

Oklahoma State University

PREDICTIVE MEDICINE AND HEALTH ANALYTICS

CONFERENCE

Sponsored by the Center for Health Systems Innovation, Spears School of Business,
Center for Health Sciences, Oklahoma State University

Tulsa – Tuesday, March 28, 2017 – Hyatt Regency Downtown Tulsa

Oklahoma City – Wednesday, March 29, 2017 – Cox Convention Center

The conference will focus on how predictive analytics improves patient care, reduces costs and brings greater efficiencies to the health care industry. This conference brings speakers from across the nation who will provide real-world examples of predictive analytics in the health care industry. It is designed for professionals interested in further exploring how predictive medicine and analytics can be used in their organization.

Who should attend: Health Systems Administrators (CEO's, CFO's, Vice Presidents, Decision Makers), Project Leaders in Health care/Providers, Administrators in Charge of Quality Outcome Measures, Health care Financial Analysts, Clinical Quality Officials and Directors, Payers, Insurance Providers, Medical Directors, etc.

Physicians and healthcare professionals should claim only the prescribed credit commensurate with the extent of their participation in the activity. This live activity "Predictive Medicine and Health Analytics" with a date of March 28, 2017 in Tulsa or March 29, 2017 in Oklahoma City has been reviewed and is acceptable for 5.25 AOA Category 2A CME Credits. Prescribed earned must be described as prescribed credit (not as Category 2A).

This program has been approved by the National Association for Healthcare Quality for 4.25 CPHQ continuing education hours.

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Predictive Medicine and Health Analytics Conference

Tulsa

Tuesday, March 28, 2017
Hyatt Regency, Tulsa

Conference Agenda

9-9:15 a.m. Welcome and Introductions

Moderator — Dr. William Paiva, Executive Director, Center for Health Systems Innovation, Patterson Foundation Chair, Spears School of Business, Center for Health Sciences, Oklahoma State University

9:15-10 a.m. Population Health Trends within the Evolving Value-Based Health Care Economy

Population health has been the latest term to describe effectively managing lives in value-based contracts. This presentation will share unique insights into the movement to value and specifically 1) the evolving relationships among patients, providers, payers, and purchasers of health care; 2) the alternative payment model movement-how care is being delivered in value-based contracts between providers and payers, particularly Medicare, and; 3) the population health trends of today, including perspectives from employers, technology vendors, payers, and public health organizations.

Bo Nemalka, Director, Leavitt Partners, LLC, Chicago, IL

10-10:15 a.m. Break

10:15-11 a.m. How “Little Data” is Needed to Transform Health Care

Dell Medical School has an immense amount of healthcare data, but most of it is data that is not “useful” or “usable.” What we really need is better data and probably, far less of it, to really impact health. This session will address how “Little Data” impacts population health trends.

Dr. Rick Peters, Chief Information Officer, Dell Medical School, University of Texas at Austin, Austin, TX

11-11:45 a.m. Population Health Management: Enabling Care Delivery Transformation Through Advances in Cloud Computing, Big Data Platform and Closed Loop Intelligence

There are multiple and parallel shifts occurring in healthcare today and more importantly these shifts are more rapid than what has occurred across many decades. This presentation will share population health strategies and advances in technology and intelligence being applied to achieve the triple aim objectives of population health management. Specific examples of advanced intelligence enabled by big data platform and its integration into clinical workflow to impact healthcare outcomes will be discussed.

Dr. Bharat Sutariya, Vice President and Chief Medical Officer, Population Health, Cerner, Kansas City, MO

11:45 a.m. Break

Noon-1:30 p.m. Tulsa Business Forum: Health Transformation in the Cognitive Era

Dr. Kyu Rhee, Chief Health Officer, IBM Corporation (Global Responsibilities for Watson Health), New York City, NY

1:45-3:00 p.m. Delivery of Health Care: Payers and Providers Using Predictive Analytics and Population Health to Improve Health Care Outcomes and Manage Costs

Moderator — Dr. Dursun Delen, William S. Spears Chair of Business Administration, Director of Research, Center for Health Systems Innovation, Professor of Management Science and Information Systems, Spears School of Business, Oklahoma State University

Dr. Peter Aran, Medical Director of Population Health, Blue Cross Blue Shield of Oklahoma, Tulsa, OK

Dr. Steve Sanders, Chief Medical Officer, Physician Advisory Council Chair, Warren Clinic, Saint Francis Hospital, Inc., Tulsa, OK

Dr. Jim Stallcup, Executive Medical Director, Cherokee Nation Health Services, Tahlequah, OK

3:00 p.m. Conclusion

Predictive Medicine and Health Analytics Conference

Oklahoma City

Wednesday, March 29, 2017
Cox Convention Center, Oklahoma City

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11:45 a.m. Break

Noon- Executive Management Briefing: Health Transformation in the Cognitive Era

1:30 p.m. Dr. Kyu Rhee, Chief Health Officer, IBM Corporation (Global Responsibilities for Watson Health), New York City, NY

1:45- Delivery of Health Care: Payers and Providers Using Predictive Analytics and Population Health to Improve Health Care Outcomes and Manage Costs

3:00 p.m. Dr. Jesse Campbell, Chief Administrative Officer, Mercy Clinic West, Oklahoma City, OK
Dr. Lloyd Hildebrand, Department of Ophthalmology, Dean McGee Eye Institute, Oklahoma City, OK
Michael Peercy, Epidemiologist/Biostatistician, Division of Research and Public Health, Department of Health, Chickasaw Nation, Ada, OK

3:00 p.m. Conclusion

SPEAKERS



William Paiva, Ph.D., MBA, is the executive director of Center for Health Systems Innovation at Oklahoma State University whose mission is to transform rural and Native American health through the implementation of innovative care delivery and information technology solutions. Prior to joining OSU, Dr. Paiva was a venture capitalist, health care management consultant and investment banker. Dr. Paiva holds a Ph.D. in molecular biology from the University of Oklahoma and an MBA from Dartmouth College's Amos Tuck School of Business.



Bo Nemelka is a director for Leavitt Partners. In this role, Mr. Nemelka supports clients primarily with health care strategy, market research, and economic/business analysis. He began his career at Intermountain Healthcare and later at the University of Utah Hospitals & Clinics. At both health systems, he worked directly with senior management executing top administrative initiatives. He has successfully led several innovative business and operations projects leading to significant cost savings and improved administrative efficiency. Mr. Nemelka received a graduate degree in health care management from Yale School of Public Health.



Rick Peters, M.D., is the chief information officer at Dell Medical School at the University of Texas at Austin. Prior to joining Dell Medical School, Dr. Peters was president and CEO of Rocket Technology Labs and a managing partner of Matarozzi Pelsinger Builders. He has extensive experience in technology startups. He was the founder and president/CEO of Oceania, one of the first enterprise electronic health records (EHR); founder and president/CEO of iTrust, one of the first Internet n-tier EHRs; founder and president of ScratchTrack, and founder and president/CEO of PTRx, a data-driven pharmacy benefit management company.



Bharat Sutariya, M.D., is a vice president and chief medical officer for population health at Cerner. He is responsible for leading population health innovation strategy and solution design for Cerner. He leads internal Cerner and client collaboration teams to develop solutions in population health management by integrating near real-time analytics, risk and impactability predictions. Dr. Sutariya is a thought leader within Cerner and the healthcare industry on population health management and shared accountability between consumers, providers and payers.



Kyu Rhee, M.D., serves as chief health officer of IBM, where he has global responsibilities for Watson Health and assuring a culture of health at IBM. Prior to joining IBM, Dr. Rhee was chief public health officer at the Health Resources and Services Administration (HRSA), where he served on and led numerous national initiatives related to prevention, quality, and public health. Dr. Rhee also served as the director of the office of innovation and program coordination at the National Institutes of Health (NIH), where he led initiatives related to eliminating health disparities and promoting health equity.



Dursun Delen Ph.D. is the William S. Spears Chair in Business Administration, Director of Research for the Center for Health Systems Innovation, and Professor of Management Science and Information Systems in the Spears School of Business at Oklahoma State University. Prior to his academic career, Dr. Delen worked in the industry for over 10 years managing projects that developed and delivered business analytics solutions to companies and federal agencies.



Peter P. Aran, M.D., joined Blue Cross Blue Shield of Oklahoma (BCBSOK) in January 2016 as medical director of population health management. He directs the company's Centers for Medicare and Medicaid Services (CMS) initiatives and advancement of community care. Prior to working for BCBSOK, Dr. Aran served in a number of leadership positions with the Saint Francis Health System in Tulsa, as both a physician executive and a board member.



Steve Sanders, D.O., is the chief medical officer and chair of the Physician Advisory Council for Warren Clinic. He is responsible for clinical management of more than 320 physicians and 95 mid-level practitioners in 75 practice locations located in northeast Oklahoma. Dr. Sanders serves on the Executive Council of the Saint Francis Health System, the Board of Directors for the Xavier Insurance Company, and the Board of Directors for CommunityCare Managed Healthcare Plans of Oklahoma.



Jim Stallcup, M.D., is the executive medical director for Cherokee Nation Health Services. He is responsible for Cherokee Nation clinical decision support, including bringing health maintenance reminders to the physician leaders for discussion and selection, purchasing, and coordinating reference materials for Health IT integration, and establishing clinical quality metrics and goals. He has implemented a successful teledermatology program and telemedicine clinic in psychiatry in the Cherokee Nation. In 2009, *Arkansas Times* named him one of the "Arkansas Best Doctors" in family medicine.



Jesse Campbell, M.D., is the chief administrative officer of Mercy Clinic West Communities where he leads a group of more than 350 physicians and advanced practice providers across multiple specialties. He has a particular interest in population health and engagement of virtual medicine strategies to achieve better outcomes. Other responsibilities include serving as the board chair for the Mercy Health System ACO, board chair for the Oklahoma Chapter of MPact, and as one of the team physicians for the Oklahoma City Energy USL Football Club.



Lloyd Hildebrand, M.D., is a former academic ophthalmologist and educator at the Dean McGee Eye Institute. He has CEO-level experience managing a large multi-specialty practice (7 clinics) as well as startup and early-stage medical technology companies. Dr. Hildebrand has held leadership roles in local, regional, national and international professional organizations. He is a consultant to the ophthalmic industry on health information technology, and is the clinical lead in the consortium helping develop IBM Watson Health ophthalmic offerings. Dr. Hildebrand graduated from the Physician CEO program at Kellogg School of Management in 2015.



Michael Peercy is the epidemiologist/biostatistician for the Division of Research and Public Health in the Department of Health for the Chickasaw Nation. His research interests include ethical research practices in native communities, data ownership and sovereignty, cancer epidemiology, climate change and health and data analytics. Mr. Peercy serves as the administrator for the Chickasaw Nation Institutional Review Board (IRB), an advisory member to the Southern Plains Tribal Epidemiology Center, and a national member at large on the American Indian/Alaska Native Health Research Advisory Committee (HRAC).

PREDICTIVE MEDICINE AND HEALTH ANALYTICS CONFERENCE

OKLAHOMA STATE UNIVERSITY
Sponsored by the Center for Health Systems Innovation
Tulsa, OK - Tuesday, March 28, 2017
Oklahoma City, OK - Wednesday, March 29, 2017

Toll Free 1-866-678-3933 | Phone 405-744-5208
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Mail to: OSU Center for Executive and Professional Development,
215 Business Building | Stillwater, OK 74078-4011

REGISTRATION

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- Yes! I wish to be a gold sponsor of the conference in Tulsa.
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*\$3,500: Includes 8 registrations to the conference, Speaker Series Luncheon, and prominent recognition in promotion and at the conference. (Deductible- \$1,260 Non-deductible- \$2,240)**

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*\$2,000: Includes 4 registrations to the conference, Speaker Series Luncheon, and prominent recognition in promotion and at the conference. (Deductible- \$760 Non-deductible- \$1,240)**

** The amount of the contribution that is deductible for federal income tax purposes is limited to the excess of any money contributed over the fair market value of goods or services provided.*

MULTIPLE REGISTRATION DISCOUNT (8 OR MORE PEOPLE)

- Tulsa Conference and Luncheon with Dr. Kyu Rhee, IBM, March 28- \$280 per person
- OKC Conference and Luncheon with Dr. Kyu Rhee, IBM, March 29- \$280 per person
- Tulsa Conference only, March 28- \$195 per person
- OKC Conference only, March 29- \$195 per person

INDIVIDUAL REGISTRATION

- Tulsa Conference and Luncheon with Dr. Kyu Rhee, IBM, March 28- \$310 per person
- OKC Conference and Luncheon with Dr. Kyu Rhee, IBM, March 29- \$310 per person
- Tulsa Conference only, March 28- \$225 per person
- OKC Conference only, March 29- \$225 per person

Conference Materials

The conference fee includes the materials in electronic format. If you would prefer a hard copy of conference materials in a binder, please check the information below for an additional fee.

Yes! I would like to have a binder of conference materials provided.

- \$15 additional fee** for the conference materials.

PAYMENT INFORMATION

- A check payable to the OSU Foundation (for sponsorship) or OSU (for registration) is enclosed for the amount of \$_____.

Mail registration form and check to: OSU Center for Executive and Professional Development | Spears School of Business
215 Business Building | Oklahoma State University | Stillwater, OK 74078-4011 USA

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Registration fee includes materials in electronic format and refreshments.

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Lunch included if registered for Kyu Rhee session.



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Spears School of Business
Oklahoma State University
215 Business Building
Stillwater, OK 74078

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These conferences are sponsored by the Center for Health Systems Innovation (CHSI), Spears School of Business and Center for Health Sciences. CHSI is committed to finding business and clinical innovations and operates with a focus on the 3 target areas of health care delivery innovation, data analytics, and OSU health access network.

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