

***WELCOME TO  
A HEART OF AMERICA HIMSS CHAPTER  
EDUCATION EVENT  
September 23, 2015***

**Data Analytics and Business  
Intelligence in Healthcare**

Twitter: @HOAHIMSS

Event: #DataAnalyticsHealthcare

# Welcome

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- ❖ Recognition:
  - ❖ New Members
  - ❖ Guests and 1<sup>st</sup> Time Visitors
  - ❖ HIMSS HOA Chapter Members
  - ❖ Our Event Sponsors – Datalink, KCNext, Lightedge, & Polsinelli Law Firm
  - ❖ Speakers and Panelists
  - ❖ HIMSS, HOA Board of Directors





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**HEART OF AMERICA Chapter**

transforming healthcare through IT™

## HIMSS HEART OF AMERICA CHAPTER BOARD MEMBERS

**Linda Gerber**  
**President**

[hoa.president@himsschapter.org](mailto:hoa.president@himsschapter.org)

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**Communications Chair**

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**FOR MORE INFORMATION AND TO GET INVOLVED PLEASE GO TO [hoa.himsschapter.org](http://hoa.himsschapter.org)  
OR TALK TO ANY OF OUR BOARD MEMBERS**

# Data Analytics and Business Intelligence in Healthcare

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## AGENDA

- 7:30 am** Registration & Breakfast
- 8:00 am** Welcome – Tim LeMunyon, Programming Chair, HIMSS HOA  
Introductions – Linda Gerber, President, HIMSS HOA  
Membership Update – Mark Costanza, Membership Chair, HIMSS HOA  
Executive Sponsor - Lightedge
- 8:30 am** Emergence of BI and Data Warehousing for the Healthcare Enterprise,  
- Brian Worley, President and CEO, PYA Analytics
- 9:30 am** Greg Kratofil, Polsinelli Law Firm
- 9:45 am** *Break and Networking*
- 10:15 am** Decoding the Big Data Deluge - Dan Luongo, Solution Engineering, Cisco Systems
- 11:00 am** Preparing for Advanced Healthcare Analytics - Kevin Brode, Sr. Director, HDS-HLS
- 12:00 PM** *Lunch & Networking*
- 12:15 pm** Predictive Analytics Applications in Healthcare - Tapan Bhatt, Founder/CEO, TeraCrunch
- 1:15 pm** Building your Next Generation Data Center to Support Data Analytics and BI  
- Kent Christensen, Virtualization Practice Director, Datalink Corporation
- 2:00 pm** Panel Discussion
- 3:00 pm** Close and Prize Drawings

The logo for HIMSS Heart of America Chapter, featuring the word "HIMSS" in a large, white, sans-serif font above the words "HEART OF AMERICA Chapter" in a smaller, white, sans-serif font. The background is a blue gradient.

HEART OF AMERICA Chapter

A graphic featuring a large yellow sunflower in the foreground, a purple heart with a blue star inside, and a background of a field with hay bales under a blue sky.

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## Continuing Education Credits (CE)

This program is approved for up to 5.0 continuing education (CE) credits for using in fulfilling the continuing education requirements of the Certified Professional in Healthcare & Information Management Systems (CPHIMS) and the Certified Associate in Healthcare Information & Management Systems (CAHIMS).

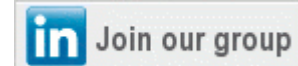
Keep up with the  
HIMSS Heart of America Chapter

Check out our new website: <http://hoa.himsschapter.org/>



FOLLOW US ON 

Hashtag for this event:  
#HOAHIMSSENGAGE



The banner features the HIMSS logo on the left, a central graphic of a heart with a star, and a sunflower on the right. The background shows a field with hay bales under a blue sky. The text 'transforming healthcare through IT™' is at the bottom right.

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## SPEAKER BIO's

### **Brian Worley, President and CEO PYA Analytics**

Brian brings 35 years of scientific leadership experience to his role at PYA Analytics. For the past eleven years at Oak Ridge National Laboratory, Brian developed and directed the most prestigious science agenda within the U.S. Department of Energy national laboratory system devoted to knowledge discovery from disparate and dynamic data. His division staff included 170 research scientists and engineers and another 100 associated staff from academia and private industry subcontractors. The research and development spanned the broad areas of data systems, data analytics, predictive analytics, and cyber security.

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## **Dan Luongo, Solution Engineering, Cisco Systems**

Dan has been Solution Engineering Lead for Cisco's Data Visualization Business Unit since joining Composite/Cisco in November 2011. Previously Dan worked with Sterling Commerce/IBM, See Beyond and Sybase. In addition Dan has expertise in; SOA, Cloud, Big Data and Enterprise Architecture across verticals including Payer, Provider, Pharmaceuticals and Public Sector.

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## **Kevin Brode, Sr. Director of Health and Life Sciences HDS-HLS**

Kevin has developed a wealth of experience serving in, and working for, some of the world's largest Healthcare organizations. With over 30 years in the Healthcare industry, Kevin brings an informed perspective on issues and opportunities facing all types of Healthcare companies including Payers, Providers and Life Sciences organizations.



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## **Tapan Bhatt, Founder and CEO TeraCrunch**

Tapan has more than 15 years of experience in developing technology products and facilitating growth in start-up ventures. He has worked on both the coasts with a number of successful venture capital backed high-tech startups and helped them achieve record growth. Tapan founded TeraCrunch with a vision of helping enterprises make pro-active decisions by providing highly customized analytics solutions designed to constantly evolve with changing business needs. He has built an eclectic team of data scientists, engineers and domain experts to achieve this vision. Prior to founding TeraCrunch, he played various leadership roles in successful technology startups that were primarily data driven companies.

The banner features the HIMSS logo on the left, a stylized heart with a star in the center, and a sunflower in the foreground. The background shows a rural landscape with hay bales and trees under a blue sky. The text 'transforming healthcare through IT™' is located at the bottom right of the banner.

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## **Kent Christensen, Virtualization practice director at Datalink**

Kent leads Datalink's virtualization and cloud infrastructure practice, directing the selection and adoption of virtualization hardware and software technologies and services. He also consults with customers on storage consolidation and virtualization/cloud strategies and technologies. In this role he has worked with numerous CXO in large healthcare organizations on IT strategies. He has previous experience directing the intelligent fabric virtualization strategy and appliance-based virtualization solutions and as a software engineer at various storage manufacturers.

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## **Our Data Analytics and BI Panelists:**

Dave Lingerfelt (Moderator)

Brian Worley, President and CEO, PYA Analytics

Dan Luongo, Solution Engineering, Cisco Systems

Tapan Bhatt, Founder and CEO, TeraCrunch

Ken Bartlett, Hitachi Data Systems (HDS)

Kent Christensen, Virtualization Practice Director,

Datalink Corporation

## **SAVE THE DATE – Upcoming Chapter Events:**

Monday, October 12<sup>th</sup>: Healthcare IT Workforce Summit  
Johnson County Community College, 8 am – 1 pm  
- **Registration is now open, space is limited**

Thursday, November 12<sup>th</sup>: Chapter Social Event  
TBD, 5 – 7:30 pm

Wednesday, Jan. 14<sup>th</sup>, 2016: Educational Event – IoT of Healthcare  
Polsinelli Law Firm, 8 am – 4:30 pm



**WELCOME TO THE**



**EDUCATION EVENT**

The logo for HIMSS (Healthcare Information Management Systems Society) is displayed in white, bold, sans-serif font against a blue background.

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## *Mission Statement*

*Our mission is to foster professional growth, relationships, knowledge and collaboration among healthcare information management professionals in the Heart of America Chapter*

# HIMSS

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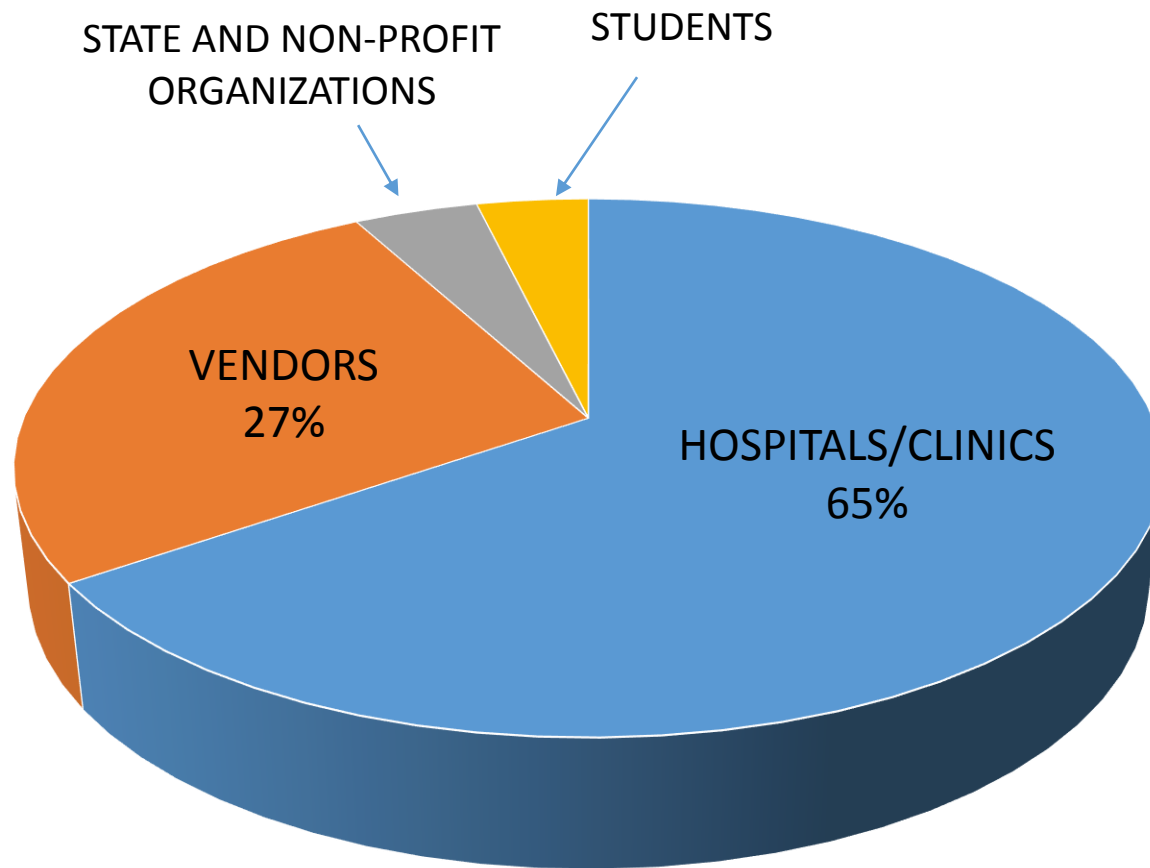
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| <b>Board Member</b> | <b>HOA-HIMSS Position</b> |
|---------------------|---------------------------|
| Linda Gerber        | President                 |
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| Andrea Hall         | Advocacy                  |
| Jared Mabry         | Member-at-large           |

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# Your participation makes us successful!

- We need your participation in each event along with your feedback
- We need volunteers to help us be successful
- If you have questions or want to get involved please reach out to a board member

## **Where Healthcare Business Intelligence and Analytics Stand Today**

Independent research firm Gartner, Inc., notes in its 2014 report that the lack of a BI strategy is one of “nine fatal flaws in business operations improvement (BOI)” in healthcare. “Most vendors working in healthcare and other industries observe that healthcare has the most complex data of any industry (possibly excluding government intelligence efforts),” the report states. At the same time, organizations aren’t yet fully tackling their wealth of data. “The biggest flaw of all is the lack of a documented BI strategy, or the use of a poorly developed or socialized one.”



Big Data Applications in Healthcare - Brian Worley, President and CEO, PYA Analytics

Decoding the Big Data Deluge - Dan Luongo, Solution Engineering, Cisco Systems

Preparing for Advanced Healthcare Analytics - Kevin Brode, Sr. Director, HDS-HLS

Predictive Analytics Applications in Healthcare - Tapan Bhatt, Founder/CEO,  
TeraCrunch

Building your Next Generation Data Center to Support Data Analytics and BI  
- Kent Christensen, Virtualization Practice Director, Datalink Corporation



# Today's Presentations will provide insight and

- Allow industry leaders to share their industry knowledge with our members
- Why analytics competency is more important than ever
- How top performing healthcare organizations are using analytics to:
  - Influence and improve outcomes
  - Create differentiation
  - Drive revenue growth
- The barriers to analytics
- Best practices in getting started or accelerating your journey along the path to analytics competency
- And, much more...

THANK YOU FOR YOUR PARTICIPATION

PLEASE VISIT OUR WEBSITE AT:

[hoa.himsschapter.org](http://hoa.himsschapter.org)

**Save the dates**

**October 12, 2015:**

Healthcare IT Workforce Summit (JCCC)

**Watch for more dates for Networking Socials!**

**January 14, 2016 - Tentative**

“Internet of Things”

What’s this mean to Healthcare?