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BigData
IN HEALTHCARE

Build the Right Infrastructure
Improve Patient Outcomes
Deliver Accountable Care

23rd – 24th April 2014
BOSTON

45+ EXPERT SPEAKERS INCLUDE:

Daniel Barchi
Senior Vice President &
Chief Information Officer
Yale-New Haven Health System

Brian LeClaire
Chief Information Officer
Humana

Eugene Kolker
Chief Data Officer
Seattle Children's Hospital

Jennifer Covich Bordenick
Chief Executive Officer & President
eHealth Initiative

John Supra
Deputy Director, Information
Management, Chief Information Officer
**South Carolina Department of
Health**

Randall Krakauer
Vice President, Medical Strategy
Aetna

"This is a great event! Something that
provides a much needed direction to
the Big Data community."

SANOFI

TERADATA.

Big Data in Healthcare
Boston USA | 23-24 April 2014

$300 Billion in Efficiency Savings and Quality Improvements up For Grabs...

Currently healthcare providers are under-utilizing 90% of their Big Data. That is why leading healthcare organizations are poised to capitalize on this untapped potential to improve quality of care and patient outcomes.

Big Data in Healthcare brings together experts from leading healthcare organizations, to discuss best practices for implementing a Big Data strategy to cut through the hype and yield **actionable**, **measurable** insights.

Early adopters and industry leaders in the Big Data community will gather to share the latest advances along with how they are striving to achieve commercial success.

This community gathers for powerful collaboration, to stress-test and galvanize Big Data healthcare strategies alongside the best and brightest in Big Data.

The leading providers and payers will cut through the Big Data hype and hot air, and discuss how best to improve infrastructure and analytical approaches to impact both their business and patients.

Top 10 Takeaways from *Big Data in Healthcare 2014*

01 Create a robust Big Data strategy: Powerful collaboration with the best and the brightest in Big Data. **Stress test and galvanize your strategy** alongside the leading health care providers, payers, HIEs and solution providers

02 **Foster a data culture** by breaking down information silos to ensure data access and integration with insight from Kaiser Permanente, Aetna and Blue Cross Blue Shield

03 **Gain fresh clinical and operational insights** by hearing how Yale-New Haven Health System, John Hopkins and Seattle Children's Hospital are introducing pioneering new analytical techniques to existing silos of provider, payer and life sciences data

04 Develop a robust Big Data strategy that delivers a collaborative network, central to **informing decision making** with case study lead insight from pioneering HIEs

05 **Overcome the cultural hurdles** encountered when implementing an enterprise-wide Big Data strategy with recent lessons from projects at Delaware Health Information Network, Brooklyn Health Information Exchange and Yale-New Haven Health System

06 Overcome complex legal and ethical challenges to **ensure effective data stewardship and governance** with testimony from the Hospital Corporation of America

07 **Improve Population Health Management and Surveillance** using analytic techniques pioneered by the Health Data Initiative

08 **Make more informed judgments, and deliver higher quality & more economical healthcare** with John Hopkins and Seattle Children's Hospital

09 **Fulfill business and cost-cutting objectives** by designing an effective integrated IT infrastructure. Meet with top solution providers and early adopters

10 Build a holistic healthcare ecosystem by encouraging data innovations & collaborations to **improve clinical outcomes & reduce costs**

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Big Data in Healthcare
Boston USA | 23-24 April 2014

Speakers

Daniel Barchi
Senior Vice President & Chief
Information Officer
Yale-New Haven Health System

Brenda Slagle
Decision Support Consultant
Highmark

Barbara Bartley
Executive Director IT Operations
& Information Security Officer
Baptist Health

Brian LeClaire
Chief Information Officer
Humana

Boris Bershadsky
Director, Analytics
University of Minnesota

Tom Hubbard
Vice President, Policy
Research
NEHI

Jay Rajda
Medical Director, Innovation
Aetna

Charles Boicey
Information Solutions
Architect
UC Irvine Health

Hadi Kharrazi
Assistant Professor
**John Hopkins, Bloomberg
School of Public Health**

Elizabeth Barth-Thacker
Technology Manager
Humana

Scott Pingree
Director of Strategic Planning
Intermountain Healthcare

Shyam Desigan
Chief Financial Officer, Senior
Vice President of IT
**American Academy of
Physician Assistants**

Stephan Deutsch
Chief Medical Officer
CenterLight Healthcare

Cynthia Gordon
Director Telehealth
**Rochester General
Health System**

Stephan Fihn
Director, Office of Analytics
& Business Intelligence
VA Puget Health Care System

Andrew Hamilton
Chief Operating Officer & Director
of Clinical Informatics
**Alliance of Chicago Community
Health Services**

Tina Olson Grande
Senior Vice President, Policy
**Healthcare Leadership
Council**

Andrew James
Associate Director
Hospital For Sick Children

Randall Krakauer
Vice President, Medical
Strategy
Aetna

Gina Conflitti
Regional Medical Director
Aetna

Irene Koch
Executive Director
**Brooklyn Health
Information Exchange**

Eugene Kolker
Chief Data Officer
Seattle Children's Hospital

Pamela Peele
Chief Analytics Officer
UPMC Health Plan

Hakim Lakhani
Director, Reporting & Analytics,
Centre of Excellence
Cancer Care Ontario

Jan Lee
Chief Executive Officer
**Delaware Health
Information Network**

Alice Leiter
Policy Counsel
**Center for Democracy &
Technology**

Doug Mitchell
Associate Vice President
IASIS Healthcare

Cindy Munn
Executive Director
**Louisiana Health Care Quality
Forum**

Deborah Peel
Chairwoman
**Patient Privacy Rights
Foundation**

Micky Tripathi
President & Chief Executive
Officer
**Massachusetts eHealth
Collaborative**

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Big Data in Healthcare
Boston USA | 23-24 April 2014

Speakers Continued

Robert Jesse
Principal Deputy Under Secretary for Health
Department of Veteran's Affairs

John Supra
Deputy Director, Information Management, Chief Information Officer
South Carolina Department of Health and Human Services

Katie Clift
Health Data Project Leader
Kaiser Permanente

Blake Christiansen
Head, Pharmacoeconomic CER
Aetna

Jennifer Covich Bordenick
Chief Executive Officer & President
eHealth Initiative

Jane Hyatt Thorpe
Director, Healthcare Corporate Compliance Program
The George Washington University

Lynn Witherspoon
Chief Medical Information Officer, Vice President
Ochsner Health

David Vulcano
Associate Vice President
Hospital Corporation America

Leslie Zun
Chair, Department of Emergency Medicine
Mount Sinai

Laurie Poole
Vice President, Telemedicine Solutions
Ontario Telemedicine Network

Paul Puopolo
Vice President, Business Innovation
Highmark

Yadid Ayzenberg
Researcher
MIT Media Lab

Robert Grossman
Professor, Institute for Genomics & Systems Biology
University of Chicago

Leo Anthony Gutierrez Celi
Assistant Clinical Professor of Medicine
Beth Israel Deaconess Medical Center

David Wiggin
Program Director, Healthcare and Life Sciences
Teradata

> " Hanson Wade gives us access to lots of organizations under a single roof that we would otherwise find difficult and time consuming to form relationships with over a short time period. "

> " Great meeting — excellent selection of speakers. The speed networking was very effective to connect with all the participants. "

IBM

pwc

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pharmaphorum
bringing healthcare together

The DATACENTER Journal
Where IT, Facilities and Design Meet

PharmaVOICE

Onsite at Big Data in Pharma 2013

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Big Data in Healthcare
Boston USA | 23-24 April 2014

Pre Conference Workshops

Intense 3 hour sessions: Get your specific Big Data challenges tackled and solved

Pre Conference Workshop A:
Big Data for the Healthcare Executive

Date: 22 | 04 | 14   **Time:** 9.00am - 12.00pm

Although the vast majority of healthcare related data is still in unstructured form, this is changing with the increased adoption of EMRs, PMRs, wearable sensors and mobile technology. In addition, the availability of cheap and widely available computation and tools are creating a unique opportunity to improve patient outcomes, reduce costs and improve operations by utilizing data analytics technologies.

In this workshop you will learn:

- How to actually implement an infrastructure for Big Data
- How this differs from classic database platforms
- How data is aggregated, transmitted, stored and analyzed in the Big Data era

This workshop will survey the Big Data technological landscape and ecosystem, the various tools and platforms that are powering today's internet and tomorrow's healthcare systems, and shed some light on the jargon associated with the field.

Yadid Ayzenberg
MIT Media Lab

About your workshop leader:

Yadid Ayzenberg is a member in the Affective Computing Group at the MIT Media Lab. He is interested in personalized health — applying new technologies to empower individuals to take control of their health and wellness. At the Media Lab, Yadid has designed and implemented cloud platforms for the aggregation, processing and visualization of bio-physiological sensor data and mobile contextual data. He is creating new devices and platforms that allow users to monitor their health and share the data with others. His expertise include cloud computing, real-time software, embedded systems design, and HCI.

Pre Conference Workshop B:
Community Clouds for Cancer Genomics: Lessons Learned from Bionimbus

Date: 22 | 04 | 14   **Time:** 1.00pm - 4.00pm

Bionimbus is an open source petabyte scale community cloud based upon OpenStack for managing, analyzing and sharing large genomics datasets that is operated by the not-for-profit Open Cloud Consortium.

Until now, researchers who had the required authorizations from NIH to analyze TCGA data had to first set up a secure, compliant computing environment capable of managing and analyzing terabytes of data (which can take months), download the data (which can take weeks), and install the appropriate analysis pipelines. This was a challenge for most research groups.

Authorized researchers can now simply log in to Bionimbus, select the data they would like to analyze, launch one or more virtual machines, and the data and frequently used pipelines that they need are immediately available.

In this workshop you will learn:

- The role of private, community and public clouds in bioinformatics
- The Bionimbus architecture
- The Bionimbus security and compliance framework
- How Bionimbus interoperates with Amazon Web Services
- How to interoperate your own resources with Bionimbus

Robert Grossman
Institute for Genomics & Systems Biology, University of Chicago

About your workshop leader:

Robert Grossman is a faculty member and the Chief Research Informatics Officer in the Biological Sciences Division of the University of Chicago. He is a Senior Fellow in the Institute for Genomics and Systems Biology (IGSB) and the Computation Institute (CI). He is also the Founder and a Partner of Open Data Group, which specializes in building predictive models over big data. His areas of research include: big data, predictive analytics, bioinformatics, data intensive computing and analytic infrastructure. He has led the development of open source software tools for analyzing Big Data (Augustus), cloud computing (Sector), and high performance networking (UDT).

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23 April 2014 | 8.50am – 1.00pm

Conference Day One AM: Wednesday 23rd April

Plenary Session: Excellence in Big Data – Industry Success Stories

Time	Session	Speaker
8.50	**Chair's Opening Remarks**	
9.00	**The Growing Role of Quality Measurement: Forging Ahead to Integrate Effective Quality Measurement into Medicaid**	👤 John Supra, Deputy Director, Information Management, Chief Information Officer, **South Carolina Department of Health**
9.30	**How Data & Analytics Can Drive Real & Meaningful Organizational Changes**	👤 Eugene Kolker, Chief Data Officer, **Seattle Children's**
10.00	**CASE STUDY: Embracing Big Data to Improve Healthcare**	👤 Brian LeClaire, Chief Information Officer, **Humana**
10.30	MORNING REFRESHMENTS & SPEED NETWORKING	

TRACK 1: Big Data Strategy	TRACK 2: Big Data Culture	TRACK 3: Applications & Outcomes
Developing a Robust Big Data Strategy	**Fostering a Data Culture**	**Improving Patient Outcomes**
11.30 Exploring Efficacy of EMRs & Providing Real-Time Health Alerts for Health Centers 👤 **Andrew Hamilton**, Chief Operating Officer & Director of Clinical Informatics, **Alliance of Chicago Community Health Services**	Driving Big Data Analytics Adoption: How Health Systems & HIEs Are Using Big Data Analytics to Improve Care Delivery 👤 **Jennifer Covich Bordenick**, Chief Executive Officer & President, **eHealth Initiative**	Increasing Efficiency in High Cost Patient Treatment 👤 **Scott Pingree**, Director of Strategic Planning & Chair of High-Cost Patient Review & Hotspotting, **Intermountain Healthcare**
12.00 Create an Organization-Specific Roadmap to Navigate from Data to Actionable Intelligence 👤 **Tina Olson Grande**, Senior Vice President, Policy, **Healthcare Leadership Council**	Becoming a Learning Organization: From Data Teams to Corporate Influence 👤 **Pamela Peele**, Chief Analytics Officer, **UPMC Health Plan**	Transforming Data into Meaningful Information to Support Improved Patient Care 👤 **Hakim Lakhani**, Director, Reporting & Analytics, Informatics Centre of Excellence, **Cancer Care Ontario**
12.30 Building an Organization on Analytical Excellence 👤 **Elizabeth Barth-Thacker**, Technology Manager, **Humana**	Big Data Analytics and The Triple Aim 👤 **David Wiggin**, Program Director, Healthcare and Life Sciences, **Teradata**	Developing Forecasts & Predictive Models for Health Services: Enhancing Care at End of Life 👤 **Brenda Slagle**, Decision Support Consultant, **Highmark**
1.00 LUNCH & NETWORKING		

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Big Data in Healthcare
Boston USA | 23–24 April 2014

23 April 2013 | 2.00pm - 5.30pm

Conference Day One PM: Wednesday 23rd April

	TRACK 1: Big Data Strategy	TRACK 2: Big Data Culture	TRACK 3: Applications & Outcomes
	Health Information Exchange	Locating, Training & Retaining the Right Skill Sets	Putting the Patient at the Centre of Care
2.00	Health Information Exchange: Beyond the Ambulatory (or Inpatient) EHR 👤 **Jan Lee**, Chief Executive Officer, **Delaware Health Information Network**	Providing Physicians with the Tools to Make More Informed Judgments, Deliver Higher Quality & More Economical Healthcare 👤 **Lynn Witherspoon**, Chief Medical Information Officer, Vice President, **Ochsner Health**	Dynamic Advanced Clinical Decision Support for Neonatal Intensive Care 👤 **Andrew James**, Associate Director, **Hospital For Sick Children**
2.30	Critical Success Factors for Sustainability in HIEs 👤 **Irene Koch**, Executive Director, **Brooklyn Health Information Exchange**	Encouraging Industry Collaboration to Unlock the Potential of Big Data 👤 **Stephan Deutsch**, Chief Medical Officer, **CenterLight Healthcare**	Telehealth: Bringing Care to the Patient 👤 **Laurie Poole**, Vice President, Telemedicine Solutions, **Ontario Telemedicine Network**
3.00	Getting Stakeholders to see Value in Collaboration: Unearthing Opportunities in HIEs 👤 **Hadi Kharrazi**, Assistant Professor, **John Hopkins Bloomberg School of Public Health**	Engaging Physicians in IT Transformation: Locating, Training & Retaining the Right Skills 👤 **Leslie Zun**, Chair of Department of Emergency Medicine, **Mount Sinai**	Strategies That Make Remote Patient Monitoring Successful 👤 **Cynthia Gordon**, Director, Telehealth, **Rochester General Health System**
3.30	AFTERNOON REFRESHMENTS & NETWORKING		
4.00	**The Promise, Perils & Challenges of Advanced Analytics & "Big Data" in the Veteran's Health Administration**		👤 **Stephan Fihn**, Director, Office of Analytics & Business Intelligence, **VA Puget Sound Health Care System**
4.30	**Using an Analytics Solution to Address Systemic Healthcare Issues: Evolution of eHealth in Louisiana**		👤 **Cindy Munn**, Executive Director, **Louisiana Health Care Quality Forum**
5.00	**Chair's Closing Remarks**		
5.30	NETWORKING DRINKS RECEPTION		

" If you want to get the low down on the enormous potential of Big Data ... Then attending Hanson Wade Big Data is the solution. Thanks Guys "

GSK

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Big Data in Healthcare
Boston USA | 23–24 April 2014

24 April 2014 | 8.50am - 12.15pm

Conference Day Two AM: Thursday 24th April

Time			
8.50	**Chair's Opening Remarks**		
9.00	**Regulatory & Ethical Issues of Using EHR Data For Research**		👤 **David Vulcano**, Associate Vice President, **Hospital Corporation of America**
9.30	**Big Data in the Veteran's Health Administration: Putting Patient-Centered Outcomes at the Forefront**		👤 **Robert Jesse**, Principal Deputy Under Secretary for Health, **Department of Veteran's Affairs**
10.00	MORNING REFRESHMENTS BREAK & NETWORKING 🕐		

	TRACK 1: Big Data Strategy	**TRACK 2: Big Data Culture**	**TRACK 3: Applications & Outcomes**
	Payers Pioneering Big Data	**Safeguarding Privacy & Regulation**	**Reducing Re-Admissions & Cutting Costs**
10.45	Big Data: Its Power & Promise for Healthcare 👤 **Gina Conflitti**, Regional Medical Director, **Aetna**	The Why & How: Balancing Big Data Opportunities with Privacy Challenges 👤 **Deborah Peel**, Chairwoman, **Patient Privacy Rights Foundation**	Collect, Manage & Analyze Data to Help Combat Costly Readmissions that Hurt the Bottom Line & Quality of Care 👤 **Daniel Barchi**, Senior Vice President & Chief Information Officer, **Yale-New Haven Health System**
11.15	Big Data Tools for Population Health: Collecting & Analyzing Data to Win Healthcare's Biggest Battles 👤 **Katie Clift**, Health Data Project Leader, **Kaiser Permanente**	Critical to ACO & PCMH Success: Data Integration, Distribution, Privacy & Security 👤 **Barbara Bartley**, Executive Director IT Operations & Information Security Officer, **Baptist Health**	Health Care Analytics: Strategies to Reduce Readmissions 👤 **Tom Hubbard**, Vice President, Policy Research, **NEHI**
11.45	Innovation & Implementation to Improve Access, Quality, & More Cost-Efficient Care 👤 **Paul Puopolo**, Vice President Business Innovation, **Highmark**	Health Information Privacy: Law, Policy, & the Patient 👤 **Jane Hyatt Thorpe**, Director, Healthcare Corporate Compliance Program, College of Professional Studies, **The George Washington University**	Constructing Disease Management Protocols to Predict Re-admission & Manage Cost 👤 **Doug Mitchell**, Associate Vice President, **IASIS Healthcare**
12.15	LUNCH & NETWORKING		

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Big Data in Healthcare
Boston USA | 23–24 April 2014

24 April 2014 | 12.00pm - 4.00pm

Conference Day Two PM: Thursday 24th April

	TRACK 1: Big Data Strategy	TRACK 2: Big Data Culture	TRACK 3: Applications & Outcomes
	Building the Right Infrastructure	Integration & Interoperability	Business Intelligence
1.30	Saritor: A "Big Data" Hadoop Ecosystem to Advance Research & Clinical Practice 👤 **Charles Boicey**, Information Solutions Architect, **UC Irvine Health**	Legal & Ethical Challenges Related to Data Stewardship & Governance 👤 **Alice Leiter**, Policy Counsel, **Center for Democracy & Technology**	Leveraging Business Intelligence & Predictive Analytics to Deliver Real-Time Forecasting 👤 **Shyam Desigan**, Chief Financial Officer & Senior Vice President of IT, **American Academy of Physician Assistants**
2.00	Creating a Sustainable Community Quality Data Warehouse 👤 **Micky Tripathi**, President & Chief Executive Officer, **Massachusetts eHealth Collaborative**	Defining Quality Outcome Metrics for High Acuity Patients in a Post-Reform Landscape 👤 **Randall Krakauer**, Vice President, Medical Strategy, **Aetna**	A Story about Big Data in Healthcare from Aetna Innovation Labs 👤 **Jay Rajda**, Medical Director, Innovation, **Aetna**
2.30	AFTERNOON REFRESHMENTS & NETWORKING		

Plenary Session: Applications of Big Data in Healthcare

3.00	**Understand the Impact of Collecting Real-World Patient Supplied Data**	👤 **Blake Christiansen**, Head, Pharmacoeconomic CER, **Aetna**
3.30	**Practical Consequences of the Heisenberg Uncertainty Principle in Healthcare Informatics**	👤 **Boris Bershadsky**, Director, Analytics, **University of Minnesota**
4.00	**Chair's Closing Remarks**	

" I greatly enjoyed the Big Data in Pharma Summit! Thanks so much for having me. This really is the who's who of the Big Data community! "

AstraZeneca

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Big Data in Healthcare
Boston USA | 23–24 April 2014

Post Conference Workshops

Intense 3 hour sessions: Get your specific Big Data challenges tackled and solved

Pre Conference Workshop C:

MIMIC-II database: Supporting Epidemiological Research in Critical Care Medicine and Serving as a Resource to Evaluate New Clinical Decision Support

Date: 25 | 04 | 14   **Time:** 9.00am - 12.00pm

Leo Anthony Gutierrez Celi

Assistant Clinical Professor of Medicine
Beth Israel Deaconess Medical Center

MIMIC-II stands for Multi-parameter Intelligent Monitoring in Intensive Care II. It is a publicly available database that is part of the Multi-parameter Intelligent Monitoring in Intensive Care project.

The MIMIC-II is an intensive care unit research database applying automated techniques to aggregate high-resolution diagnostic and therapeutic data from a large, diverse population of adult intensive care unit patients. This freely available database is intended to support epidemiological research in critical care medicine and serve as a resource to evaluate new clinical decision support and monitoring algorithms.

In this workshop explore:

*   The structure and interface of MIMIC-II
*   Practical applications in epidemiological research in critical care medicine
*   How to use MIMIC-II to evaluate decision support and monitoring algorithms

About your workshop leader:

Dr. Leo Anthony Celi is an internist, an intensivist, and an infectious disease specialist, who has practiced medicine in 3 continents, giving him broad perspectives in healthcare delivery. In addition, he pursued a Master's degree in biomedical informatics at Massachusetts Institute of Technology (MIT) and a Master's degree in public health at Harvard University. He founded and directs Sana at the Computer Science and Artificial Intelligence Laboratory at MIT. His research interests are in the field of clinical data mining, health information systems and quality improvement.
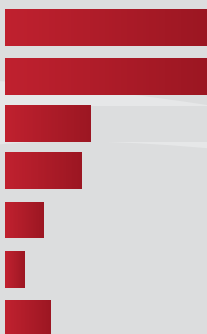
Big Data in Healthcare: Snapshot

150+
Big Data leaders

15+ hours
of networking

Who will attend

Healthcare Provider **35%**
Healthcare Payer **35%**
Pharma **10%**
Data Analytics **9%**
Data Storage **4%**
Data Management **2%**
Consultancies **5%**

60+
organizations
in attendance

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Big Data in Healthcare
Boston USA | 23-24 April 2014

Partnership Opportunities:

An Invitation to Collaborate

These are exciting times; interest in the use of big data in the wider Healthcare and Life Sciences ecosystem is huge, as evidenced by the terrific response to our inaugural Big DiP meeting in Boston, September 2013. This interest is now turning into action. Nant Health's partnership with Blue Shield, among others, shows us the way forward.

Why Partner?

- Although behind other industries, rapidly escalating cost of care and a shift in reimbursement trends have lead to a demand for Big Data. **Influence key accounts** early in their decision making process and position your offering front of mind.

- Overcome the culture of mistrust in data analytics. Use this platform as an opportunity to both **demonstrate tangible value** and set forward win–win relationships with potential customers.

- $44Bn estimated spend on technology in 2012, which is rising year on year. Are you ready to **step-up and stake your leadership credentials?**

If you offer solutions that help Healthcare payers and providers to better understand the huge amounts of data that they are generating and create competitive advantage, then you should be sponsoring and presenting your capabilities.

Curtis Dingley
Hanson Wade

curtis.dingley@hansonwade.com

In Partnership with:

TERADATA.

Teradata is the world's largest company focused on integrated data warehousing, big data analytics and business applications. Our powerful solutions portfolio and database are the foundation on which we've built our leadership position in business intelligence and are designed to address any business or technology need for companies of all sizes.

Only Teradata gives you the ability to integrate your organization's data, optimize your business processes, and accelerate new insights like never before. The power unleashed from your data brings confidence to your organization and inspires leaders to think boldly and act decisively for the best decisions possible. www.teradata.com

A SNAPSHOT OF ATTENDEES
FROM BIG DATA IN PHARMA

Title	Company
Chief Information Officer	Boehringer Ingelheim
Chief Information Officer	Janssen
Managing Director	Accenture
Head of Strategy	Aetna
Director, Health Intelligence & Analytics	Kaiser Permanente
Senior Vice President	Tessella
Vice President HEOR	Bayer
Vice President IT	GSK
Vice President R&D	AstraZeneca
National Medical Director	Aetna
Vice President Strategy	Walgreens
Director of Development	Express Scripts
Vice President Business Development	Cognizant
Senior Director	Ipsen
Global Head of Healthcare Data Strategy	Genentech
Senior VP, Digital & Translational Sciences	Ipsen
Director Healthcare Data	Merck
Associate Director Analytics	Daiichi Sankyo
Vice President	Humedica
Associate Director, Analytics	Eisai
Director	Teradata
Director	Google
Vice President	Blue Cross Blue Shield
Head of Healthcare	Janssen

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Big Data in Healthcare
Boston USA | 23-24 April 2014

BigData
IN HEALTHCARE

To cut through the hype, and yield actionable, measurable insights to transform the healthcare sector requires leveraging the experiences of leading providers, payers and solution providers.

Early adopters and industry leaders in the Big Data community will gather to share the latest advances along with how they are striving to achieve commercial success.

This community gathers for powerful collaboration, to stress test and galvanise Big Data healthcare strategies alongside the best and brightest in Big Data.

Who we've worked with...

abbvie

accenture
High performance. Delivered.

AMGEN

Cognizant

astellas
Leading Light for Life

AstraZeneca

Baxter

BAYER

Boehringer Ingelheim

Bristol-Myers Squibb

TERADATA

Tessella
Technology of Everything

Aetna

Eisai

EMD

Genentech

gsk GlaxoSmithKline

BlueCross BlueShield

Johnson&Johnson

MERCK

NOVARTIS

novo nordisk

Pfizer

SANOFI

ucb

VERTEX

KAISER PERMANENTE.

Cognizant

> I greatly enjoyed the Big Data in Pharma Summit! Thanks so much for having me. This really is the who's who of the Big Data community.

AstraZeneca

2014 Events...

BigDiP Europe
Data in Pharma

19-20th February
London, UK

The leading pharma companies have already sat up and taken notice of the untapped potential locked away in their real-world and Big Data sets. Big Dip 2014 brings together the leading Big Data experts from AstraZeneca, Pfizer, Merck, Novartis, GSK and 26 other leading pharma companies to discuss the fastest route to a Big Data and Analytics strategy for their business.

Veritas 2014
BIG DATA RETAIL FINANCIAL SERVICES

25th-27th March 2014
London, UK

Constructed in collaboration with RBS, Barclays, Allianz & UBS — This meeting brings together the senior decision makers in retail finance to debate the fastest way to implement and integrate Big Data strategies and extract commercial insight.

BigDiP USA
Data in Pharma

17th-18th September 2014
Boston, USA

With the adoption of Big Data in Pharma growing exponentially, staying at pace with the latest technologies and techniques is essential. At every meeting of the Big Dip community the early adopters and industry leaders share the latest advances in the field along with how they are striving to achieve commercial success.

Hanson Wade...

Hanson Wade specialises in bringing people together through outstanding business conferences and year round community contact. **We accelerate growth across industry and across the globe.** We do this by finding the right people, the right issues, and the right answers to deliver commercial results fast and with less risk.

Meet the Team...

Andrew Kerry
Portfolio Director
Hanson Wade

Curtis Dingley
Business Development Manager
Hanson Wade

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Big Data in Healthcare
Boston USA | 23–24 April 2014 | Priority Code: **SPK**

Venue details

Venue and Accommodation

Venue:

Revere Hotel | Boston Common

Inspired by the spirit of Boston, Revere Hotel embodies independence and originality. We invite you to explore our unique offerings, from intimate theatre performances to tantalizing cocktails to presentations that wow. Savvy travelers are sure to appreciate the superior level of service and attention to detail at our luxury hotel in Boston.

Pricing & Registration

Register

www.bigdata-healthcare.com
Tel: +1 212 537 5898
Fax: +1 212 537 5898
Email: info@hansonwade.com

Mail:
Hanson Wade
304 Park Avenue South, 11th Floor, New York, NY 10010

Team Discounts

- **10% discount —** 3 delegates
- **15% discount —** 4 delegates
- **20% discount —** 5 or more delegates

Please note that discounts are only valid when three or more delegates from one company book and pay at the same time.

Venue and Accommodation

Revere Hotel

200 Stuart St, Boston, MA 02116, United States
Hotel Tel: 617482.1800, Reservations: 855.673.8373

Accommodation
Overnight accommodation is not included in the registration fee, however accommodation options will be sent out with your confirmation email upon registering.

Event Prices

Package	Book before 24th January 2014*	Book before 7th Feburary 2014*	Book before 21st March 2014*	Standard Prices*
☐ 2 Day Conference	$1139 (Save $300)	$1239 (Save $200)	$1339 (Save $100)	$1439

Vendor / Solution Provider

☐ 2 Day Conference	$2578 (Save $300)	$2678 (Save $200)	$2778 (Save $100)	$2878

Workshops

☐ Half Day Workshops (each)	$699			

Please select your choice of Workshop: A ☐   B ☐   C ☐

*All discount offers (including team discounts) require payment at the time of registration to receive any discount. 'Early Bird' discounts require payment at time of registration and on or before the cut-off date to receive any discount. All discount offers cannot be combined with any other offer. The conference fee includes lunch, refreshments and course documentation. The fee does not include travel or hotel accommodation.

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Code: 4296

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