticker
- 5:05 p.m. App Store for Accountable Care – Lumeris

Afternoon Apps Demos

You will find descriptions of the apps being demoed and showcased in the Data & Apps Expo in the Apps Index that starts on page 38.

Day 2 Afternoon Apps Demos

1:30—5:30 p.m., Main Auditorium

Facilitators:

Brandon Hull, *Partner, Cardinal Partners*

Arnaub Chatterjee, *Special Assistant to the Chief Technology Officer, HHS*

1:10 p.m.	Triage.me
1:25 p.m.	Private Practice-Maternity
1:40 p.m.	Hey Recall
1:55 p.m.	BE CAMP VB
2:10 p.m.	Outside – 100Plus
2:25 p.m.	PhenotypeIT
2:40 p.m.	Ask Dory – Applied Informatics, Inc.
2:55 p.m.	Kyruus
3:10 p.m.	ARTO – CliniCast, Inc.
3:25 p.m.	TERI Regulatory Intelligence System – Graematter, Inc.
3:40 p.m.	Renaissance Computing Institute (RENCI) – University of North Carolina, Chapel Hill
3:55 p.m.	IBM
4:10 p.m.	bReddi – WorldDoc

Breakout Sessions: Day 1

Healthdata.gov Now and Next

1:00—2:30 p.m., Room 103B

Hhealthdata.gov has a new release for HDI III. Come to this session to learn how this HHS open government flagship initiative provides health data resources on demand and supports community engagement. An overview of existing features and upcoming capabilities on our product roadmap for this open source platform will be given, explaining how our architecture goals align with complementary IT trends, including Linked Data and Big Data. An elaboration of platform and data specific competitions will follow, detailing how the consecutive challenge.gov release schedule will unleash the innovation mojo of entrepreneurs and developers. You will leave this session understanding how to leverage the resources provided, with an enhanced view of our data architecture big picture, and knowing how you can contribute to this exciting evolution of our platform services.

Facilitator:

Todd Park, *U.S. Chief Technology Officer*

Panelists:

George Thomas, *Enterprise Architect, U.S. Department of Health and Human Services*

David Forrest, *Lead Project Manager, healthdata.gov*



Asking and answering the nation's most pressing questions
about health and health care.

*The Institute of Medicine is proud to be a founding
partner of the Health Data Initiative Consortium.*

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Breakout Sessions: Day 1

How to Turn Data into Meaningful Information for Business Problems: Strategy, Practice and Games for Start Ups and Status Quos

1:30—5:30 p.m., Room 101

When it comes to turning data into meaningful information and creating a product, service or company around it, strategy and practice go hand in hand. This session will function as both a strategic overview and a practical deep dive, focusing on monetizing data for both folks starting out and those who have been around the block. To build something that uses data to solve meaningful business questions, you need to identify a place where there is a market need and a business framework for transforming that data into meaningful information. Once you have a handle on both the market and the data, you need to practice. The first part of this breakout will focus on the strategy around creating an analytic product/service/company with particular attention to the oddities in health care. The second part will be more of a show and tell featuring some examples particular to structuring the CMS data around business questions. The third part will include a series of structured games focused on monetizing CMS data—sort of a speed-dating version of a hack-a-thon.

Facilitator:

Joshua Rosenthal, Ph.D., *Co-Founder and Chief Scientific Officer at RowdMap*

Panelists:

John D. Birkmeyer, M.D., *Founder and President, ArborMetrix*

Matthew Cinque, *Managing Director of Performance Technologies, The Advisory Board Company*

Bill Feller, *Vice President, Innovation and R&D, UnitedHealth Group*

Ray Herschman, M.S., *Senior Vice President, Enterprise Information Management & Analytics, WellPoint*

Brian Kelly, M.D., *Chief of Health Informatics, Aetna*

Jenny Abramson, M.B.A., *Senior Vice President, Monetization and Partnerships, Personal*

Matthew Bates, M.P.H., *Partner, Health Informatics, Accenture*

Sujata Bhatia, Ph.D., M.D., *Harvard University*

George Burkley, *Chief Strategy Officer, Signature Healthcare*

Zen Chu, M.B.A., *Massachusetts Institute of Technology*

David Dickey, *CEO, Second Story Sales*

Susannah Fox, *Associate Director, Pew Internet & American Life Project*

John Reinhart, *CEO, InnovateLTC (International Center for Long Term Care Innovation)*

Burak Sezen, M.B.A., *Co-Founder, RowdMap*

Marshall Votta, M.B.A., *Leverage Health Solutions*

Brad Weinberg, M.D., *Founding Partner, Blueprint Health*

Matt Downs, M.B.A., *Managing Director, Sandbox Industries, Blue Cross Blue Shield Venture Partners*

Kerry Hicks, M.S., *Founder & Chairman, Health Grades*

Lawrence Leisure, M.B.A., *Operating Partner, Kleiner Perkins Caufield & Byers*

Lucas Merrow, M.B.A., *Co-Founder & CEO, Eliza Corporation*

Kyle Roling, M.B.A., *Co-Founder & President, RedBrick Health*

Abir Sen, M.B.A., *Co-Founder & CEO, Bloom Health*

Mark Tomaino, J.D., M.B.A., *Senior Operating Executive, Welsh Carson Anderson & Stowe*

Breakout Sessions: Day 1

Value Pathways: Big Data in Healthcare

1:30—2:15 p.m., Room 102A

How can we capture the value of health data in a changing health care environment? New paradigms in health care—a shift toward accountable care models, a focus on patient health behaviors and choices, an emphasis on evidence-based medicine—seek to promote patient and provider choices and align cost with value. At the same time, data aggregation and availability continue to offer greater opportunity to power innovations that will improve health and the health care industry. This breakout session will offer a discussion of the value pathways in healthcare and the role for big data strategies and transparency in bending the cost curve. The session will include perspectives on the case for change, new pathways to value, and the evolution the industry requires to establish a more sustainable future.

Panelists:

David Knott, Ph.D., *Director, McKinsey & Co.*

Steve Van Kuiken, *Director, McKinsey & Co.*

Open Health Data in the United Kingdom

1:30—3:00 p.m., Room 102B

Political will, combined with new technologies, private sector innovations and a patient-centered approach has sparked an 'information revolution' in the UK health sector. This workshop is a unique opportunity to hear from leaders of the UK's National Health Service who are at the center of shaping open health data policy and exploiting its potential. The UK experience will focus on three key areas: clinical performance, information management and servicing data to the public. Our experts will share their knowledge through up to date case studies. Examples will include the development of new indicators to measure clinical quality, releasing prescribing and GP clinical outcomes data, as well as the experience of managing a national health website that puts patients in control of their healthcare by publishing quality information to inform choice.

Panelists:

Mark Davies, M.B.Ch.B., *Medical Director, Health & Social Care Information Centre, National Health Service*

Deborah El-Sayed, *Programme Director, National Health Service Choices*

Sir Bruce Keogh, K.B.E., F.R.C.S., *Medical Director, National Health Service*

Tim Straughan, B.Ch.D., *Chief Executive, Health & Social Care Information Centre, National Health Service*

Breakout Sessions: Day 1

Consumer Engagement Using Health Data

1:30—5:30 p.m., Room 103A

For the first time, the Health Datapalooza has a track dedicated to the discussion of consumer apps and opportunities to harness liberated health data for an individual's use. During this track the Office of the National Coordinator for Health Information Technology (ONCHIT) will highlight successful ways in which developers have made data useful to patients in managing their health, payments and costs, and other decision making points. Speakers representing providers and payers will address how their organizations are facilitating secure, easy electronic access to personal health information, while creating an environment in which individuals can make sense of that information in order to take action. Speakers representing consumer organizations, patients conveying their own experiences, and other stakeholder groups will describe their methods for engaging members and other constituents to take advantage of access to data. The session will also include demos of innovative consumer apps, alerts regarding important upcoming initiatives, and conclude with an exciting challenge announcement!

Facilitators:

Farzad Mostashari, M.D., Sc.M., *National Coordinator for Health IT*

Lygeia Ricciardi, Ed.M., *Acting Director, Office of Consumer e-Health, ONCHIT*

Sarah Krüg, *CEO & Executive Director, Cancer101*

Kate Berry, *CEO, National eHealth Collaborative*

Panelists:

Andrew VanZee, M.I.S., M.H.A., *Health IT Director, Indiana Family and Social Services Administration*

Bill Feller, *Vice President, Innovation and R&D, UnitedHealth Group*

Robert Fortini, *Vice President, Chief Clinical Officer, Bon Secours Virginia Medical Group*

Anne LeMaistre, *Senior Director Clinical Information Systems and CMIO at Ascension Health*

Ellen Makar, M.S.N., R.N.-B.C., C.C.M., C.P.H.I.M.S., C.E.N.P., *Consumer eHealth Task Force Co-Chair, Alliance for Nursing Informatics*

Alan Greene, M.D., *Founding President & Co-Chairman, Society for Participatory Medicine*

Travis Rimel, *Director of New Media, LiveSTRONG*

Breakout Sessions: Day 1

Business Roundtable

2:15—3:00 p.m., Room 102A

Want to get inside the heads of entrepreneurs and learn the pathway to their successes? Through a discussion among investors and executives, participants will gain insights into market forces creating new business opportunities in a remarkably dynamic economic sector. Oliver Kharraz of ZocDoc and Abir Sen of Bloom Health will give perspectives on their businesses, how they got capitalized, and what they did to characterize the marketplace. This interactive session will provide an “inside the boardroom” view of critical assessments needed to minimize risk and maximize return on investment. This session will be free-flowing and interactive, featuring candid discussion among the facilitators and panelists, and questions and answers between the attendees and participants.

Facilitators:

Dick Foster, Ph.D., *Managing Partner, Lux Capital*

Bob Kocher, M.D., *Partner, Venrock*

Panelists:

Oliver Kharraz, M.D., *Co-Founder and Chief Operating Officer, ZocDoc*

Abir Sen, M.B.A., *Co-Founder and Chief Executive Officer, Bloom Health*



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Healthcare at Intel

Breakout Sessions: Day 1

Data Lab

2:30—5:30 p.m., Room 103B

Here's the best opportunity to meet federal government data experts and learn how to use assets from Health and Human Services, Environmental Protection Agency, US Department of Agriculture, and more. Each agency in the federal government is staffed by experts who are well-versed in their division's information resources available on data.gov (administrative data, survey data, research data, medical/scientific content, etc.). Each has served as a champion of action in improving public access to information and spur innovation. The goal of the session is to give innovators and entrepreneurs an overview of new, updated, and emerging data sets that can be used to support new applications and service. The Data Lab will also feature opportunities for one-on-one meet-ups with the data experts for "deep dives" into each agency's resources. Come participate in live demonstrations, and check out new data resources and tools at the Data Lab.

Facilitators:

Todd Park, *U.S. Chief Technology Officer*

Jeanne Holm, *Data.gov Evangelist, U.S. General Services Administration; and Chair of Knowledge Management, NASA*

Participating Agencies and Data Leads:

Office of the Assistant Secretary for Planning and Evaluation - Julia Spencer

Agency for Healthcare Research and Quality - Steve Cohen

National Institutes of Health - Richard Ikeda, James Onken, Abdul Shaikh, and Kin Wah Fung

Office of the National Coordinator for Health IT - Michael Furukawa, Victor Lazarro, and Dustin Charles

Center for Medicare and Medicaid Services - Niall Brennan, Patrick Conway, and Marc Wynne

Administration for Children and Families - Miya Cain

Health Resources and Services Administration - Quyen No-Metzger

Substance Abuse and Mental Health Services Administration - Neil Russell and Steven Randazzo

Environmental Protection Agency - Steve Young

FAIR Health - Ray Agostinelli and Benjamin Casado

City of Washington, D.C. - Alphonzo Brinkley

State of Louisiana - Lucas Tramontozzi

Breakout Sessions: Day 1

Health Geographic Information Systems (GIS)

4:00—5:30 p.m., Room 102A

Geographic information systems (GIS) and spatial data continue to grow as a resource for formal public health assessments and among informal networks of volunteered geographic information impacting health. This panel will describe and demonstrate the typical uses and potential of using GIS in health-related work within hospitals, public health, and the private health sector. Attendees will learn how GIS has become a platform for a wide variety of useful applications that are consuming increasing amounts of governmental health data and using it to improve community health, personal medicine, and service delivery.

Facilitator:

Bill Davenhall, *Manager, Health and Human Services, ESRI*

Panelists:

Dora Barilla, Dr.P.H., M.P.H., C.H.E.S., *Director Community Health Development, Loma Linda University Medical Center*

Niall Brennan, M.P.P., *Director, Office of Information Products and Data Analytics, Centers for Medicare and Medicaid Services*

Katie Clift, *Health Data Project Lead, Kaiser Permanente*

Clark Freifeld, M.S., *Software Developer, Harvard Medical School / Children's Hospital Boston*

Leah Vaughan, M.D., M.P.H., *Director, The Health Policy Group*



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Breakout Sessions: Day 1

Challengeology: Incentives for Value Creation through Uses of Health Data

4:00—5:30 p.m., Room 102B

Challenge competitions have been used widely by government and private sector sponsors to promote the use of health and health data. Various approaches in challenge design and strategies for engaging new talent, skills, and perspectives have proven important to draw interest and create examples of the value of data. Challenges have been used to help demonstrate key principles and policies for new approaches to data use. This session will feature discussions by leading challenge management organizations who have experience in design and execution of health data-related challenges. Other discussion topics will include types of data, questions, or health issues that lend themselves to successful challenges, as well as discussion on what to do with challenge winners (and losers).

Facilitator:

Cristin Dorgelo, *Assistant Director for Grand Challenges, White House Office of Science and Technology Policy*

Panelists:

Will Cukierski, *Data Scientist, Kaggle*

Sara Holoubek, M.B.A., *CEO & Founder, Luminary Labs*

Mike Lydon, *Chief Technology Officer, TopCoder*

Dwayne Spradlin, M.B.A., *CEO, InnoCentive*

Indu Subaiya, M.D., M.B.A., *CEO & Co-Founder, Health 2.0*

Breakout Sessions: Day 2

Fueling Innovation through the Power of Application Programming Interfaces

1:00—4:30 p.m., Room 101

How can Application Programming Interfaces (APIs) be used to liberate data and fuel innovation? This session will consist of several important components beginning with an introduction to API concepts, as well as the benefits and examples of APIs fueling innovation. Activity stations representing real-world data will also be featured. The session will catalyze in an interactive API challenge team exercise that will help participants learn how to systematically solve a data puzzle. The fun-filled activity will involve human API experts mimicking the behavior of real-world APIs to help the audience develop a greater understanding of open health data and APIs.

Facilitator:

Ivor D'Souza, M.S.E.E., *Director of Information Systems at National Library of Medicine, U.S. Department of Health and Human Services*

Panelists:

Suresh Srinivasan, M.S., *Chief, Medical Language Branch, National Library of Medicine, NIH, HHS*
Olivier Bodenreider, M.D., Ph.D., *Chief, Cognitive Science Branch, National Library of Medicine, NIH, HHS*
Dianne Babski, M.I.M., *Head, MEDLARS Management Section, National Library of Medicine, NIH, HHS*
Eric Sayers, Ph.D., *Staff Scientist, National Library of Medicine, NIH, HHS*
Steve Emrick, B.S., *Head, Terminology QA & User Services Unit, National Library of Medicine, NIH, HHS*
Loren Frant, M.L.I.S., *Head, Health Information Products Unit, National Library of Medicine, NIH, HHS*
Nicholas C. Ide, M.S., *Chief Architect, ClinicalTrials.gov, Thoughtful Solutions, Inc.*
Stephanie Dennis, *MedlinePlus Connect Project Manager, National Library of Medicine, NIH, HHS*
Sarena Burgess, M.S.I.S., *MedlinePlus Connect Technical Lead, National Library of Medicine, NIH, HHS*
Francois Lang, M.S.E., *Principal Scientific Systems Developer, Medical Science and Computing*
David Hale, *Project Manager, Pillbox, National Library of Medicine, NIH, HHS*

Breakout Sessions: Day 2

Novel Data Sources and Crowdsourcing for Powering Business, Public Good, and Health

1:00—2:30 p.m., Room 102A

Crowdsourcing is increasingly becoming a more popular technique to help solve complex problems by leveraging the power of individuals and teams, mostly outside of traditional networks. Crowdsourcing provides the unique opportunity to exchange and share data and information through collective intelligence, providing a diverse array of solutions from solvers with experience across a multitude of disciplines. Crowdsourcing can be used not only to help solve problems but also to capture intelligence (data and information) in novel ways through the use of various platforms. This session will discuss crowdsourcing approaches that can be tailored for your organization and the needs of your community. This session will not only focus on the business of crowdsourcing, but also feature discussion on crowdsourcing for public good and health.

Panelists:

Rob Bailey, M.B.A., *CEO, DataSift*

Greg Biggers, *CEO, Genomera*

Mitchell Kapor, *Partner, Kapor Capital*

Nicole Lurie, M.D., M.S.P.H., *Assistant Secretary for Preparedness and Response, HHS*

Peter Margolis, M.D., Ph.D., *Co-Principal Investigator, C3N: Collaborative Chronic Care Network*

Raina Merchant, M.D., M.S., *Co-Director, MyHeartMap*

Michael Seid, Ph.D., *Co-Principal Investigator, C3N: Collaborative Chronic Care Network*

Karan Singh, M.B.A., *Co-Founder, Ginger.io*

Breakout Sessions: Day 2

Food and Health Tech: Fueling Innovation with USDA & HHS Data

1:00—2:30 p.m., Room 102B

Food is a universal issue, highly relevant to every citizen. Data available from HHS, USDA, and other federal agencies have inspired innovation through geospatial mapping tools, mobile and web apps and games. Whether they are apps to empower healthy food and lifestyle behaviors, inform availability and access or support business activities, there are a range of opportunities to continue developing at the intersection of food, health and nutrition. In this deep dive session you will hear about several apps that have used HHS and USDA data to increase awareness of and inform food and nutrition issues and associated activities. USDA will deliver an ignite-style presentation about available data of which you may not yet be aware. Finally, as a group we'll have an advanced discussion to explore new opportunities for innovation, enhanced public services and economic development, as well as how to further or expand already developed products and services.

Panelists:

Shayla Bailey, *Web Manager, Agriculture Marketing Service, USDA*

Steven Carlson, *Associate Administrator, Office of Research Analysis, Communications, and Strategic Support, Food and Nutrition Service, USDA*

Amanda Eamich, *Director of Web Communications, USDA*

Danielle Gould, *Founder and CEO, Food and Tech Connect*

Breakout Sessions: Day 2

Accountable Care Organizations: Using Data to Deliver Patient Centered Care and Improve Population Health While Lowering Costs

1:00—4:30 p.m., Room 103A

Learn about the availability of easy-to-use tools to enable ACOs effective use of data in the management of their population's costs, care, and health outcomes. This session will feature a roundtable discussion among ACOs to identify the key challenges and opportunities for ACOs in aggregating and analyzing data to make it both meaningful in managing populations and actionable at the point of care to improve patient care and population health while reducing costs. Topics covered will include the need for information and technology to 1) enable team-based care planning and management, 2) manage patients who access care outside of the ACO network, 3) identify and manage high risk populations, and 4) engage patients in their care and well-being. The final portion of the session will focus on the most innovative vendor applications that address these key challenges and opportunities and a reactor panel of ACOs and experts to discuss the value of the applications.

Opening Remarks:

Jon Blum, M.P.P., *Director, Center for Medicare, Deputy Administrator, Centers for Medicare and Medicaid Services*

Facilitator:

Atul Gawande, M.D., M.P.H., *Surgeon at Brigham and Women's Hospital, and Associate Professor of Surgery and Health Policy at Harvard University*

Panelists:

Nancy Boerner, M.D., M.B.A., *Chief Medical Officer, Monarch Healthcare*

Joe Kimura, M.D., M.P.H., *Medical Director of Analytic and Reporting Systems, Atrius Health and Harvard Vanguard Medical Associates*

Sam Van Norman, *Director, Business Intelligence and Clinical Analytics, Park Nicollet Health Services*

Facilitator, Vendor Presentations and Reactor Panel:

Farzad Mostashari, M.D., Sc.M., *National Coordinator for Health IT*

Vendors Presentations:

Apixio - Darren Schulte, M.D., M.P.P., *Chief Medical Officer*

Archimedes - David Eddy, M.D., Ph.D., *Founder and Chief Medical Officer Emeritus*

Avado - Dave Chase, *Chief Executive Officer*

Forward Health Group - Michael H. Barbouche, *Founder and Chief Executive Officer*

i2iSystems - Janice Nicholson, *Co-Founder and CEO*

Mirth Corporation - Jeff Peters, *Vice President*

The Advisory Board Group / Crimson - Aneesh Chopra

Breakout Sessions: Day 2

Improving Community Health Using Local Data

1:00—4:30 p.m., Room 103B

Health data is an essential resource that allows communities to understand and confront their most pressing health needs. This breakout session will provide an overview of the use of local data by policy-makers, community leaders and individuals to support decision-making, improve health, and reduce health care costs. Attendees will learn about sources of local data, new ways to develop health measures, and innovations that are linking national, state and local data to derive local health and health care measures. Programs that stand as a model of local health data usage to improve health will be discussed, including the Camden Coalition of Healthcare Providers and the Healthy Communities Institute's system to help local organizations measure community health, share best practices, identify new funding sources, and drive improved community health.

Facilitator:

Edward J. Sondik, Ph.D., *Director, National Center for Health Statistics, HHS*

Panelists:

Chris Fulcher, Ph.D., *Co-Director, Center for Applied Research and Environmental Systems; Founder, IP3*

Ken Gross, Ph.D., M.P.H., *Director of Research and Evaluation, Camden Coalition of Healthcare Providers*

Afshin Khosravi, *Founder and CEO, Trilogy Integrated Resources*

Yen Luong, M.P.H., *Public Health Fellow, U.S. Department of Health and Human Services*

Glen Mays, Ph.D., *F. Douglas Scutchfield Endowed Professor of Health Services and Systems Research, University of Kentucky College of Public Health*

Tyler Norris, M.Div., *Chair, IP3; Convener, Community Commons*

Pat Remington, M.D., M.P.H., *Associate Dean for Public Health, University of Wisconsin*

Marguerite Ro, Dr.P.H., *Chief of Assessment, Policy Development and Evaluation Section, Public Health - Seattle and King County, WA*

Joshua Sharfstein, M.D., *Secretary, Maryland Department of Health and Mental Hygiene*

Peter Speyer, M.B.E., M.B.A., *Director of Data Development, Institute for Health Metrics and Evaluation*

Breakout Sessions: Day 2

Data-Driven ‘Hotspotting’ for Medical Products and Medications

3:00—4:30 p.m., Room 102A

The increasing availability of data and analytic resources to turn data into actionable knowledge creates new opportunities for achieving concrete improvements in care. In particular, new analytics and data mining techniques can help derive greater value from existing medical products and services. This discussion-oriented panel will explore a range of practical applications of using readily available data to foster a safer, more coordinated system with an emphasis on medication use. Panelists from a variety of perspectives in the private sector, government, and the non-profit sector will also comment on what might be possible with further access to timely data and through the growing number of new administrative and clinical data sources that can predict outcomes, “hotspot” how different patient segments can be targeted for intervention to prevent complications and poor outcomes, make new information available to consumers, and provide new research insights on effectiveness of medical products and services.

Facilitator:

Aaron McKethan, Ph.D., *Vice President, RxAnte (formerly Director of the Beacon Communities, Office of National Coordinator for Health IT)*

Panelists:

Josh Benner, Pharm.D., Sc.D., *Founder and CEO, RxAnte*

Thomas Scarnecchia, M.S., *Executive Director, Observational Medical Outcomes Partnership*

June Simmons, M.S.W., *CEO, Partners in Care Foundation*

Dan Pollard, PhD, MBA, *Founder and CEO, myDrugCosts, Inc.*

Breakout Sessions: Day 2

Protecting Privacy and Security in the New Health Data Ecosystem

3:00—4:30 p.m., Room 102B

The Administration's initiative to release government data to stimulate the development of innovative health technologies presents important new opportunities to improve individual and population health. At the same time, the increased access, use and disclosure of personal information characterized by the new health data ecosystem introduces risks to the privacy and security of this data. Failure to appropriately address these risks through policies and best practices could jeopardize the public's willingness to trust and take advantage of new health technologies. The session will explore the current state of the law, new federal consumer privacy policy initiatives, and recommended best practices that will build trust and enable us to leverage data for individual and public benefit.

Facilitator:

Deven McGraw, J.D., L.L.M., M.P.H., *Director of the Health Privacy Project, Center for Democracy & Technology*

Panelists:

Cora Tung Han, J.D., *Attorney, Division of Privacy and Identity Protection, Federal Trade Commission*

Marcia Tal, *Founder, Tal Solutions*

Fred Trotter, *Director of Technology, Cautious Patient Foundation; Author, Meaningful Use and Beyond*

Colin Zick, J.D., *Partner and Co-Chair of Security and Privacy Practice, Foley Hoag L.L.P.*

Moderators

Matthew Miller

Day 1 Moderator



Matt Miller is an author, columnist, radio host, television commentator and consultant whose work focuses on agenda-setting ideas and creative problem-solving in the public, private and nonprofit sectors. In his public policy work, Miller is a weekly columnist for the Washington Post's online edition; the host of "Left, Right & Center," public radio's popular political week-in-review program; a contributor to MSNBC and CNBC; and a senior fellow at the Center for American Progress.

He received his B.A. in economics, magna cum laude, from Brown University in 1983. He received his law degree from Columbia Law School in 1986, where he was a James Kent Scholar and book reviews editor of the Columbia Law Review. Miller is a member of the Council on Foreign Relations and the Screen Actors Guild.

Thomas Goetz

Day 2 Moderator



Thomas Goetz serves as Executive Editor of *Wired Magazine*, in addition to being the author of *The Decision Tree* blog and of the new book, *The Decision Tree: Taking Control of Your Health in the New Era of Personalized Medicine*.

Goetz has been a journalist for more than 15 years, first reporting on media and business at the *Village Voice*, then at the *Wall Street Journal*, followed by two years at the *Industry Standard*. He joined *Wired Magazine* in 2001. As executive editor, his job is to help steer the ship and oversee all editorial efforts.

Goetz also writes about science, health, and medicine. In 2005, he earned a Master of Public Health degree from the University of California, Berkeley.

Keynote Speakers

Todd Park



Todd Park was appointed as United States Chief Technology Officer in March 2012. Before that, he served in the U.S. Department of Health and Human Services as Chief Technology Officer. In that role, he was responsible for helping HHS leadership harness the power of data, technology, and innovation to improve the health and welfare of the nation.

Park co-founded Athenahealth in 1997 and co-led its development over the following decade into one of the most innovative, socially-oriented, and successful health information technology companies in the industry. Prior to Athenahealth, he served as a management consultant with Booz Allen & Hamilton, focusing on health care strategy, technology, and operations. He has also served in a volunteer capacity as a Senior Fellow at the Center for American Progress, where he focused on health IT and health reform policy, and as senior health care advisor to Ashoka, a leading global incubator of social entrepreneurs, where he helped start a venture to bring affordable telehealth, drugs, diagnostics, and clean water to rural India. Park graduated magna cum laude and Phi Beta Kappa from Harvard College with an A.B. in economics.

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Keynote Speakers

The Honorable Bill Frist

Doctor and Senator Bill Frist is both a nationally recognized heart and lung transplant surgeon and former U.S. Senate Majority Leader. Senator Frist majored in health policy at Princeton University's Woodrow Wilson School of Public and International Affairs before graduating with honors from Harvard Medical School and completing surgical training at Massachusetts General Hospital and Stanford. As the founder and Director of the Vanderbilt Multi-Organ Transplant Center, he has performed over 150 heart and lung transplants and authored over 100 peer-reviewed medical articles and chapters, over 400 newspaper articles, and seven books on topics such as bioterrorism, transplantation, and leadership. He is board certified in both general and heart surgery.

Dr. Frist represented Tennessee in the U.S. Senate for 12 years where he served on both Health and Finance committees responsible for writing health legislation. He was elected Majority Leader of the Senate, having served fewer total years in Congress than any person chosen to lead that body in history, and his leadership was instrumental in passage of prescription drug legislation and funding to fight HIV/AIDS at home and around the world.



The Honorable Kathleen Sebelius

Kathleen Sebelius was sworn in as the 21st Secretary of the Department of Health and Human Services (HHS) on April 28, 2009. Since taking office, Secretary Sebelius has led ambitious efforts to improve America's health and enhance the delivery of human services to some of the nation's most vulnerable populations, including young children, those with disabilities, and the elderly. As part of the historic Affordable Care Act, Secretary Sebelius is implementing reforms that end many of the insurance industry's worst abuses, and will help 34 million uninsured Americans get health coverage. Under that law, she is also carrying out policies that put a new focus on wellness and prevention, support the adoption of electronic medical records, and help recruit and train more primary care health providers.

In 2011, Forbes named Secretary Sebelius the 13th most powerful woman in the world. Before her Cabinet appointment in April, 2009, she served as Governor of Kansas beginning in 2003, where she was named one of America's Top Five Governors by Time Magazine. From 1995 to 2003 she served as Kansas Insurance Commissioner. She was a member of the Kansas House of Representatives from 1987 to 1995.



With Special Guests

Jon Bon Jovi

10:45 a.m. | June 5 | Main Auditorium



Jon Bon Jovi and Deputy Secretary of Veterans Affairs W. Scott Gould will announce the finalist of the Project REACH (Real-time Electronic Access for Caregivers and the Homeless) Mobile App Challenge.

The app-development challenge was launched on March 19, 2012, when Jon Bon Jovi joined the VA, HUD and HHS to call for the creation of an online and mobile application that aims to connect various providers of homeless services in each community. Today's five finalists have submitted applications that will help community service providers direct those they serve to other local resources - i.e. community kitchen staff can direct their diners towards available beds, shelter operators can direct their residents to healthcare services, etc. As announced in March, these five finalists will pilot their mobile applications at the JBJ Soul Kitchen in Red Bank, NJ. Ultimately, the winning platform will be a template that can be scalable across the country.

Jon Bon Jovi is a member of the White House Council for Community Solutions. He is also the Chairman of the Jon Bon Jovi Soul Foundation; a non-profit organization dedicated to helping those in need "one Soul at a time." The Soul Foundation focuses on combating issues that force families and individuals into economic despair. To date Jon Bon Jovi and the Soul Foundation have provided hundreds of units of affordable housing and funded projects that address the issues of hunger and shelter for individuals and families experiencing homelessness.

With Special Guests

Dominique Dawes

1:00 p.m. | June 5 | West Salon

Dominique Dawes will announce the top three apps in the categories of Consumer, Care and Community during the opening of the Data & Apps Expo at 1:00 p.m. in the West Salon.

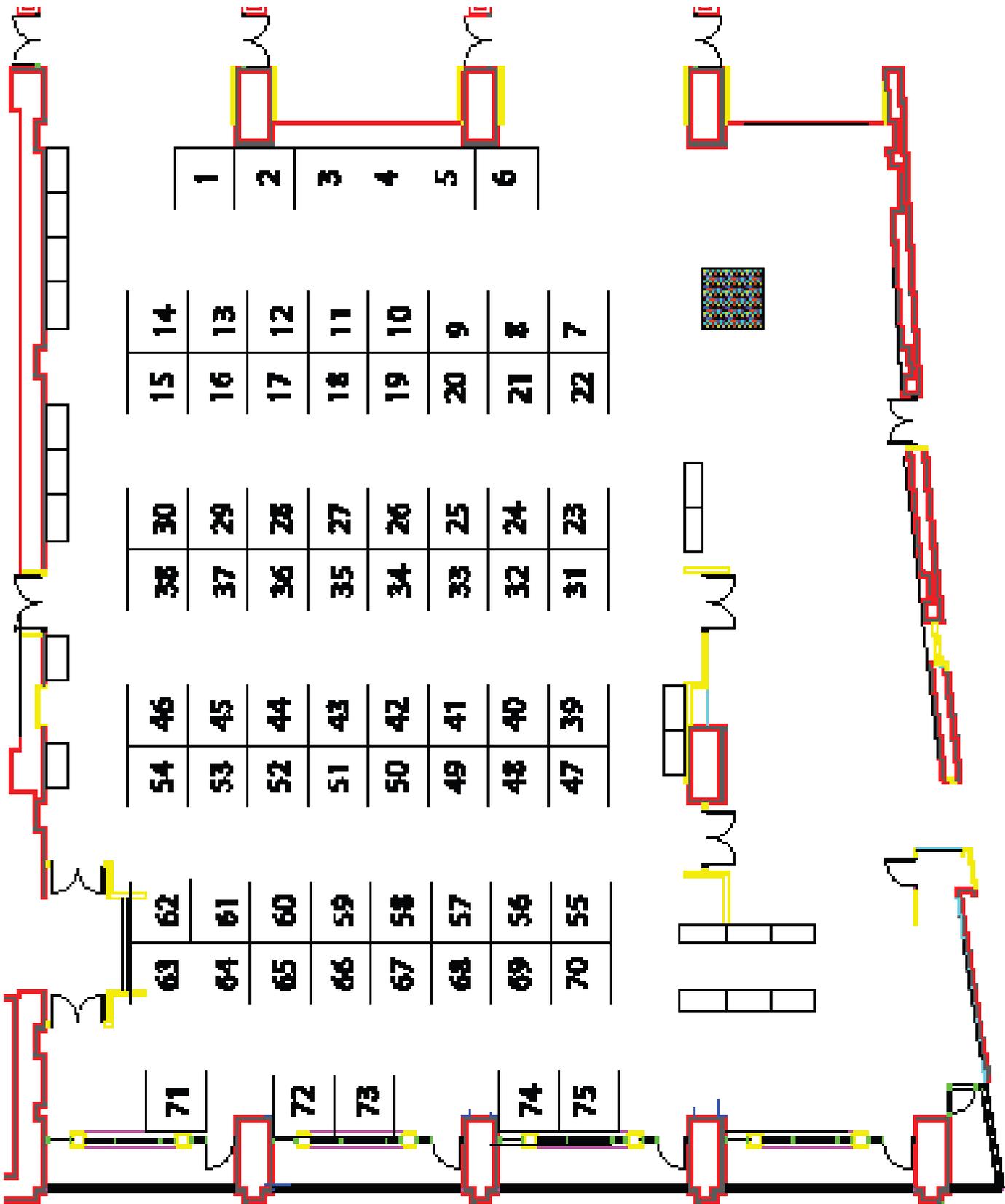
Dominique Dawes, a co-chair of the President's Council on Fitness, Sports & Nutrition, is best known for her tremendous success as an Olympic gymnast who competed in three Olympic Games, won three medals and has a permanent place in the U.S. Olympic Committee Hall of Fame. Fans across the nation and around the world remember her as a member of the gold-medal-winning "Magnificent Seven" at the 1996 Atlanta Games, where she also won a bronze medal as she wowed the crowd with her stunning performance in the floor exercise, becoming the first female African-American gymnast to win an individual medal. She also earned a bronze medal with the U.S. team in the 1992 Barcelona Games and made a surprising comeback in the 2000 Sydney Games. Dawes is currently the only African-American gymnast with a gold medal and the only American gymnast with 3 Olympic Team medals from three different Olympic Games.

Throughout her career, Dawes has won more National Championship medals than any other athlete, male or female, since 1963, as well as numerous World Championship medals. One of Dawes' greatest feats came when she swept all four events and won the All Around title at the 1994 National Championships.

Dawes is much more than a champion gymnast, though. After retiring from the sport to which she dedicated 18 years of her life, Dawes has found a new passion empowering others. She is an accomplished motivational speaker, speaking to audiences of hundreds and thousands on topics focusing on passion, leadership, teamwork, health, fitness and wellness.



Data & Apps Expo



Data & Apps Expo

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Aetna

Expo [#39]

Main Auditorium [June 5; 3:20 p.m.]

Aetna is one of the nation's leading diversified healthcare benefits companies, sending approximately 36.1 million people information and resources to help them make better informed decisions about their healthcare. Aetna offers a broad range of services including: medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities, medicare health care management services and health information technology services.

Agency for Healthcare Research and Quality (AHRQ)

Expo [#60]

Room 103B [June 5; 2:30 p.m.]

The Healthcare Cost and Utilization Project (HCUP) is a family of healthcare databases, software tools, and support services created through a Federal-State-Industry partnership to support research and policy on health services issues at the national, state and local market levels, including cost and quality of health services, medical practice patterns, and outcomes of treatments. The Medical Expenditure Panel Survey (MEPS) is a set of large-scale surveys of families and individuals, their medical providers, and employers across the United States. MEPS is the most complete source of data on the cost and use of health care and health insurance coverage.

Archimedes

Expo [#22]

Main Auditorium [June 6; Morning Session]

Archimedes Inc. is a healthcare modeling organization. Its core technology – the Archimedes Model – is a clinically realistic, mathematical model of human physiology, diseases, interventions and healthcare systems. Through innovations such as ARChES and IndiGO, Archimedes helps people understand the implications of their decisions and for the last 15 years has been relied upon to answer complex, real world questions for health systems, medical groups, physicians, life-science organizations as well as policy and guideline organizations in the United States and Europe. Archimedes, a Kaiser Permanente Innovation, is based in San Francisco, California.

BE CAMP VB

Expo [#44]

Main Auditorium [June 6; 1:55 p.m.]

PlayFit reduces and prevents obesity in kids by breaking down barriers preventing children from engaging in vigorous physical activity. We give children an online community connected to organizations with a mission of providing activity solutions and dietary mentoring. Children use our platform to find play/sports groups and activities, to connect to sponsored activities and even to create their own events and pick-up games. PlayFit uses the fiber network broadband access available in Lafayette, Louisiana to facilitate our connectivity with these kids. The program is an interactive platform available by website or mobile connection. PlayFit also analyzes large amounts of data on the demographics and health of the communities in order that our organizational users can target their energies appropriately.

Binary Group

Expo [#63]

Main Auditorium [June 5; 2:20 p.m.]

Founded in 1996, Binary Group is a management and technology consulting firm providing strategic IT program support services—connecting the dots using our STAGE methodology (Strategy, Training, Architecture, Governance, and Engineering). As seasoned strategic advisors, Binary successfully moves customers along the IT business transformation path. Binary has over 100 employees and is an award-winning, woman-owned, small business located in Arlington, Virginia.

Bloom Health

Expo [#20]

Bloom Health is a company that pioneered the defined contribution approach in health care and has created defined contribution Private Health Insurance Exchanges for several large health insurance carriers across the country. We work with employers to responsibly control and predict their health care budgets. In turn, we help their employees spend these benefit dollars wisely by recommending health insurance plans based on three broad categories of survey questions; health status, financial situation and appetite for risk. Bloom Health was founded in 2009 and is located in Minneapolis, MN.

www.gobloomhealth.com

CakeHealth

Expo [#59]

CakeHealth is a free tool that helps users understand and manage their healthcare. To get started, users provide their insurance credentials and CakeHealth takes care of the rest—showing users how much they have paid out-of-pocket, how much their insurance has covered, and how much of their deductible has been paid. In addition, CakeHealth helps users save money by alerting them of possible overcharges and unused benefits. www.cakehealth.com

California HealthCare Foundation

Expo [#07]

Main Auditorium [June 6; Morning Session]



CALIFORNIA
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FOUNDATION

The California HealthCare Foundation (CHCF) works as a catalyst to fulfill the promise of better health care for all Californians. The Foundation supports ideas and innovations that improve quality, increase efficiency, and lower the costs of care. CHCF program areas include: Innovations for the Underserved, Better Chronic Disease Care, Market & Policy Monitor, and Health Reform & Public Programs Initiative. Visit CHCF on the web at www.chcf.org

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Careticker

Expo [#56]

Main Auditorium [June 5; 4:50 p.m.]

Careticker is a mobile app that empowers patients to take charge of their health before and after major medical procedures, while allowing doctors and other providers to monitor their progress. When it comes to health, the little things—completing every step pre-surgery preparation, taking medications on time, going to every physical therapy appointment—can make a really big difference. Careticker provides a sense of guidance to patients as they embark on their health journeys, and an inside perspective for doctors once a patient returns home. Our unique data structure includes provider network data for all major health plans, relevant provider data sets from Data.gov and Medicare; NPI registry data and other publicly available resources.

Castlight Health

Expo [#53]

Main Auditorium [June 5; Morning Session]

Castlight Health enables employers, their employees, and health plans to take control of health care costs and improve care. Named #1 on the Wall Street Journal's list of "The Top 50 Venture-Backed Companies" for 2011 and one of the Dow Jones' 50 Most Investment-Worthy Technology Start-Ups, Castlight Health helps the country's self-insured employers and health plans empower consumers to shop for health care. Castlight Health is headquartered in San Francisco and backed by prominent investors including Venrock, Oak Investment Partners, Maverick Capital, Morgan Stanley Investment Management, Wellcome Trust, Cleveland Clinic, and U.S. Venture Partners. Please visit www.castlighthealth.com or call 415.829.1400.

CliniCast

Expo [#34]

Main Auditorium [June 6; 3:10 p.m.]

CliniCast builds analytical solutions for health care organizations, using electronic data, both structured and unstructured, together with the latest in adaptive modeling techniques. We customize our solutions for each client, providing actionable insights that complement existing workflows, improving quality and lowering costs. CliniCast features ARTO, a complete population risk-stratification and case management tool, helps healthcare organizations unlock more value from their electronic medical data. Using both structured and unstructured data, our solution provides actionable insights leading directly to lower costs and better outcomes. By making costs and risks visible, ARTO simplifies case and population management.

County Health Rankings & Roadmaps

Expo [#14]

Main Auditorium [June 5; Morning Session]

The County Health Rankings & Roadmaps (CHR&R) program and web site help communities create solutions that make it easier for people to be healthy in their own communities. Ranking the health of nearly every county in the nation, the County Health Rankings illustrate what we know when it comes to what's making people sick or healthy. The County Health Roadmaps show what we can do to create healthier places to live, learn, work and play.

Critigen

Main Auditorium [June 5; 3:50 p.m.]

Critigen is a full-lifecycle spatial systems integrator driving business performance through spatial IT solutions and managed IT services. Critigen helps clients make spatial technologies “work” in organizations of all sizes, integrates spatial technologies with enterprise systems, and enables field users with mobile spatial solutions. With global reach, top-tier partnerships and a full-lifecycle approach, Critigen delivers all components of a geospatial program: data collection, spatial processing, analytics and intelligence, application development, mobile solution development, hosting and Cloud services. Critigen’s Spatial Enterprise consulting services tie these technology and process components together with business strategies that maximize the value of geospatial information.

Eliza

Expo [#21]

Room 103B [June 6; 1:00 p.m.]

Eliza Corporation is the pioneer and recognized leader in Health Engagement Management – blending technology, communication expertise and data analytics to drive healthy behavior change. Drawing from more than 700 million interactions with consumers about their health, Eliza makes health and healthcare information more accessible, more actionable and more engaging. www.elizacorp.com

Environmental Protection Agency

Expo [#55]

Main Auditorium [June 5; 2:05 p.m.]

EPA’s SunWise program is preventing skin cancer by changing sun protection practices of children and their parents. Our UV Index app is a daily news “hook” on which to hang simple action steps that the medical community has agreed can significantly reduce the risk of skin cancer. The EPA UV Index app provides a location-specific forecast of UV radiation and is available as a mobile app, widget, and Google Gadget. It’s EPA’s most accessed public information with over one million hits each month. During the month of SunWise’s biggest sun safety campaign last year, the UV Index was accessed 4.5 million times. Our app has been featured in Parade Magazine, Consumer Reports, and CNN’s Health Blog. This year we are adding a new function to the app, and we are also seeking developer assistance in creating augmented reality applications for our UV Index.

Esri

Expo [#09]



Esri is the world leader in GIS technology. Esri’s innovative software plays a major role in disease surveillance by helping health professionals understand the dynamics contributing to the spread of disease. GIS is the enabling technology to spatially relate much of this information, making it a very powerful tool for identifying, tracking, and responding to disease patterns and health services needs. Esri software is extensively used by health organizations throughout the world, including the US Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), 127 national health ministries, and over 400 hospitals.

Apps Index

Feinstein Kean Healthcare

Expo [#57]

Feinstein Kean Healthcare *An Ogilvy Company*

Feinstein Kean Healthcare (FKH) operates at the intersection where transformative technologies and transformative ideas change everything, including

business models, public opinion, and public policy. For 25 years, our strategy and communications consultancy has served as the innovators' partner for government, academe, non-profit organizations, and industry clients. Currently, we work with numerous Big Pharma companies, emerging biopharm companies, informatics and analytics firms, the Personalized Medicine Coalition, PhRMA, and patient advocacy groups. In recent years, we have been increasingly involved in advancing the use of information technology and data exchange to improve the productivity of research, personalization of treatment, and the quality and value of health care more broadly. Our services span corporate communications, marketing communications, branding, advocacy relations, media relations, and constituency-building.

FoodCalc

Expo [#26]

Room 102B [June 6; 1:00 p.m.]

FoodCalc is the leading provider of online nutrition analysis to the foodservice industry, working with thousands of restaurant locations and exclusively endorsed by the National Restaurant Association. Our consumer app, EveryoneEat!, gives the 150 million American's living with a chronic disease the ability to find dishes that meet the specific dietary guidelines of their health conditions. Working with our data services partners in mobile health, health IT, and medical devices, we can provide physicians and researchers with a layer of intelligence by combining data coming from other treatment regimes with nutrition analytics.

Graematter

Expo [#10]

Main Auditorium [June 6; 3:25 p.m.]

Graematter, Inc. has developed the TERI Regulatory Intelligence System, a unique, proprietary, patented information analytics system that, for the first time, consolidates information from a large array of healthcare regulatory data sources into a single database. It has been developed to address a major unmet need created by the rapid proliferation of data sources that must be searched to develop product approval strategies or address other regulatory information needs. Designed to provide crossreferencing capabilities not available in any other system, the TERI (TErabytes of Regulatory Information) System allows users unparalleled search capabilities.

Health 2.0

Expo [#67]

Health 2.0: The conference. The media network. The innovation community. The Health 2.0 Conference is the leading showcase of cutting-edge innovation transforming the health care system and is the premiere platform connecting IT innovators to established health care providers. Health 2.0 covers the broadest spectrum of the technology revolution that is shaking up every sector of health care. Learn more at www.health2con.com.

HealthGrades

Main Auditorium [June 5; 1:30 p.m.]



HealthGrades is the #1 site for consumers to research, select, and connect with physicians and hospitals. With more than 134 million visitors a year, HealthGrades offers the most comprehensive physician data and clinical, safety, and patient experience ratings on the nation's 5,000 hospitals. These quality measures are objective, risk-adjusted analyses of mortality and in-hospital complications, and are frequently cited as key attributes patients use to select a physician. HealthGrades is based in Denver, Colorado, and has been a leader in the hospital quality industry since pioneering objective, third-party measures in 1998.

HealthLandscape, LLC

Expo [#61]

Main Auditorium [June 5; Morning Session]

HealthLandscape, a partnership of the AAFP Robert Graham Center and the Health Foundation of Greater Cincinnati, designs interactive web-based GIS and data visualization tools for healthcare providers, payers, policy makers, and community planners to combine, analyze, and display health information in ways that promote understanding, improve outcomes, and help target ways to reduce the cost of health and healthcare. www.healthlandscape.org

Healthways

Expo [#06]



HEALTHWAYS

Healthways is a global provider of science-based solutions that improve well-being, enhance business and human performance and reduce overall healthcare costs. Our solutions are designed to help healthy individuals stay healthy, mitigate and slow the progression to disease associated with family or lifestyle risk factors and promote the best possible health for those already affected by disease. We provide highly specific and personalized interventions to millions of people domestically and internationally, surrounding them with tailored support when they are at home, at work, seeking medical care or pursuing health improvement.

HealthyState

Expo [#25]

Choosing where to live is an important health decision faced by college students, job seekers, retirees, and many other groups upon graduation, job, or other life-stage change. The difficulty involved in this decision-making process motivated us to design HealthyState, an app that transforms publicly available statistical data from the HHS Health Indicators Warehouse and other sources into usable visualizations and information about the overall health of the population of each of the 50 US states. The goal of the HealthyState mobile app is to help people make informed decisions based on how health conditions vary by state.

Apps Index

Healthy Communities Institute

Expo [#08]

Main Auditorium [June 5; Morning Session]

The Healthy Communities Institute (HCI) provides the leading web-based platform to support health departments and community collaborations with community health improvement strategies. HCI web-based systems provide local public health with health indicator dashboards, access to nationally recognized promising practices, and other features that support community health improvement planning and evaluation. The platform is in use in over 35 states and rapidly expanding. Come join the public health experts at HCI and our growing family of partners to improve community health!
www.healthycommunitiesinstitute.com

Help Beacon

Expo [#63]

Main Auditorium [June 5; 3:05 p.m.]

Help Beacon is a web and cross platform mobile application that leverages national and local datasources to enable care providers to quickly access local resources for homeless. From any smartphone, tablet, or desktop a user can easily find information on local shelter availability, food banks, soup kitchens, pantries, health services, lawyers and other programs and benefits for both veterans and other populations. The goal is to efficiently guide the client to relevant local resource the first time.

HeyRecall

Expo [#41]

Main Auditorium [June 6; 1:40 p.m.]

HeyRecall is a subscription based service that continually synchronizes with FDA.gov recall data. Users set an alert profile of conditions that if satisfied by upcoming FDA recalls triggers notifications that are sent to by email and SMS.

Homeless Helper

Expo [#63]

Main Auditorium [June 5; 2:35 p.m.]

Homeless Helper provides near real-time information to help those in need find resources in their area. The app uses location to find many types of resources close to the user, including shelter, food banks, employment listings, and much more. The app was initially developed for the Project REACH Mobile App Challenge and currently includes resources within Monmouth County, New Jersey, but plans are underway to expand the resource listing nationwide.

Humetrix

Expo [#68]

Main Auditorium [June 5; Morning Session]

Humetrix (www.humetrix.com) provides consumer-mediated health information exchange (HIE) solutions to overcome today's fragmented health care environment and the lack of system interoperability. Capitalizing on the use of ubiquitous mobile devices (smart phones, tablets, USB flash drives) the Humetrix mobile HIE solutions deliver anywhere access and exchange of up to date patient health information. Humetrix iBlueButton® patient phone and tablet provider Apps, and U-BeWell® and MyMedicalHome® USB based applications, deliver practical, patient-controlled, secure, automated download and "push" or "pull" of Blue Button® or online health records at any point of care to ensure safe transitions of care and optimum care coordination.

IBM

Expo [#17]

Main Auditorium [June 6; 3:55 p.m.]

IBM has developed a variety of visualization tools that allow users to interactively explore, analyze, and manipulate complex multidimensional data clusters. For example, interactive refinement of patient clusters, as well as the detection of outliers and other statistically interesting measures can be performed using the DICON technique. A powerful icon-based encoding of data clusters which allows comparison between clusters, DICON conveys important statistical measures, and allows cluster refinement via direct manipulation. Users can merge and split icons via intuitive interaction techniques to embed user expertise in the clustering process or to explore alternatives. One use case for the DICON technique with applicability in health plans or integrated networks utilizes outputs from IBM work in patient similarity analytics, comparing the clinical features of an index patient to a larger cohort of patients. Another use case allows for the visualization of various clinical features and/or health status of the population in those counties.

IMPAQ International

Expo [#70]



IMPAQ International, LLC is a public policy research firm, with offices in Maryland and Washington, DC, that provides exemplary services for government agencies and private sector clients. IMPAQ's services include: impact evaluations; survey research and data collection; applied research; process evaluation; qualitative research; quantitative data analysis; and technical assistance.

Kavaii Analytics

Expo [#32]

Kavaii Analytics is a Silicon Valley based big data analytics company delivering unique algorithmic insights in healthcare based on predictive modeling. Kavaii's mission is to simplify big data analysis to enable informed and timely decision-making, impacting outcomes to lower cost and improve quality of care. Kavaii is based in Cupertino and is partnering with the Foster City based Health Access Solutions to bring innovative solutions in healthcare analytics nationwide. For more information visit www.kavaii.com or send email to healthcare@kavaii.com.

Apps Index

Kyruus

Main Auditorium [June 6; 2:55 p.m.]

Kyruus is a health care Big Data company offering solutions for physician network optimization and industry interaction management to leading hospitals and health systems. With specific applications to engage physicians and administrative users, Kyruus provides data-driven insight and analytics that result in improved performance, greater efficiency and reduced risk. For more information, visit www.kyruus.com.

Lumeris

Expo [#01]

Main Auditorium [June 5; 5:05 p.m.]

Lumeris provides the information technology, guidance, and operational services necessary for hospitals and health plans to transform their organizations into high-performing accountable delivery systems. The depth and breadth of our solutions – combined with the company’s extensive real-world experience in accountable care – make Lumeris the ideal partner for any health care organization seeking the significant benefits of a better connected, aligned, and informed accountable delivery system.

Massive Health

Expo [#30]

Room 102B [June 6; 1:00 p.m.]

Massive Health is a company dedicated to helping you live a healthier life. Through great design and intuitive technology, Massive Health provides access to the information that makes healthy living a daily habit. Their first experiment, the Eatery, helps people eat healthier by making it fun, simple, and engaging to track food and build healthy habits. Apple named it a “Best of 2011” app.

MEDggle

Expo [#36]

Main Auditorium [June 6; Morning Session]

MEDggle powers the hyper-personalized health economy by operationalizing health data. For each patient, MEDggle transforms their health data streams into individualized next-step care action items and health indicators. At the macro level, MEDggle aggregates health data to produce interactive clinical and financial predictive models so that the best care, with less time and cost, can be delivered. At its core, MEDggle is a cloud-based SaaS big data health stream analytics platform made up of over 140 million points of data and real-time learning algorithms.

MediSapien

Expo [#35]

Based in Hauppauge, New York, MediSapien is developer of MediSapien Natural Language Processing (NLP) and was founded in 1993 to develop medical informatics technologies. MediSapien NLP is an enterprise-class web-based platform that couples NLP with multiple proprietary processes to convert unstructured text into fully coded structured medical data. MediSapien accepts dictation or text from transcription vendors, legacy data, and EHRs. The fully coded structured output is suitable for insertion into EHRs and facilitates interoperability.

MedlinePlus Connect

Expo [#13]

MedlinePlus Connect is a free service of the National Library of Medicine (NLM), National Institutes of Health (NIH), and the Department of Health and Human Services (HHS). This service allows health organizations and health IT providers to link patient portals and electronic health record (EHR) systems to MedlinePlus.gov, an authoritative up-to-date health information resource for patients, families and health care providers. MedlinePlus Connect accepts requests for information on diagnoses (problems), medications, and lab tests, and returns related MedlinePlus information. It is available as a Web application or Web service.

MedWatcher

Expo [#54]

Main Auditorium [June 5; 1:50 p.m.]

As the official FDA mobile app for receiving alerts about and reporting side effects from medical devices, drugs and vaccines, MedWatcher offers a real-time view of emerging drug safety signals and is a platform for engaging the public in proper use of medications. MedWatcher is the first drug safety app for two-way communication between the Food and Drug Administration and patients or healthcare professionals. Launched in 2010 and redesigned in 2012, the app is cross-platform, including iOS, Android and BlackBerry, for both mobile and tablet devices. The app is designed to engage users issues of real-time pharmacovigilance.

mHealthCoach

Expo [#69]

Main Auditorium [June 5; Morning Session]

mHealthCoach strives to make a positive impact on the way that people think about chronic medical care. For more than 15 years, mHealthCoach has been at the forefront of health adherence solutions development. Reduce re-admissions with mHealthCoach post-hospitalization care-transition adherence kit, which provides patient education, medication management, known side effect lists, required vitals monitoring, appointment scheduling, and information on local community resources. This HIPPA/HITECH/NIST certified self-efficacy kit connects patients to their family caregivers, providers, and communities using web portal accounts and mobile devices. www.mhealthcoach.com

Microsoft HealthVault

Expo [#31]

We are an ecosystem of solution providers, working together through Microsoft HealthVault, to create a truly citizen-centric exchange where images are available whenever and wherever they are needed – harnessing the original “big data” domain! Microsoft HealthVault enabled applications Candelis’s ASTRA+, Envisionier’s eGoWorks, Peridot Technologies and Mobile Solutions mobile image viewing, and the HealthVault Connection Center demonstrate low cost and secure methods for healthcare organizations to provide patients with DICOM images and endoscopy media electronically, and for patients to manage, store and share the images for the lifetime of their record.

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myDrugCosts

Expo [#27]

Main Auditorium [June 5; Morning Session]

myDrugCosts, Inc. operates a software-as-a-service (SaaS) platform that provides prescription drug cost transparency and comparison tools. In an industry with an estimated \$95 billion of annual waste on prescription drug spending due to suboptimal consumer choices, myDrugCosts's mobile and web solutions empower consumers to make more informed healthcare purchasing decisions.

Myne Health

Expo [#62]

Myne Health is a personalized care company that proactively improves patient outcomes and suppresses costs using predictive analytics. Our software platform learns from historical patient data and integrates that analysis with general medical guidelines to provide timely, actionable, outcomes-related information about an individual patient, including: probable efficacy of available treatment options; risks and co-morbidities; side effects; and total cost forecasts. Providers leverage this information to improve efficacy, resulting in improved quality, reduced costs and fewer rehospitalizations. Payers leverage it to better stratify population risk and heighten policyholder engagement.

Napersoft

Expo [#18]

Room 103A [June 5; 1:30 p.m.]

Napersoft is a privately held small business located in Naperville, IL and McLean, VA, providing Commercial off-the-Shelf (COTS) Customer Communications Management (CCM) software solutions since 1986. Napersoft assists local, state and federal government agencies and Fortune 1000 companies in health insurance, financial services and other industries in delivering best-in-class, personalized documents quickly and easily. Napersoft's CCM solutions are distributed to government agencies, with compliant pricing and conditions, via ImmixGroup's General Services Administration (GSA) Multiple Award Schedule and the National Aeronautics and Space Administration (NASA) Solutions for Enterprise Wide Procurement.

National Cancer Institute

Expo [#19]

Main Auditorium [June 6; Morning Session]

The Division of Cancer Control and Population Sciences, NCI, is a leader in innovative cancer control science providing rich comprehensive cancer data and using data-driven approaches to reduce the cancer burden and enhance cancer survivorship.

NYC Department of Health & Mental Hygiene

Main Auditorium [June 5; Morning Session]

Protecting health is one of government's most basic responsibilities, and one of New York City's highest priorities. The Department of Health and Mental Hygiene aims to combat the leading causes of preventable illness and premature death. Over the past few years, its groundbreaking initiatives have helped cut smoking rates, expand access to nutritious food, extend the reach of primary health care and improve life expectancy – which has grown by a year and a quarter since 2001.

New York eHealth Collaborative

Expo [#40]

Main Auditorium [June 6; Morning Session]

The New York Digital Health Accelerator (www.DigitalHealthAccelerator.com) is a program for early- and growth-stage companies that are developing cutting edge technology products in care coordination, patient engagement, analytics and message alerts. The program's most unique feature is that companies accepted will receive direct access to customers from the 20 leading healthcare organizations. The program will provide up to \$300,000 of funding per company from a syndicate of strategic investors. Companies will receive priority access to the statewide health information exchange (SHIN-NY), the platform to access clinical and administrative data with the appropriate security and policy provisions in place.

NoMoreClipboard

Expo [#47]

NoMoreClipboard is a secure, online, easy-to-use tool that helps you compile, manage and share your medical records. It is a leading patient engagement solutions provider serving health systems, practices, employers, and public sector organizations. Discover more at www.nomoreclipboard.com

OneCare

Expo [#49]

Main Auditorium [June 5; 3:35 p.m.]

OneCare enables compliance-based health plans where the most appropriate wellness programs and motivational incentives are provided for each individual. The OneCare connected health platform provides unparalleled insight into the utilization and effectiveness of wellness programs while putting patients in control of their health information and facilitating communication amongst all care givers – including primary care doctors, specialists, case managers, wellness coaches, and a private social network of friends and family.

Outcomes Insights

Expo [#48]

Room 102A [June 6; 1:00 p.m.]

Outcomes Insights is a boutique consulting company that specializes in the analysis of biomedical data to communicate the value of interventions. Our services include analyzing observational data, building models and simulations, and customizing models for specific audiences and applications. To date, our research has been published in the medical literature and used primarily by physicians, manufacturers, and payers. DiseasePath is our first product intended for patients.

Apps Index

Parental Health

Expo [#11]

We, at Parental Health, have created MISTY (Medical Information Systems To You) as a timely and affordable solution that: supports and adds efficiency to the Continuum of Healthcare by giving hospitals, senior living facilities, home health agencies, physicians, pharmacists and other caregivers a single, shared view of an individual's daily life; empowers seniors to remain independent so they can age in the place of their choosing; empowers those with chronic conditions to better manage their health; and gives families peace of mind knowing that their loved one is healthy and well.

PhenotypeIT

Expo [#58]

Main Auditorium [June 6; 2:25 p.m.]

PhenotypeIT is a targeted lifestyle intervention program for preventing the leading diseases and associated costs facing our country; type 2 diabetes, obesity, heart disease, and metabolic syndrome. Through a prescription strength, personalized health and nutrition improvement plan, the user is guided on a path toward sustained healthy behaviors. The program sponsor is provided with HIPAA-compliant population analytics for structuring and targeting health improvement programs and measuring ROI and outcomes.

Practice Fusion

Expo [#37]

Room 103B [June 6; 1:00 p.m.]

Practice Fusion provides free, web-based EMR technology to physicians. With medical charting, scheduling, e-prescribing (eRx), lab integrations, referral letters, Meaningful Use certification, unlimited support and a Personal Health Record for patients, Practice Fusion's EMR addresses the complex needs of today's healthcare providers and disrupts the health IT status quo. Practice Fusion is the fastest growing Electronic Medical Records community in the country with more than 150,000 users serving 38 million patients. The company's Research Division is an innovative leader in the use of de-identified clinical research to improve public health. www.practicefusion.com

Private Practice

Expo [#42]

Main Auditorium [June 6; 1:25 p.m.]

Private Practice is a specialty EMR designed by and for maternity care providers. By utilizing a mirrored access (patients see what the provider sees) and focusing on customized provider workflow and engaging design, we are realizing our vision to go beyond basic documentation of the health record by innovating a high quality, transparent, person-centered charting tool that allows clinicians to fully engage the women they serve to be primary decision makers in their own healthcare. We are pioneering a new level of patient engagement by building in modules using a web-based platform. Our core features are extensible by standalone applications and are aligned toward interoperability with patient apps.

Qbase

Expo [#63]

Main Auditorium [June 5; 2:50 p.m.]

Qbase is a provider of innovative decision support technologies and information technology professional services. Our robust product portfolio includes three flagship offerings—Data Discovery®, Data Transformer®, and MetaCarta®—all developed directly from our extensive experience working with structured and unstructured data of all types, sizes, and quality. Qbase developed Natural Language Processing and Machine Learning Model technologies facilitate an extremely rapid and highly automated detailed understanding of any data source. Qbase products and services can quickly and cost effectively cleanse, transform, enrich, and aggregate data transforming an organization's data assets into actionable knowledge. Please visit us at www.4qbase.com

RaysAwareness

Expo [#24]

RaysAwareness is the product of a multidisciplinary student team from Rose-Hulman Institute of Technology in Terre Haute, Indiana, created for the purpose of increasing knowledge of sun-preventative behaviors and the harmful effects of UV radiation. By harnessing the power of social media, the iPhone application attempts to prevent skin damage from UV radiation through mechanisms, including integration with calendars, push notifications, and data streamed from various sources. The development team combined expertise in biology, software engineering, and computer engineering to produce the RaysAwareness application.

Rise Health

Expo [#16]

Main Auditorium [June 5; 4:05 p.m.]

Rise Health is a healthcare services company, founded on a bold, transformative vision of health care that is team-based and value driven. Rise Health provides primary care solutions to help physician practices and other health care organizations survive and thrive in the changing environment which is transforming away from fee for service to more accountable delivery models. We focus on fundamental change in primary care delivery, the keystone of an efficient and effective healthcare system. Rise enables these changes through process management, practice consulting and technology advancement to improve access, quality, medical cost and to optimize the patient experience.

RENCI

Main Auditorium [June 6; 3:40 p.m.]

RENCI (Renaissance Computing Institute) applies advanced cyber technologies—including computing, networking, visualization, software tools, and data solutions—to university research initiatives and to programs designed to improve North Carolina's economic and research competitiveness. RENCi partners with university research teams to enable discoveries, innovations, and new sponsored research support. The institute also uses its research activities to improve North Carolina's economic competitiveness and the quality of life for its citizens. The institute was launched in 2004 as a collaboration involving the University of North Carolina at Chapel Hill, Duke University, and North Carolina State University.

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SAS

Expo [#15]

Main Auditorium [June 6; Morning Session]



SAS is the industry leader in health analytics software and services and the largest independent vendor in the business intelligence market. SAS is used at more than 50,000 sites worldwide, including 15 US federal departments, particularly the Department of Health and Human Services and Military Health. SAS provides

customers The Power to Know® with innovative solutions that enable speed, accuracy and optimization. SAS solutions have the power to analyze data to reveal insights about disease outbreaks, emergency preparedness, monitor disease activity, share information across agencies, understand drug efficacy and safety, and perform syndromic surveillance to spot patterns and automate warnings.

Sentara Healthcare

Expo [#33]

Sentara Healthcare is an acknowledged leader in patient safety and quality innovation. Founded in 1888 as the Retreat for the Sick in Norfolk, Virginia, Sentara has ranked for more than a decade among the nation's top integrated healthcare systems by Modern Healthcare magazine and is the #1 most integrated health care system for the last two years. Sentara, a not-for-profit health system, operates more than a 100 sites of care serving residents across Virginia and northeastern North Carolina. The system is comprised of 10 acute care hospitals, including seven in Hampton Roads, one in Northern Virginia and two in the Blue Ridge region, advanced imaging centers, nursing and assisted-living centers, outpatient campuses, two home health and hospice agencies, a 3,680-provider medical staff, and three medical groups with 618 providers.

Southeast Minnesota Beacon Community

Expo [#45]

Room 103A [June 5; 1:30 p.m.]

The Southeast Minnesota project (www.semnb Beacon.org) is a collaboration organized across an 11-county area into communities of practice with all 11 public health departments; all 47 public school districts, long-term care facilities and several health care providers including: Mayo Clinic Health System, Mayo Clinic, Olmsted Medical Center, Winona Health and recently Allina Health. The project utilizes a peer-to-peer HIE network, standard community based clinical data repository and new community driven apps as central to researching new community driven healthcare delivery models.

SpectraMD USA

Expo [#46]

Room 103A [June 6; 1:00 p.m.]

SpectraMD facilitates the meaningful adoption of EHR and health information exchange technology among health systems, provider networks and health plans. Our business intelligence solutions leverage clinical data analytics to improve outcomes, increase financial performance, manage readmissions and meet quality measures. We also provide data integration, assessment tools and educational programs for providers, administrators, and payers in ambulatory care settings. In recognition of our commitment to transforming and improving healthcare delivery with innovative technology, we were recently named BEST Healthcare/IT Company at the 2012 New Jersey Technology Council (NJTC) Venture Conference.

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Stratasan

Expo [#12]

Main Auditorium [June 6; Morning Session]



What could you accomplish if you understood more about your patient than he does about himself? Stratasan provides health analytics in an intuitive, cloud-based format allowing instant access to the intelligence you need to make thoughtful, data-driven decisions. Our applications combine reporting and mapping technologies seeded with unparalleled demographic, socioeconomic, behavioral and geographic data from federal, state and local sources. Get the relevant, three-dimensional story of your market you've been missing with Stratasan.

Symcat

Expo [#64]

Main Auditorium [June 5; Morning Session]

We have all googled our symptoms. Doing it can be scary, though. You are just as likely to find rare, serious conditions as common, minor ones. What if you could find out what people with your symptoms actually had? Symcat is a web and mobile app that analyzes patient records to help you decide what you may have and what to do about it. You can find home care instructions, information on nearby medical facilities, or appointment scheduling depending on the care option you choose.

The Advisory Board Company

Expo [#02]

Room 103A [June 6; 1:00 p.m.]

The Advisory Board Company is a global research, technology, and consulting services firm helping healthcare executives to better serve patients and populations. We provide strategic guidance, actionable insights, web-based software solutions, and comprehensive implementation and management services. We combine the analytical, managerial, and technological expertise of our 1,600+ employees around the world with insights from the on-the-ground experience of our network of 125,000 leaders at 3,200 member organizations to find solutions to our partners' most pressing challenges.

Treo Solutions

Expo [#29]

Treo Solutions – The Healthcare Transformation Company – is based in Troy, NY. Since 2002, Treo has been working with healthcare organizations in the design, execution, and management of payment programs, care-management activities, and the analytics that support population-based models of care. Treo has assisted numerous clients, including Blue Cross/Blue Shield Plans, Pioneer ACOs, and state agencies, to develop accountable care programs. Treo's clients represent more than 38 million covered lives and provide the anonymous claims data Treo uses to develop a benchmark to support comparative analyses used in developing healthcare transformation programs.

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Triage.me

Expo [#43]

Main Auditorium [June 6; 1:00 p.m.]

trriage.me was built by Moxe Health during the Milwaukee Build Health Hack-a-thon. Moxe, founded by two former Epic employees, is focused on doing good for people in need. We draw on our experience to create solutions to some of health care's most pressing problems. We are interested in hearing your challenges and invite you to stop by for a chat. Founded in 2011, we are proudly located in Madison, WI.

University of Texas MD Anderson Cancer Center

Expo [#65]

Main Auditorium [June 5; 4:20 p.m.]

The University of Texas MD Anderson Cancer Center is one of the world's most respected centers devoted exclusively to cancer patient care, research, education and prevention. U.S. News & World Report's "Best Hospitals" survey ranked MD Anderson as the top hospital in the nation for cancer care in 2011. It has achieved this highest ranking eight times in the past 10 years and has ranked as one of the top two hospitals for cancer care since the magazine began its annual survey in 1990.

U.S. Census Bureau

Expo [#50]

The U.S. Census Bureau's Small Area Health Insurance Estimates (SAHIE) program develops single-year, model-based estimates of health insurance coverage by age, sex, and poverty status for all counties in the United States. In cooperation with the Centers for Disease Control and Prevention's (CDC) National Breast and Cervical Cancer Early Detection Program (NBCCEDP), the estimates are released annually as per a congressional mandate to provide screening services for breast and cervical cancer to low-income, uninsured, and underserved women through the NBCCEDP. The estimates are modeled using data from the Decennial Census, American Community Survey, population estimates, tax returns, Supplemental Nutrition Assistance Program, County Business Patterns, Medicaid, and the Children's Health Insurance Program. The poverty domains are relevant to both the Affordable Care Act and the state-determined thresholds for the NBCCEDP.

VaxNation

Expo [#23]

Main Auditorium [June 6; Morning Session]

Immunizations are one of the most successful, proven methods to reduce disease and prevent illness. Management and navigation of vaccination schedules for patients and healthcare providers alike is a major challenge. Our interdisciplinary team has come together to develop VaxNation- an integrated web, mobile and social media application that provides an effective way for individuals to schedule and obtain their vaccinations, educate themselves about the risks and benefits of immunizations, store their vaccination records in a secure database, and take charge of their community's health. By utilizing social media, VaxNation users can spread awareness and encourage a viral effort towards the control of preventable infectious diseases.

General Information



STAY CONNECTED

Complimentary wireless internet access is provided to all attendees. Access is limited to the meeting spaces on the first and second floors of the Convention Center.

Area Restaurants

A list of nearby restaurants is provided on our website at www.hdiforum.org under the TRAVEL section.

Hotel

The official hotel of the Health Datapalooza is the **Grand Hyatt Washington**, located at 1000 H Street NW. An area map is located on the next page of the program. The Grand Hyatt Washington also serves as the host site for the June 5 Health Datapalooza Reception.

Lost and Found

Lost and Found is located at the Registration Desk, just outside the East Salon (Main Auditorium).

Meals

A light breakfast will be provided outside the West Salon (Expo Hall) on both days of the Forum. Box lunches will be available in rooms 202 and 207 of the Walter E. Washington Convention Center. A gluten-free and vegetarian option will be provided only for those who provided this information on their registration form. Food and drink are permitted in all rooms of the HDI Forum.

Transportation

There is a Metro (subway) station entrance at the Walter E. Washington Convention Center, located at the intersection of 7th Street and M Street (two blocks from the main entrance at Mount Vernon Place). You can access this station by walking outside the building or directly through the Convention Center. The Yellow line runs directly from the Convention Center to Washington National Airport (DCA). If you have specific questions about transportation or the D.C. area, please inquire at the Registration Desk.

Webcast

The Forum will be webcast live at www.hdiforum.org. An archived webcast will also be posted.

Walter E. Washington Convention Center

801 Mount Vernon Place NW
Washington, DC 20001
General Information: (202) 249-3000

Acknowledgments

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Finally, thanks to the team at **Linder & Associates** for their expertise in event planning and coordination.

Area Map





CALIFORNIA HEALTHCARE FOUNDATION

SUPPORTING IDEAS & INNOVATIONS TO IMPROVE HEALTH CARE FOR ALL CALIFORNIANS



The California HealthCare Foundation works as a catalyst to fulfill the promise of better health care for all Californians. We support ideas and innovations that improve quality, increase efficiency, and lower the costs of care.

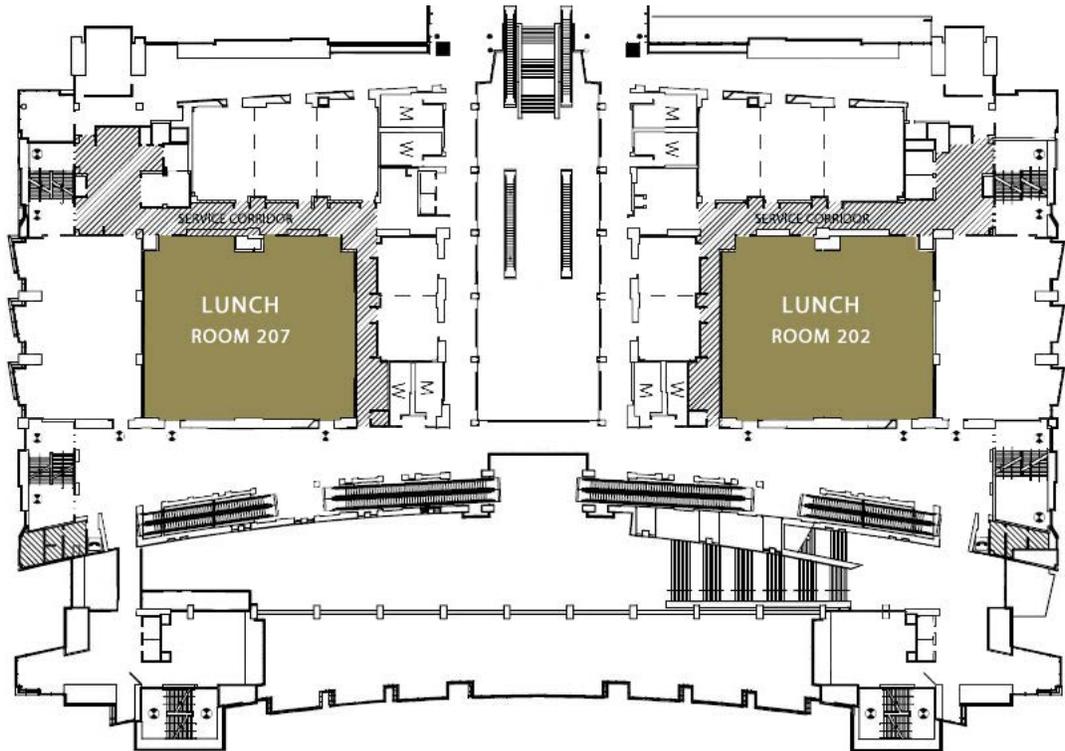
PROGRAM AREAS

- **Innovations for the Underserved** seeks to reduce barriers to efficient, affordable health care for the underserved.
- **Better Chronic Disease Care** focuses on improving clinical outcomes and quality of life for Californians with chronic disease.
- **Market & Policy Monitor** promotes greater transparency and accountability in California's health care system.
- **Health Reform & Public Programs Initiative** supports the implementation of national health reform and advances the effectiveness of public coverage programs.

For more information, visit www.chcf.org.

Event Map: *HDI Forum III: The Health Datapalooza* Walter E. Washington Convention Center

Second Level



Street Level

