

# Decision Analysis Affinity Group 2009

## Agenda

**Monday, May 18, 2009**

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8:00 AM - 9:30 AM

### **Decision Analysis: Professional & Profession**

Session Chairs: Carl Spetzler (SDG) and Jim Felli (Eli Lilly)

Speakers: Carl Spetzler (SDG); Jim Felli (Eli Lilly); David Thompson (Eli Lilly); Homie Razavi (Kromite)

The content of this session will include discussion of the Decision Professional Network, the Journal of Decision Analysis, pros and cons of certification and continuing education for DA professionals. The session will feature panel commentaries, followed by open discussion.

9:30 AM - 10:00 AM

### **Break**

10:00 AM - 11:30 AM

### **DA in Public Service/Government**

Session Chair: Greg Parnell (U.S. Military Academy)

Don Kleinmuntz (Strata Decision Technology), "Portfolio Methods for Counterterrorism Risk Management"

Hal Wilson (NSA), "Multiple-Objective Decision Model for Choosing Strategic Partners"

Stephen Chambal (Air Force Institute of Technology), "Using Decision Analysis within the Operational Air Force"

Subtopics for this session may include applications around energy, military intelligence or homeland security.

11:30 AM - 1:00 PM

### **Lunch**

1:00 PM - 2:30 PM

### **Portfolio Decision Making: Successes and Challenges**

Session Chair: Prasanna Deshpande (Merck & Co.)

Carl Spetzler (SDG), "Best of Breed Portfolio Management - Organizational Characteristics, what it takes and what gets in the way"

Jay Andersen (Eli Lilly), "Tracking Project Flow in an R&D Portfolio: A Case Study"

Greg Parnell (U.S. Military Academy), "Intelligent Adversary Risk Analysis"

This session will focus on what are the successes and challenges in using analytic frameworks for decision making among those who practice portfolio review and optimization. Which decision analysis techniques were found useful in conducting enterprise portfolio reviews? How do you gain support and what makes portfolio-level analysis successful?

2:30 PM - 3:00 PM

### **Break**

3:00 PM - 4:30 PM

### **Decision Making Under High Volatility**

Session Chair: Larry Neal (Chevron)

Steve Uhl (Macway Uhl, LLC), "Using Decision Analysis to Improve Efficiency: Reducing Costs, Accelerating Schedules, and Making Better Decisions Faster"

Leslie Armentrout (Hess), "Describing Risk and Uncertainty in a Volatile Economic Environment...Technical, Commercial and Macro-Economic Tension"

Larry Neal (Chevron), "Volatility, Recency Effects and the Decision Maker"

What happens to decision making processes when extreme volatility replaces a more accustomed environment of uncertainty that is nonetheless more or less stable? This session will focus on this question and reflect on the current economic situation, in which substantial volatility has resulted in many individuals being "frozen" and unable to make decisions.

**Tuesday, May 19, 2009**

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8:00 AM - 9:00 AM      **Business Meeting**

9:00 AM - 9:30 AM      **Break**

9:30 AM - 11:00 AM      **Twists in DA**

Session chair: Pat Leach (DSI)

Jerry Lieberman (DSI), "IT Investments Are Comparable to Other Investments"

Rob Kleinbaum (Strata Decision Technology), "Retooling GM's Culture"

Pat Leach (DSI), filling in for Phil Decker (co-authors are Phil Decker, Christie McCormack, David Skinner, and Pat Leach), "From Discovery to Successful Implementation: Predicting Organizational Change Preparedness"

This session will include some offbeat applications of DA, aspects of DA that people often neglect at their peril, new and unusual concepts that could take DA into new frontiers. Talks that expose the weird side of DA.

11:00 AM - 12:30 PM      **Lunch**

12:30 PM - 2:00 PM      **Is This Worth It? Using DA to Measure Benefit Against Risk**

Session chair: Marilyn Metcalf (GlaxoSmithKline)

Marilyn Metcalf (GlaxoSmithKline), "Frame Size Matters in the Public Debate of Mammography"

Bob Bordley (General Motors), "The Hippocratic Oath, Effect Size and Utility Theory"

Jim Felli (Eli Lilly), "Advances in Benefit-Risk Modeling at Eli Lilly & Co."

As budgets tighten around the globe, expenditures are coming under ever more scrutiny. For example, within the pharmaceutical sector, there is increasing interest in understanding the trade-offs between the benefits and risks of medicines, both for the sake of public safety and as a means of deciding whether a medicine should be provided through a payment program. A number of calls have been made for decision analytic methods to help drive forward thinking in a productive way. Includes case studies of the use of decision analysis to weigh benefits against risks in a single analysis.

2:00 PM - 2:30 PM      **Break**

2:30 PM - 4:00 PM      **Case Studies**

Session Chair: Ann Skudlark (AT&T)

Jeff Weir (Air Force Institute of Technology), "Developing a Decision Model for Joint Improvised Explosive Device Defeat Organization (JIEDDO)"

Stuart Harris (Decision Frameworks), "A Case of Portfolio Metamorphosis: A Case for Thorough Framing"

Charles Persinger (Eli Lilly), "Case Study: An R&D Asset Development Decision Utilizing Lilly's Quality Decision Process".

Interesting and instructive applications of decision analysis to problems from various sectors.