

## MIT 2012 CHIEF DATA OFFICER & INFORMATION QUALITY SYMPOSIUM

Previously known as the MIT IQIS Symposium (2007 – 2011)

Location: **Massachusetts Institute of Technology  
Tang Building (E51) in the MIT East Campus  
70 Memorial Drive, Cambridge, MA, USA**

Dress Code: **Business casual**

Dates: **Tuesday, July 17 – Friday, July 20, 2012**

Contact: **Richard Wang, MIT IQ Program  
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TUESDAY, July 17, 2012		
Time	Event	Location
0800 - 1630	<b>Chief Data Officer (CDO) Forum</b> <i>by invitation only</i>	MIT Faculty Club
0815 - 0900	<b>CONTINENTAL BREAKFAST &amp; REGISTRATION</b>	E51-345
0900- 1630	<b>Session 1A MIT-UHC (University Healthcare Consortium) Workshop</b> Contact Steve Meurer at <a href="mailto:meurer@uhc.edu">meurer@uhc.edu</a>	E51-325
0900- 1230	<b>Session 1B MIT Information Quality Program</b> <ol style="list-style-type: none"> <li>1. <b>RS4IQ</b> – Rosetta Stone for Information Quality, Version 2.y Contact Jim Funk at <a href="mailto:jimfunk@mit.edu">jimfunk@mit.edu</a></li> <li>2. <b>QIBRAS</b> – Opportunities and Status of CDO IQ in Brasil Contact QIBRAS at <a href="mailto:QIBRAS@mit.edu">QIBRAS@mit.edu</a></li> <li>3. <b>CNIQ</b> – Chinese IQ Research and Graduate Programs Contact Wayne (Wei) Huang at <a href="mailto:whuang@xjtu.edu.cn">whuang@xjtu.edu.cn</a></li> </ol>	E51-345
1300- 1630	<b>EDM Council Meeting</b> Contact Michael Atkin at <a href="mailto:atkin@edmcouncil.org">atkin@edmcouncil.org</a>	
0900- 1230	<b>Session 1C Acxiom</b> <ul style="list-style-type: none"> <li>▪ Contact Dan Lackner at <a href="mailto:Dan.Lackner@acxiom.com">Dan.Lackner@acxiom.com</a></li> </ul>	E51-372
1300- 1630	<b>Informatica</b> <ul style="list-style-type: none"> <li>▪ Contact Karen Scott, <a href="mailto:kscott@informatica.com">kscott@informatica.com</a></li> </ul>	
0900 - 1630	<b>Session 1D Leading Through IQ: People, Process &amp; Information (PPI)</b> <ul style="list-style-type: none"> <li>▪ Contact Peter Anlyan at <a href="mailto:peter@anlyanconsulting.com">peter@anlyanconsulting.com</a></li> </ul>	E51-376
1700- 1830	<b>SYMPOSIUM RECEPTION AT MIT FACULTY CLUB</b>	
WEDNESDAY, July 18, 2012		

**Agenda of the Sixth MIT CDO & Info. Quality Symposium  
Current as of December 19, 2011**

0815 - 0900	<b>CONTINENTAL BREAKFAST &amp; REGISTRATION</b>	E51-345
0900 - 1030 Plenary Session	<p><b>Session 2 Welcome from the Symposium Chairs</b></p> <ol style="list-style-type: none"> <li><b>Symposium Chairs:</b> Yang Lee, Stuart Madnick, Richard Wang</li> <li><b>Program Co-Chairs:</b> Joe Maguire, Michael Nix, Annette Pence</li> </ol> <p><b>Awards Ceremony</b></p> <p><b>Keynote</b></p> <ul style="list-style-type: none"> <li>HON Thomas Kelly, III <i>✉</i></li> <li>HON Michael Kirby, <i>FMR Deputy Undersecretary of the Army (DUSA), United States</i></li> </ul>	E51-345 or Wong Auditorium
1030 - 1100	<b>COFFEE BREAK</b>	
1100 - 1230 Parallel Sessions	<p><b>Session 3A The Virtual Lifetime Electronic Record in Government (VA and DoD)</b></p> <ul style="list-style-type: none"> <li><b>Session Chair:</b> Alice Cave &amp; Sara Temnitz, <i>Department of Veteran Affairs</i> (Tentative)</li> </ul> <p><b>Presenters/Panelists: To Invited</b></p>	E51-325
	<p><b>Session 3B Health Information Exchange – Data Exchange Challenges</b></p> <ul style="list-style-type: none"> <li><b>Session Chair:</b> Elisa Horbatuk, <i>Stony Brook University Medical Center</i></li> </ul> <ol style="list-style-type: none"> <li>John Halamka, MD, <i>Harvard/ONC – Connecting Patients, Providers, and Payers</i></li> <li>Laura Adams, <i>Rhode Island Quality Alliance</i></li> </ol>	E51-345
	<p><b>Session 3C Documents and Processes: Achieving Quality Goes Beyond Structured Data</b></p> <ul style="list-style-type: none"> <li><b>Session Chair:</b> Joe Maguire, <i>O’Kelly Associates</i></li> </ul> <ol style="list-style-type: none"> <li>Barbara von Halle, <i>Knowledge Partners International - The Missing Model in Data Quality Management: The Business Side of Managing DQ Logic with Minimal IT Intervention</i></li> <li>Lyn Robison, <i>Gartner - Data Quality for Semi-Structured Data: Measuring Data Quality Beyond Structured Data</i></li> </ol>	E51-372
	<p><b>Session 3D MIT Aggregators/COIN Research</b></p> <ul style="list-style-type: none"> <li>Stuart Madnick, <i>MIT Sloan School of Management</i></li> </ul>	E51-376
1230 - 1330	<b>SANDWICH BAG LUNCH</b>	
1330 - 1500 Parallel Sessions	<p><b>Session 4A Data Quality Open Source for DoD</b></p> <ul style="list-style-type: none"> <li><b>Session Chair:</b> David Becker, <i>MITRE.</i></li> </ul> <ol style="list-style-type: none"> <li>Panelists/Presenter: USAF and other services</li> </ol>	E51-325

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	<p><b>Session 4B Meaningful Use of Data</b></p> <ul style="list-style-type: none"> <li>▪ <b>Session Chair:</b> Matt Quinn, <i>National Institute of Standards &amp; Technology</i></li> <li>1. Ivy Baer, Jennifer Faerberg, &amp; Lori K. Mihalich-Levin, JD, <i>Association of American Medical Colleges</i> – <b>Meaningful Use, Quality, and Associated Risks: An AAMC Overview</b></li> <li>2. Rich Bankowitz, <i>Premier</i> - <b>Achieving and Measuring the “Triple Aim”™: Defining and obtaining the data needed to demonstrate value in a newly emerging healthcare delivery model</b></li> </ul>	<b>E51-345</b>
	<p><b>Session 4C Innovation in Information Quality</b></p> <ul style="list-style-type: none"> <li>▪ <b>Session Chair:</b> Frank J. Ponzio, Jr., <i>Symbolic Systems, Inc.</i></li> <li>1. Panelist: Name, Affiliation, Title, Bio, Abstract, Photo</li> <li>2. Panelist: Name, Affiliation, Title, Bio, Abstract, Photo</li> <li>3. Panelist: Name, Affiliation, Title, Bio, Abstract, Photo</li> <li>4. Panelist: Name, Affiliation, Title, Bio, Abstract, Photo (as you see fit)</li> </ul> <p><b>Deadline: COB December 31, 2011</b></p>	<b>E51-372</b>
	<p><b>Session 4D MIT IQ Research</b></p> <ol style="list-style-type: none"> <li>1. TBD</li> <li>2. TBD</li> </ol>	<b>E51-376</b>
1500-1530	<b>COFFEE BREAK</b>	
1530-1700	<p><b>Session 5A The Big Data (Quality) Issues &amp; Opportunities: Vendors’ Perspective</b></p> <ul style="list-style-type: none"> <li>▪ <b>Session Chairs:</b> Stuart Madnick &amp; Richard Wang</li> <li>1. Discussants: Acxiom, Data BluePrint, Informatica, Symbolic Systems, Talend</li> </ul>	<b>E51-325</b>
	<p><b>Session 5B Sponsor Vendors’ “Roadshow” Presentations</b> Acxiom, Data BluePrint, Informatica, Symbolic Systems, &amp; Talend</p>	<b>E51-345</b>
	<p><b>Session 5C Sponsor Vendors’ Exhibits</b> Acxiom, Data BluePrint, Informatica, Symbolic Systems, &amp; Talend</p>	<b>Outside E51-345</b>
1700 - 1630	<b>SYMPOSIUM RECEPTION AT MIT FACULTY CLUB</b>	
<b>THURSDAY, July 19, 2012</b>		
0815 - 0900	<b>CONTINENTAL BREAKFAST</b>	<b>E51-345</b>

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0900 - 1030	<p><b>Session 6A Army LRMW Wounded Warriors Data Quality Project</b></p> <ul style="list-style-type: none"> <li>▪ Session Chair: Cliff Daus, <i>US Army CIO/G-6</i> (?)(Invited, Not Confirmed)</li> <li>1. Panelists: CENTCOM, Joint Staff, OTSG, MEDCOM, Army (?)(Invited, Not Confirmed)</li> </ul>	E51-325
	<p><b>Session 6B Improved Use of Non-Discrete Data</b></p> <ul style="list-style-type: none"> <li>▪ <b>Session Chair:</b> Eric Hixson, <i>Cleveland Clinic Foundation</i></li> <li>1. Rick Siegrist &amp; Susan Madden, <i>PressGaney</i> <b>The New Science of Sentiment Analysis as applied to Healthcare Organizations</b></li> <li>2. Craig Rhinehart, <i>Director, ECM Strategy and Market Development, IBM Software Solutions Group</i> <b>Applying Advanced Text Analytics to Health Care Data (Tentative Title)</b></li> <li>3. Indra Neil Sarkar, <i>Director of Biomedical Informatics, UVM</i> <b>Leveraging Electronic Health Data for Quality: From Bedside to Claims</b></li> </ul>	E51-345
	<p><b>Session 6C Business &amp; Finance Track – Title TBD</b></p> <ul style="list-style-type: none"> <li>▪ Session Chair: TBD</li> <li>1. TBD</li> </ul>	E51-372
	<p><b>Session 6D MIT Information Quality Research</b></p> <ul style="list-style-type: none"> <li>▪ Yang Lee &amp; Richard Wang, MIT Information Quality Program</li> </ul>	E51-376
1030 - 1100	<b>COFFEE BREAK</b>	
1100- 1230 Plenary Session	<p><b>Session 7 Challenges &amp; Successes in Insurance Information Quality</b></p> <ul style="list-style-type: none"> <li>▪ <b>Session Chair:</b> Anne Marie Smith</li> <li>1. William Jenkins, CIO, <i>Penn National Insurance</i> (Invited, Not Confirmed)</li> <li>2. Harold Augustine, CIO, <i>HealthPartners, Inc.</i> (Invited, Not Confirmed)</li> <li>3. Brian Mitchell, CIO, <i>CIGNA Group Life Insurance Company</i> (Invited, Not Confirmed)</li> <li>4. Timothy Myers, Partner, <i>Insurance Vertical, LiquidHub, Inc.</i> (Invited, Not Confirmed)</li> </ul>	E51-345
1230- 1330	<b>CHINESE BUFFET LUNCH</b>	E51-345
1330 - 1500 Parallel Sessions	<p><b>Session 8A USMC and Cross DoD Service</b></p> <ul style="list-style-type: none"> <li>▪ <b>Session Chair:</b> Gale Heavilin, <i>Director, Business Enterprise Office, Commandant of the Marine Corps, USMA HQ</i></li> <li>1. Presenters/Panelists: TBD</li> </ul>	E51-325

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	<p><b>Session 8B Improving Health Care – Data Warehousing</b></p> <ul style="list-style-type: none"> <li>▪ <b>Session Chair:</b> Bruce Davidson, <i>Cedars-Sinai Health System</i></li> <li>1. Jim Walker, <i>Talend - The Butterfly Effect on Data Quality</i></li> <li>2. Christopher J. Donovan, <i>Cleveland Clinic Foundation - Data Warehouse Integration and Governance</i></li> </ul>	<i>E51-345</i>
	<p><b>Session 8C Financial Data Quality: Practical Approaches (Tentative title)</b></p> <ul style="list-style-type: none"> <li>▪ <b>Session Chairs:</b> Joe Maguire &amp; Harry (Hongwei) Zhu</li> <li>1. Campbell Pryde, <i>CEO of XBRL US - On XBRL – DRAFT TITLE</i></li> <li>2. Robert Stowsky, <i>Northeastern University – Capital Markets Transaction Reporting: DQ/IQ Lessons Learned</i></li> </ul>	<b>E51-372</b>
1500 - 1530	<b>COFFEE BREAK</b>	
1530 - 1700 Parallel Sessions	<p><b>Session 9A MITRE’s Session - TBD</b></p> <ul style="list-style-type: none"> <li>▪ <b>Session Chair:</b> Annette Pence</li> <li>1. Frank Petroski, <i>MITRE</i></li> <li>2. Laura Duvall, <i>Department of Homeland Security</i></li> </ul>	<b>E51-325</b>
	<p><b>Session 9B Electronic Health Records (EHR): Benefits and Challenges</b></p> <ul style="list-style-type: none"> <li>▪ <b>Session Chair:</b> Allen Juris, <i>University HealthSystem Consortium</i></li> <li>1. Fengwei Zhong, Kajal Benipal, &amp; Adol Esquivel, <i>St. Luke’s Episcopal Health System – The Perfect Storm: Addressing current and future health care quality challenges using health information technology</i></li> <li>2. Montifore (Confirmed)</li> </ul>	<b>E51-345</b>
	<p><b>Session 9C Beyond Good UI, Beyond Accurate Models: The Human Factor in Information Quality</b></p> <ul style="list-style-type: none"> <li>▪ <b>Session Chair:</b> Joe Bugajski, <i>Gartner</i></li> <li>1. Bruce Davidson, <i>Director, Resource and Outcomes Management at Cedars-Sinai Medical Center</i></li> <li>2. Stuart Madnick &amp; John Norris Maguire, <i>Professor of Information Management at MIT Sloan School</i></li> <li>3. Joe Maguire, <i>Principal Analyst/Consultant at O’Kelly Associates</i></li> <li>4. Mark Temple-Raston, <i>Global Lead for Data Management at Citi</i></li> <li>5. Barbara von Halle, <i>Managing Partner &amp; Founder, Knowledge Partners International</i></li> </ul>	<b>E51-372</b>
<b>FRIDAY, July 20, 2012</b>		
	<b>SPONSORS’ PRESENTATIONS</b>	<b>Room</b>
0830 - 1130	<p><b>Session 10A Symbolic Systems, Inc.</b></p> <ul style="list-style-type: none"> <li>▪ Contact: Frank Ponzio, Jr. at <a href="mailto:frank.ponzio@symbolic.com">frank.ponzio@symbolic.com</a></li> </ul>	<b>E51-325</b>

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0830 - 1130	<b>Session 10B Talend</b> <ul style="list-style-type: none"> <li>▪ Contact: Steve Sarsfield, <a href="mailto:stevesarsfield@yahoo.com">stevesarsfield@yahoo.com</a></li> </ul>	<b>E51-345</b>
0830 - 1130	<b>Session 10C DataBlueprint</b> <ul style="list-style-type: none"> <li>▪ Contact: Peter Aiken, <a href="mailto:paiken@datablueprint.com">paiken@datablueprint.com</a></li> </ul>	<b>E51-372</b>
0830 - 1130	<b>Session 10D Pitney Bowes</b> <ul style="list-style-type: none"> <li>▪ Contact: Clarence W. Hempfield, Jr., <a href="mailto:Clarence.Hempfield@pb.com">Clarence.Hempfield@pb.com</a></li> </ul>	<b>E51-376</b>
1130 - 1215	<b>CLOSING REMARKS</b>	<b>E51-345</b>
End of the MIT 2012 CDO IQ Symposium		

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