www.healthdatapalooza.org

HEALTH DATAPALOOZA®

AcademyHealth

APRIL 27 – 28, 2017
WASHINGTON HILTON
WASHINGTON, DC

A Hybrid Conference
& Internet Event

CONTINUING EDUCATION CREDITS:
ACHE, AHIMA, *AMA PRA Category 1 Credits™*, CHIME & NASBA pending.

Health Datapalooza brings together a diverse audience of over 1,600 people from the public and private sectors to learn how health and health care can be improved by harnessing the power of data. Over the course of this exciting two-day conference, attendees will gain new knowledge on the use of health data to improve health outcomes, learn about the newest, most innovative and effective uses of health data, and network with peers offering diverse voices and perspectives in the field.

Health Datapalooza brings data to life in ways that matter in health and health care. Each year, the meeting serves as a trusted gathering place for thought leaders and innovators that build momentum toward a vibrant health information economy. This year's conference promises to bring new energy to an action-packed event featuring top speakers representing a variety of industries.

www.healthdatapalooza.org

2017 Health Datapalooza Chair and Co-Chair

CHAIR:
Niall Brennan, MPP, *Former Chief Data Officer and Director, Office of Enterprise Data and Analytics, Centers for Medicare and Medicaid Services, U.S. Department of Health and Human Services, Washington, DC*

CO-CHAIR:
Amy Compton-Phillips, MD, *Executive Vice President and Chief Clinical Officer, Providence Health and Services, Former Chief Quality Officer, The Permanente Foundation, Seattle, WA*

Steering Committee

Luis Belén, *CEO, National Health IT Collaborative for the Underserved*

Mandi Bishop, MA, *Chief Evangelist and Co-Founder, Aloha Health, Inc.*

David Carmouche, MD, *SVP and President, Ochsner Health Network*

Susan Dentzer, *President and CEO, The Network for Excellence in Health Innovation*

Gregory Downing, DO, PhD, *Executive Director for Innovation, US Department of Health and Human Services*

Margo Edmunds, PhD, *VP, Evidence Generation and Translation, AcademyHealth*

Colin Hill, MS, *CEO, GNS Healthcare*

Liz Johnson, MS, FCHIME, FHIMSS, CHCIO, RN-BC, *CIO, Tenet Healthcare*

Tim Kelsey, *CEO, Australian Digital Health Agency*

Mike Long, *CEO, Essence Group Holdings Corporation and Lumeris Corporation*

Megan O'Boyle, *PI, Phelan-McDermid Syndrome Foundation*

Charles Ornstein, *Sr. Reporter, ProPublica*

Alison Rein, MS, *Sr. Director, Evidence Generation and Translation, AcademyHealth*

Joshua Rosenthal, PhD, *Co-Founder and CSO, RowdMap*

Abdul Shaikh, PhD, MHSc, *Director, Health Industries Practice, PricewaterhouseCoopers*

Vicki L. Shepard, MSW, ACSW, MPA, *VP, Government and External Relations, Tivity Health*

David Vinson, *Founder and CEO, SocialWellth*

"Health Datapalooza showcases the strategic and operational value of open data and how it is shaping the delivery of care."

—*Joshua Rosenthal, PhD, Co-Founder and CSO, RowdMap*

Watch Our Website for Full Agenda and Information on the Conference App: www.healthdatapalooza.org

Information listed in this brochure is subject to change.

What's in it for You?

Attendees representing diverse industries and fields find value at Health Datapalooza.

Technology
- Learn from data liberators about new technologies and applications that are unleashing data to strengthen health and health care.
- Discover innovations that are improving the performance of the health system.

Health Delivery Systems
- Learn how to use consumer health data to become more efficient and deliver better care.
- Explore ways to use data to both create and measure your value.

Health Plans/Insurers
- Learn how to leverage data to predict member outcomes and achieve financial sustainability in an environment with changing populations and dynamic payment models.
- Discover how to use publicly available data and internal resources to effectively assess and manage risk, project loss, align providers, and incentivize care delivery.

Federal Agencies
- Learn how access to new data and analytics can help inform health policy and decision-making.

- Gain insight to how innovations and new methods can spot gaps in the health system and offer solutions — to deliver better care and build healthier communities.

Law and Governance
- Hear from the experts on how to balance a commitment to both data sharing as well as privacy and confidentiality for true transformation in health care.
- Learn about data security and privacy concerns in a new age of health information technology.

Patients and Consumers
- Contribute your voice to a meeting designed and planned by patients for a discussion of health accessibility and consumer choice.
- Gain insight into how consumer data is being used to improve both access and quality of health care — and how to ensure your place in the discussion.

Researchers and Academics
- Learn how you can leverage the increased volume, variety and velocity of data to inform your research.
- Accelerate your ability to use data from new sources by learning from innovative researchers in the field.

Learn about all the benefits of attending Health Datapalooza at www.healthdatapalooza.org.

Agenda Highlights

The Health Datapalooza agenda is designed to challenge your assumptions, generate new connections, and facilitate engagement across diverse perspectives and topics.

Featured Speakers

Governor Charles Baker (Invited), *Massachusetts; Former CEO, Harvard Vanguard Medical Associates and Harvard Pilgrim Health Care*

Elizabeth Cohen, *Sr. Medical Correspondent, CNN's Health, Wellness and Medical Unit*

Mike Leavitt, *Founder and Chair, Leavitt Partners; Former Governer, Utah; Former Secretary, U.S. Department of Health and Human Services (HHS)*

Mark McClellan, MD, *Director, Duke Margolis Center for Health Policy; Former Administrator, Centers for Medicare and Medicaid Services (CMS)*

Rich McKeown, *President and CEO, Leavitt Partners; Former Chief of Staff, U.S. Department of Health and Human Services (HHS)*

Tom Price (Invited), *Secretary, U.S. Department of Health and Human Services (HHS)*

The Honorable Dr. David J. Shulkin, *United States Department of Veterans Affairs, Secretary*

Hot Topics on the Main Stage

Consumer Marketplace

- **Panelist: Marcia Tal,** *CEO, Tal Solutions, LLC*
- **Panelist: Owen Tripp** (Invited), *Co-Founder and CEO, Grand Rounds, Inc.*

How Data Drives Business Transformations

- **Moderator: Bob Kocher,** *Partner, Venrock*
- **Panelist: Len D'Avolio,** *CEO and Co-founder, Cyft*
- **Panelist: Christopher Ross,** *CIO, Mayo Clinic*
- **Panelist: Donald Trigg,** *President, Cerner Health Ventures*

How Social Media Will Democratize Healthcare

- **Moderator: Mandi Bishop,** *Chief Evangelist and Co-Founder, Aloha Health Inc.*
- **Panelist: Amy Edgar,** *Founder, Children's Integrated Center for Success*
- **Panelist: Justin Smith,** *Pediatrician, Cook Children's Health Care System*
- **Panelist: Alicia Staley,** *Patient Advocacy Mgr., Cure Forward*
- **Panelist: Audun Utungen,** *Co-founder, Symplur, LLC*

Patients as Co-Pilots: Elevating Their Voices in Healthcare

- **Moderator: Charles Ornstein,** *Sr. Reporter, ProPublica*
- **Panelist: Hugo Campos,** *Principal Creative, DBA Hugo Campos*
- **Panelist: Jamie Heywood,** *Chairman and Co-Founder, PatientsLikeMe*
- **Panelist: Dana Lewis,** *Health Communications and Digital Strategist*

What's Next in Healthcare Delivery Systems?

- **Moderator: Susan Dentzer,** *President and CEO, The Network of Excellence in Health Innovation (NEHI)*
- **Panelist: Sachin Jain,** *CEO, CareMore*
- **Panelist: Rhonda Medows,** *EVP, Providence Health and Services*
- **Panelist: Jaewon Ryu,** *EVP and CMO, Geisinger Health System*

Session Breakouts

From Health Care to Health: Value-Based Systems Transformation

- *Analytics and Patient Decision Support*
- *Medicaid Innovations and Delivery System Reform*
- *Tearing Down the Tower of Babel in Outcome Measures*
- *Using Advanced Analytics and Interactive Visualization in Value Based Payment Reform*
- *Navigating Cost Transparency — Don't Go It Alone!*

Seeing Health from the Outside In: Multi-Sector Data Sharing

- *Broadening Access to Research Data in the Rehabilitation and Disability Fields*
- *Data Sharing for Better Health Through Housing*
- *Health Systems Reaching Out to Patients and Providers*
- *Improving Electronic Information Exchange Between Public Health and Health Care*
- *Innovations in Data Sharing*
- *Using Novel Data and Data Sources to Innovate in Public Health Surveillance*

Consumer-Facing Technologies and Digital Health

- *Consumer Directed Medications Data Exchange With Multiple Providers*
- *Consumer Technology Ecosystems*
- *Innovations in Consumer Engagement*
- *Leveraging Digital Health Tools to Benefit Underserved Communities*

What Works Internationally

- *International Collaborations and Population Health*
- *International Technology Ecosystems*
- *National Implementations of Patient-Facing mHealth Applications*
- *Using Data to Drive Hospital Performance*

The Promise and Challenge of Personalization and Precision

- *Genomic Data Movement throughout the Health System*
- *NCI's Genomic Data Commons and ASCO's CancerLinQ*
- *Predictive Analytics in Health Care*
- *The Big Data-Scientist Training Enhancement Program (BD-STEP): VA-NCI Partnership*

Privacy, Security, and Consent

- *Getting Privacy and Security Right from the Start(up)*
- *Patient Privacy Blockchain, Encryption, and Synthetic Data*
- *The Public-Private Partnership for Practical Trust for APIs*
- *Digital Health, Innovation, and Security*

Health Data Liberator Award

One of the highlights of Health Datapalooza is the presentation of the Health Data Liberator Award. This prestigious accolade is given to an individual or team that has demonstrated leadership and achievement in promoting the liberation of health data, helping to accelerate the pace and volume of data available to innovators, and in turn foster the creation of products and services that will improve health and health care.

2017 Health Datapalooza Sponsors

A BIG thank you to the sponsors who help make Health Datapalooza possible.

Participating Federal Agencies

DEPARTMENT OF HEALTH & HUMAN SERVICES · USA

Platinum

pwc

Gold

PROMETHEUS ANALYTICS

pcori

Softheon

Silver

Deloitte.

GRAND ROUNDS

Bronze

HEALTHCARE LEADERSHIP COUNCIL

National Pharmaceutical Council

Stride HEALTH

RowdMap
Payer-Provider Risk-Readiness

Partners

STARTUP +HEALTH

HIMSS

If your organization is interested in sponsoring or exhibiting at the 2017 Health Datapalooza, please contact:

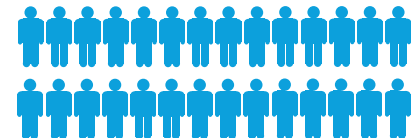Justin Sorensen — justin@forerunnerevents.com or 206.452.0609

Sandy McNeil — sandy.mcneil@academyhealth.org or 202.292.6764

Who Attends Health Datapalooza?

**2016 Health Datapalooza Attendee Breakdown
Over 1,600 Onsite Attendees**

GOVERNMENT 28%

HEALTH IT 18%

OTHER 11%

NON-PROFIT/ASSOCIATION 10%

HEALTH CARE DELIVERY & PAYMENT ORGANIZATIONS 10%

CONSULTANT/LEGAL 9%

ACADEMIC INSTITUTION 7%

MEDIA 7%

HEALTH DATAPALOOZA®
AcademyHealth

Registration Information

Visit www.healthdatapalooza.org to register.

REGISTRATION RATES

	Early I March 10	Early II April 7	Standard April 26	Onsite April 26-28
Standard Rate	$895	$995	$1,095	$1,195
AcademyHealth Member Rate *To qualify, provide your AcademyHealth Member ID during registration.*	$745	$845	$945	$1,045
Government Rate *"Government" shall apply to individuals who are full time employees of federal, state or local regulatory agencies (i.e., state university health system or local public hospital is a provider, not government)*	$495	$595	$695	$795
Special Developers/Students/Exhibit Hall Only Rate *"Developer" shall apply to individuals who make software products or tools that use data to improve health or health care.*	$395	$395	$395	$395
Group Registration *Five or more registrations submitted from the same organization receive the discounted rates for conference registration. To qualify, all registrations must be submitted at the same time. Register your group.*	$695 each	$795 each	$895 each	$895 each
Webcast Registration *Webcast conference registration includes the live Internet feed from the Conference, plus six months of continued archived Internet access.*	$495	$595	$695	$695
Group Webcast Registration *Webcast conference registration includes the live Internet feed from the Conference, plus six months of continued archived Internet access.* *See INTELLECTUAL PROPERTY POLICY, under Terms and Conditions on website.*	5 or more: $395 each 10 or more: $295 each 20 or more: $195 each 40 or more: $95 each			

Conference Electronic Media:
Following the Conference, the video and presentations are made available in the following formats. To take advantage of the discounted prices below, you must reserve media WITH your Conference registration.

All Webcast attendees automatically receive 6 months access on web.

Note that conference electronic media may be used by the individual purchaser only. Terms and Conditions apply (see website).

OTHER INFORMATION

For Registration Questions: Phone: 800-503-8960 (Continental US, Alaska and Hawaii only) or 206-452-5215

Email: registration@hcconferences.com
(registration is not available by phone or email)

METHOD OF PAYMENT FOR TUITION
Make payment by check (to Health Care Conference Admin, LLC), MasterCard, Visa or American Express. A $30 fee will be charged on any returned checks. Groups: Have registration and credit card information for each person. List all group members on FAX cover sheet.

CANCELLATIONS/SUBSTITUTIONS
For onsite registrants there will be no refunds for "no-shows" or for cancellations. You may send a substitute; please call the Conference Office at 1-800-503-8960 for further information.

INTELLECTUAL PROPERTY POLICY
Unauthorized sharing of Conference content via Internet access through the sharing of user names and passwords or via alternative media (Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Conference aggressively pursues copyright infringers.

If a registrant needs the ability to share Conference content within his or her organization, multiple registrations are available at discounted rates.

The Conference will pay a reward for information regarding unauthorized sharing of Conference content. The reward will be one quarter (25%) of any recovery resulting from a copyright infringement (less legal fees and other expenses related to the recovery) up to a maximum reward payment of $25,000. The payment will be made to the individual or individuals who in the opinion of our legal counsel first provided the factual information, which was necessary for the recovery. If you have knowledge regarding the unauthorized Conference content sharing, contact the Conference registration office.

TERMS AND CONDITIONS
The Conference program is subject to change. An executed registration form constitutes binding agreement between the parties.

Hotel Information

Washington Hilton
1919 Connecticut Ave., NW,
Washington, DC 20009

Hotel Rate
$319/night (plus tax) single/double occupancy, based upon availability.

To book your room online, visit **www.healthdatapalooza.org** and click on the Hotel/Travel page or call 202.483.3000 and reference Health Datapalooza group code "DATA" to receive the group rate.

Hotel reservations received after Tuesday, April 4, 2017 will be processed on a space available basis and may be subject to higher rates.

For additional hotel/travel information, visit **www.healthdatapalooza.org**

Health Datapalooza 2017 – Registration Form

1. PLEASE COMPLETE THE FOLLOWING   PLEASE PRINT

NAME

SIGNATURE OF REGISTRANT

JOB TITLE

ORGANIZATION

ADDRESS

CITY/STATE/ZIP

TELEPHONE

E-MAIL

❑ Special Needs (Dietary or Physical)

Discount Code:

2. REGISTRATION SELECTION

Payment must be received with registration to qualify for early registration discount.

INDIVIDUAL REGISTRATION — ONSITE ATTENDANCE
STANDARD RATE
❑ Conference – Onsite (thru Friday, 3/10/2017*)	$ 895
❑ Conference – Onsite (thru Friday, 4/7/2017**)	$ 995
❑ Conference – Onsite (after Friday, 4/7/2017)	$1,095
❑ Conference – Onsite (Day of Event, 4/26 – 28/2017)	$1,195

SPECIAL ACADEMYHEALTH RATE ***
❑ Conference – Onsite (thru Friday, 3/10/2017*)	$ 745
❑ Conference – Onsite (thru Friday, 4/7/2017**)	$ 845
❑ Conference – Onsite (after Friday, 4/7/2017)	$ 945
❑ Conference – Onsite (Day of Event, 4/26 – 28/2017)	$1,095

SPECIAL GOVERNMENT RATE ****
❑ Conference – Onsite (thru Friday, 3/10/2017*)	$ 495
❑ Conference – Onsite (thru Friday, 4/7/2017**)	$ 595
❑ Conference – Onsite (after Friday, 4/7/2017)	$ 695
❑ Conference – Onsite (Day of Event, 4/26 – 28/2017)	$ 795

SPECIAL DEVELOPERS/STUDENTS/EXHIBIT HALL ONLY RATE *****
❑ Developers	$ 395
❑ Students	$ 395
❑ Exhibit Hall Only	$ 395

GROUP REGISTRATION — ONSITE ATTENDANCE
RATES ARE FOR EACH REGISTRANT
Five or more registrations submitted from the same organization receive these discounted rates for conference registration. To qualify, all registrations must be submitted at the same time.
❑ Conference – Onsite (thru Friday, 3/10/2017*) EACH	$ 695
❑ Conference – Onsite (thru Friday, 4/7/2017**) EACH	$ 795
❑ Conference – Onsite (after Friday, 4/7/2017) EACH	$ 895
❑ Conference – Onsite (Day of Event, 4/26 – 28/2017) EACH	$ 895

How did you learn about this conference?
❑ Brochure ❑ Advertisement ❑ Friend/Colleague ❑ E-mail Notice

Webcast conference registration includes the live Internet feed from the Conference, plus six months of continued archived Internet access.

INDIVIDUAL REGISTRATION — WEBCAST ATTENDANCE
STANDARD RATE
❑ Conference – Webcast (thru Friday, 3/10/2017*)	$ 495
❑ Conference – Webcast (thru Friday, 4/7/2017**)	$ 595
❑ Conference – Webcast (after Friday, 4/7/2017)	$ 695
❑ Conference – Webcast (Day of Event, 4/26 – 28/2017)	$ 695

GROUP REGISTRATION — WEBCAST ATTENDANCE
RATES ARE FOR EACH REGISTRANT
Group registrations submitted from the same organization receive these discounted rates for conference registration. To qualify, all registrations must be submitted at the same time.
❑ 5 or more: $395 EACH	❑ 20 or more: $195 EACH
❑ 10 or more: $295 EACH	❑ 40 or more: $ 95 EACH

CONFERENCE ELECTRONIC MEDIA FOR BOTH ONSITE AND WEBCAST ATTENDEES:
To get this discounted price, you must reserve media WITH your Conference registration.

❑ Flash Drive ($129 + $15 shipping) $ 144   ❑ 6 months' access on Web $129

NOTE: Webcast attendees *automatically* receive 6 months' access on Web, but may also choose to purchase flash drive.

SPECIAL SUBSCRIPTION OFFERS FOR ONSITE AND WEBCAST ATTENDEES:
You can purchase an annual subscription to *Accountable Care News, Medical Home News, Population Health News, Predictive Modeling News* or *Readmissions News* for only $295 (regular rate $468) and an annual subscription to *Value Based Payment News* or *Healthcare Innovation News* for only $195 (regular rate $295) when ordered with your conference registration.

❑ *Accountable Care News*	$ 295	❑ *Predictive Modeling News*	$ 295
❑ *Medical Home News*	$ 295	❑ *Readmissions News*	$ 295
❑ *Population Health News*	$ 295	❑ *Healthcare Innovation News*	$ 195
		❑ *Value Based Payment News*	$ 195

---

* This price reflects a discount for registration and payment received through Friday, March 10, 2017.

* This price reflects a discount for registration and payment received through Friday, April 7, 2017.

*** To qualify, provide your AcademyHealth Member ID during registration.

**** For the purpose of qualifying for a discounted rate, "government" shall apply to individuals who are full time employees of federal, state or local regulatory agencies (i.e., a State university health system or local public hospital is a provider, not government).

***** For the purpose of qualifying for a discounted rate, "developer" shall apply to individuals who make software products or tools that use data to improve health or health care.

3: PAYMENT OPTIONS

Please enclose payment with your registration and return it to the Datapalooza Registrar, 12330 NE 8th Street, Suite 101, Bellevue, WA 98005-3187 — or fax your credit card payment to 206-319-5303.

You may also register online at www.healthdatapalooza.org

❑ Check/money order enclosed (checks payable to Health Care Conference Administrators, LLC)

❑ Credit card: ❑ American Express ❑ Visa ❑ MasterCard

Amount Due (from No. 2, above)   TOTAL $ _____

ACCOUNT NO.

NAME OF CARDHOLDER

SIGNATURE OF CARDHOLDER

EXP. DATE   /   SECURITY CODE:

HEALTH DATAPALOOZA®
AcademyHealth

AcademyHealth
1666 K Street, NW, Suite 1100
Washington, DC 20006

Register online by April 26, 2017 at www.healthdatapalooza.org.

www.healthdatapalooza.org

The gathering place for people and organizations creating knowledge from data and pioneering innovations that drive health policy and practice.

HEALTH DATAPALOOZA®
AcademyHealth

APRIL 27 – 28, 2017
WASHINGTON HILTON
WASHINGTON, DC

A Hybrid Conference
& Internet Event