The Health Data Initiative Forum

Natcher Conference Center
National Institutes of Health
45 Center Drive
Bethesda, MD

June 9, 2011

7:45 a.m.   **REGISTRATION OPENS**
Location: Main Auditorium foyer, lower level
Breakfast available.

Opening Session

9:00 a.m.   **Welcome and Opening Remarks**
Location: Main Auditorium, lower level
- Matt Miller, Host, "Left, Right & Center," NPR (*moderator*)
- Francis Collins, Director, NIH
- Harvey V. Fineberg, President, IOM

9:10 a.m.   **Promoting Innovation in Health and Health Care through the Use of Data**
The Honorable Kathleen Sebelius, Secretary, HHS

9:20 a.m.   **Innovating with Data to Protect Public and Environmental Health**
The Honorable Lisa P. Jackson, Administrator, EPA

9:30 a.m   **The Health Data Initiative: Overview**
Todd Park, Chief Technology Officer, HHS

Morning Session: Emerging Inspirations

Location: Main Auditorium, lower level
Applications and tools that have successfully harnessed data to help consumers, improve care, and improve the health of communities will be featured.

9:40 a.m.   **Overview of "Best of Plenary" and "Best of the Demos and Expo" Prizes**
Matthew Holt, Health 2.0

9:42 a.m.	Healthagen / iTriage
	Aetna / Medicity
	Ozioma

10:12 a.m.   **Announcements and Action Beats**
Abdul Shaikh, Program Director, National Cancer Institute, NIH

10:15 a.m.   **Go Viral to Improve Health: IOM-NAE Health Data Collegiate Challenge**
Awards will be presented to first, second, and third place challenge winners. The first place team will demonstrate their winning application.
- Harvey V. Fineberg, President, IOM
- Judith A. Salerno, Leonard D. Schaeffer Executive Officer, IOM

10:25 a.m.   **Announcements and Action Beats**
- Paul Resnick, Professor, University of Michigan School of Information
- James Barlow, Manager: Outreach, National Collegiate Inventors & Innovators Alliance

10:30 a.m.   **BREAK (10 minutes)**

10:40 a.m.   Healthline SPG - Surgical Procedure Guide
PatientsLikeMe – Clinical Trials
Maestro (Lumeris)
MAYA Food Oasis
Asthmapolis
Multistate Foodborne Disease Outbreak Investigation System (FDOIS)
ElizaLIVE

12:05 p.m.   **Announcements and Action Beats**
- Gregory D. Wasson, President and CEO, Walgreens
- Dennis Urbaniak, Vice President, U.S. Diabetes, Sanofi-Aventis
- Bill Davenhall, Global Manager, Health and Human Services, Esri
- Peter L. Levin, Senior Advisor to the Secretary, and Chief Technology Officer, VA

12:30 p.m.   **LUNCH AVAILABLE**
Location: Main Auditorium foyer, lower level
Boxed lunches available for pick-up. Food and drink are permitted in all rooms during the afternoon session.

Afternoon Session: Opportunities for Engagement and Action

Multiple sessions and events will run concurrently over the course of the afternoon—a Data and Apps Expo, three Apps Demonstration Sessions, and seven "Deep Dive" Panel Presentations. Attendees are encouraged to participate in sessions of their interest to customize their learning and interactive experience.

12:30 – 3:45 p.m.	**Data and Apps Expo**
	Location: Atrium, upper level

Explore the latest, cutting-edge apps featured by approximately 50 exhibitors. See how these innovative apps—applicable to consumers, businesses, communities, and governments—leverage health data to improve health outcomes, reduce health care costs, and increase value.

1:00 – 3:45 p.m.	**Apps Demonstration Sessions**
	Locations: Balcony A, B, and C, upper level

Over 20 presenters will demonstrate their latest products and answer questions. Learn how the newest health data apps and products focused on consumers, care, and communities can help meet your organization's needs.

Moderator – Balcony A: Bob Higgins, Managing Partner, Highland Capital Partners

1:05 p.m.	Doximity
1:23 p.m.	Castlight Health
1:41 p.m.	Daily Challenge
1:59 p.m.	Treatment Pathways – Thomson Reuters
2:17 p.m.	Practice Fusion
2:35 p.m.	Global Health Data Exchange
2:53 p.m.	Directrelief.org
3:11 p.m.	MedVentive Population Manager and Risk Manager
3:29 p.m.	Community Commons / Advancing the Movement

Moderator – Balcony B: Brandon Hull, General Partner, Cardinal Partners

1:05 p.m.	Network of Care for Healthy Communities
1:23 p.m.	MedWatcher
1:41 p.m.	The Force.com application platform
1:59 p.m.	Improvement Portal – Press Ganey
2:17 p.m.	Humedica
2:35 p.m.	SAP and Digital Infuzion
2:53 p.m.	MedlinePlus Connect
3:11 p.m.	Stats of the Nation / healthymagination / GE
3:29 p.m.	Pillbox

Moderator – Balcony C: Christina Bethell, Director, The Child and Adolescent Health
                           Measurement Initiative

        1:05 p.m.   Esri / Community Analyst
        1:23 p.m.   Robert Wood Johnson Foundation Childhood Obesity GIS
        1:41 p.m.   Policy Map
        1:59 p.m.   Kyruus
        2:17 p.m.   My Dietary Supplements (MyDS)
        2:35 p.m.   C3
        2:53 p.m.   IBM
        3:11 p.m.   DailyFeats
        3:29 p.m.   Find the Right Health Care Provider / Vitals.com

12:45 – 3:45 p.m.	**"Deep Dive" Panel Presentations**

Led by experts, the following concurrent panel presentations will allow attendees to discuss
specific issues and opportunities involving health data.

12:45 – 3:45 p.m.   **Session A:** Publicly Available Health and Health-Related Data Sets and
                          Tools
                      Location: Room E, lower level

A wide array of health and health-related data, such as environmental and labor data sources,
will be discussed at the Forum. This session will discuss newly released and existing data from a
variety of sources and explore ways that software developers, policy makers, firms, and non-
profit organizations can leverage data. Central data repositories from HHS will be showcased,
along with data from other Federal agencies. Many of these Federal health-related data sets are
freely available for download by the public.

Facilitator: Cristian Liu, Strategic Business Analyst, HHS

Datasets: HealthData.gov   Cristian Liu

              Health Indicators Warehouse (HIW)   Jim Craver / Amy Bernstein

              MONAHRQ: Input Your Data, Output Your Website   Carol Sniegoski

              Centers for Medicare and Medicaid Services (CMS) Presentations

                      HIW: Medicare Indicators   Karen Milgate

                      Skinny Files / PUFs   Chris Haffer

                      Linked Data   Margaret Pezeshki

              Environmental Protection Agency   David G. Smith

              Bureau of Labor & Statistics   Wayne Shelly

              Agency for Healthcare Research and Quality –

                 Care Coordination Measures   Janice Genevro

1:00 – 2:00 p.m.   **Session B:** Privacy and HIPAA Implications for Application Developers

Location: Room D, lower level

Organizations need to consider the privacy requirements and HIPAA implications of health apps and services. Learn about best practices for protecting the health information your organization and your app uses, and how to be compliant with the existing privacy regulations.

Facilitator: Deven McGraw, Director, Health Privacy Project, Center for Democracy & Technology

Panelists: Adam H. Greene, Partner, Davis Wright Tremaine LLP

Kirk Nahra, Partner, Wiley Rein

Verne Rinker, Health Information Privacy Specialist, Office for Civil Rights, HHS

Robert Rowley, Chief Medical Officer, Practice Fusion

1:00 – 2:00 p.m.   **Session C:** Health Data in the Era of Accountable Care

Location: Room F, lower level

Health data and new technologies are critical as the nation seeks to address the "triple aim" of improving population health, enhancing the patient experience, and reducing costs. Whether it's through Accountable Care Organizations (ACOs), bundled payments, medical homes or other payment and delivery models, the need to simultaneously improve quality and lower costs is greater than ever. Public and private systems need better information to identify opportunities for improvement, and to evaluate results. Health data and health apps are integral to providers, plans, payors, and businesses seeking to meet their goals. Hear how groups are using a variety of health data tools and other resources to improve population health, enhance the patient experience, and control costs.

Facilitator: Patrick Remington, Associate Dean for Public Health and Professor, Population Health Sciences, University of Wisconsin School of Medicine and Public Health

Panelists: Jim Chase, President, Minnesota Community Measurement

Patrick Gordon, Director, Colorado Beacon Consortium

Michael Painter, Senior Program Officer, Robert Wood Johnson Foundation

12:45 – 2:00 p.m.   **Session D:** Health Data, GIS and Public Health: Mapping the Health Data Initiative

Location: Room A, lower level

Geographic Information Science (GIS) and spatial data continue to grow as a resource for formal public health assessments and along informal networks of volunteered geographic information impacting health. This session's expert panel of Public Health GIS Leaders will describe how the best practices they have implemented might be extended to building a robust spatial data catalogue.

Facilitator: Leah Vaughan, The Health Policy Group

Panelists: Carlos Castillo-Salgado, Associate Professor (Adjunct), Johns Hopkins University Bloomberg School of Public Health

Jane Garb, Spatial Epidemiologist and Biostatistician, Health Geographics Program, Baystate Medical Center

Adriel Hampton, City and County of San Francisco "SF Fire App's" Public - Private Partnership

Jennifer Rankin, UDS Project Manager and Health Geographer, The Robert Graham Center

2:15 – 3:45 p.m.   **Session E:** Information Needs of Communities and Counties

Location: Room A, lower level

Amidst daunting health budgets and an increased need for services, do counties and communities know how to use data as a resource to address their most pressing health needs? Led by expert panelists, this session will allow counties and communities to brainstorm on what information they need to meet the needs of those they serve.

Facilitator: Ed Sondik, Director, National Center for Health Statistics, HHS

Panelists: Michael Caldwell, Commissioner of Health, Dutchess County Department of Health

Florence Reinisch, Vice President of Research and Client Services, Healthy Communities Institute

Erika Wolter, Improvement Programs Administrator, Alaska Native Tribal Health Consortium

2:30 – 3:30 p.m. **Session F:** Data-Based Investigative Journalism

Location: Room G, lower level

Does that local big-name medical center do well – or poorly – on preventing hospital infections? How do health status, clinical practices of physicians and hospitals, and outcomes vary compared to other communities? Those are just a few of the questions journalists can now answer using data-based or computer-assisted reporting. A panel of experienced journalists will reveal the pleasures and pains of working with data to expose problems, spark improvements, and help consumers make the best choices.

Facilitator: Ronni Sandroff, Editorial Director, Health & Family, Consumer Reports

Panelists: Tom Detzel, Senior Editor, ProPublica

Doris Peter, Manager, Health Ratings Center, Consumer Reports

Glenn Platt, Co-Director, Armstrong Institute for Interactive Media Studies and Professor of Marketing, Miami University

2:15 – 3:45 p.m. **Session G:** Promoting the Innovative Uses of Health Data through Challenges and Competitions

Location: Room D, lower level

Come find out what the *challenge craze* is all about! We will discuss a number of effective challenge programs and a new innovation network. Discover what it takes to develop a great challenge, and get a glimpse of some winning applications from past challenges. Whether you're a data provider, a developer, or a patient, you can contribute to application development. We will show you how to get involved! You'll hear about the Health 2.0 Developer Challenge focusing on technology and data, and experiences from federal and private sector challenges. As an added bonus you'll get a sneak preview of the upcoming series of challenges coming from HHS in the "Investing in Innovation" series and hear more details about two new, prestigious, private sector challenges to be announced at the Forum.

Facilitators: Matthew Holt, Co-Chairman, Health 2.0

Wilma Tilson, HHS Challenge Ambassador

Closing Session: Accelerating the Change

Location: Main Auditorium, lower level

4:00 p.m.   **Announcements and Action Beats**
- Aneesh Chopra, Chief Technology Officer of the United States (*moderator*)
- Anne Beal, President, Aetna Foundation
- Steve Krein, CEO and Co-Founder, OrganizedWisdom

4:10 p.m.   **Panel Discussion:** Arriving Now—The Future
- Bob Kocher, Partner, Venrock (*facilitator*)
- Aneesh Chopra, Chief Technology Officer of the United States
- Timothy O'Reilly, Chief Executive Officer, O'Reilly Media
- Richard N. Foster, Venture Partner, Lux Capital

4:45 p.m.   **Announcements and Action Beats**
- Risa Lavizzo-Mourey, President and CEO, Robert Wood Johnson Foundation
- Bill Corr, Deputy Secretary, HHS
- Harvey V. Fineberg, President, IOM

4:55 p.m.   **Presentation of "Best of the Plenary" and "Best of the Demos and Expo"**
Indu Subaiya, Health 2.0

5:00 p.m.   **FORUM ADJOURNS**

Forum Sponsors: The Forum is sponsored by the U.S. Department of Health and Human Services (HHS), the Institute of Medicine (IOM) of the National Academies, the National Institutes of Health (NIH), and the National Cancer Institute (NCI). Awards presented to the Go Viral to Improve Health: IOM-NAE Health Data Collegiate Challenge winners are sponsored by the IOM and the National Academy of Engineering (NAE); the Challenge was administered by Health 2.0 as a part of its Developer Challenge. "Best of the Plenary" and "Best of the Demos and Expo" prizes are sponsored by Health 2.0.

Forum Planning Committee:
Richard N. Foster (*Chair*), Lux Capital
Bob Kocher (*Vice Chair*), Venrock
David Lansky, Pacific Business Group on Health
John Lumpkin, Robert Wood Johnson Foundation
Deven McGraw, Center for Democracy & Technology
Tim O'Reilly, O'Reilly Media
Robert (Bobby) Pestronk, National Association of County and City Health Officials (NACCHO)
Patrick Remington, University of Wisconsin School of Medicine and Public Health
Ronni Sandroff, Consumer Reports
Lisa Simpson, AcademyHealth
Ted Smith, Office of the National Coordinator for Health IT, HHS
Edward J. Sondik, National Center for Health Statistics, HHS
Indu Subaiya, Health 2.0