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.

www.healthdatapalooza.org
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 Governor, 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

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

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

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.

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%
### Registration Information
Visit [www.healthdatapalooza.org](http://www.healthdatapalooza.org) to register.

#### REGISTRATION RATES

<table>
<thead>
<tr>
<th></th>
<th>Early I March 10</th>
<th>Early II April 7</th>
<th>Standard April 26</th>
<th>Onsite April 26-28</th>
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</thead>
<tbody>
<tr>
<td><strong>Standard Rate</strong></td>
<td>$895</td>
<td>$995</td>
<td>$1,095</td>
<td>$1,195</td>
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<tr>
<td><strong>AcademyHealth Member Rate</strong></td>
<td>$745</td>
<td>$845</td>
<td>$945</td>
<td>$1,045</td>
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<tr>
<td>To qualify, provide your AcademyHealth Member ID during registration.</td>
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<tr>
<td><strong>Government Rate</strong></td>
<td>$495</td>
<td>$595</td>
<td>$695</td>
<td>$795</td>
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<tr>
<td>“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)</td>
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<tr>
<td><strong>Special Developers/Students/Exhibit Hall Only Rate</strong></td>
<td>$395</td>
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<td><strong>Group Registration</strong></td>
<td>$695 each</td>
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<td>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.</td>
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<tr>
<td><strong>Webcast Registration</strong></td>
<td>$495</td>
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<td>Webcast conference registration includes the live Internet feed from the Conference, plus six months of continued archived Internet access.</td>
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#### Hotel Information

**Washington Hilton**
1919 Connecticu Ave., NW, Washington, DC 20009

To book your room online, visit [www.healthdatapalooza.org](http://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](http://www.healthdatapalooza.org)

#### 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.
### Health Datapalooza 2017 – Registration Form

1. **PLEASE COMPLETE THE FOLLOWING**

   - **NAME**
   - **SIGNATURE OF REGISTRANT**
   - **JOB TITLE**
   - **ORGANIZATION**

2. **REGISTRATION SELECTION**

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

**INDIVIDUAL REGISTRATION — ONSITE ATTENDANCE**

<table>
<thead>
<tr>
<th>Rate Details</th>
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<tbody>
<tr>
<td>Conference – Onsite (Day of Event, 4/26 – 28/2017)</td>
<td>$895</td>
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<tr>
<td>Conference – Onsite (after Friday, 4/7/2017)</td>
<td>$995</td>
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<tr>
<td>Conference – Onsite (Day of Event, 4/26 – 28/2017)</td>
<td>$1,195</td>
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**SPECIAL ACADEMY/HEALTH RATE ****

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**SPECIAL GOVERNMENT RATE ****

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**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.

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**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.

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<td>Conference – Webcast (Day of Event, 4/26 – 28/2017)</td>
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<td>$945</td>
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<tr>
<td>Conference – Webcast (Day of Event, 4/26 – 28/2017)</td>
<td>$995</td>
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**SPECIAL DEVELOPERS/STUDENTS/EXHIBIT HALL ONLY RATE *****

<table>
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<tr>
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<td>Developers</td>
<td>$395</td>
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<tr>
<td>Students</td>
<td>$395</td>
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<tr>
<td>Exhibit Hall Only</td>
<td>$395</td>
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</table>

**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.

<table>
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<tr>
<th>Subscription</th>
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<td>Healthcare Innovation News</td>
<td>$195</td>
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<td>Value Based Payment News</td>
<td>$195</td>
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**CONFERENCE ELECTRONIC MEDIA FOR BOTH ONSITE AND WEBCAST ATTENDEES:**

To get this discounted price, you must reserve media WITH your Conference registration.

<table>
<thead>
<tr>
<th>Media</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Flash Drive ($129 + $15 shipping)</td>
<td>$144</td>
</tr>
<tr>
<td>6 months’ access on Web</td>
<td>$129</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Payment Method</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Check/money order enclosed</td>
<td>$195 (regular rate $295)</td>
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<tr>
<td>Credit card</td>
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</table>

**Discount Code:**

- $195 (regular rate $295) when ordered with your conference registration.

- 5 or more: $395 EACH
- 10 or more: $295 EACH
- 20 or more: $195 EACH
- 40 or more: $95 EACH

4. **HOW DID YOU LEARN ABOUT THIS CONFERENCE?**

- Brochure
- Advertisement
- Friend/Colleague
- E-mail Notice

5. **Special Needs (Dietary or Physical)**

- Special Needs (Dietary or Physical)

6. **ACCOUNT NO.**

7. **NAME OF CARDHOLDER**

8. **SIGNATURE OF CARDHOLDER**

9. **EXP. DATE**

10. **SECURITY CODE:**

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*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, “developer” shall apply to individuals who make software products or tools that use data to improve health or health care.

**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).

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

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

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