



Analytics Powering Outcomes for Veterans 2015

Agenda

Monday, June 29, 2015

8:15 AM – 9:00 AM	Registration and Breakfast
9:00 AM – 9:15 AM	<i>Opening Remarks</i> Sloan Gibson Deputy Secretary, U.S. Department of Veterans Affairs
9:15 AM – 9:30 AM	<i>Leveraging Data to Study Customer Behavior</i> Dr. DJ Patil Chief Data Scientist, U.S. Office of Science and Technology Policy Deputy Chief Technology Officer for Data Policy
9:30 AM – 9:50 AM	<i>The Veteran Experience: Needs-Based Design</i> Dr. Walt Cooper Director and Chief of Staff, Veteran Experience, U.S. Department of Veterans Affairs
9:50 AM – 10:00 AM	BREAK
10:00 AM – 11:00 AM	<i>Data Visualization Done Differently</i> Dr. Jonathan Schwabish Senior Research Associate, Urban Institute Founder, PolicyViz, LLC
11:00 AM – 11:30 AM	<i>Data Analytics, Customer Satisfaction Measurement, and their Impact on Continuous Improvement in the National Cemetery Administration</i> Matthew Sullivan Deputy Under Secretary for Finance and Planning Chief Financial Officer, National Cemetery Administration
11:30 AM – 12:30 PM	LUNCH <i>Sentiment Analysis Cracks the Code on Unstructured Voice of the Customer Analytics</i> Jamie Popkin Managing Vice President, Gartner
12:30 PM – 12:40 PM	BREAK
12:40 PM – 1:40 PM	<i>Lessons Learned from 10 Years of Applying Analytics to Solve Real World Problems at VA and Beyond</i> Dr. Leonard D'Avolio Director of Informatics, Ariadne Labs Assistant Professor, Harvard Medical School Advisor, Helmsley Charitable Trust Foundation Co-Founder, Cyft

1:40 PM – 2:40 PM	<p><i>Veteran Health Care: Understanding the Changing Demographics and Needs of our Veterans</i></p> <p>Duane Flemming Director, Policy Analysis and Forecasting, U.S. Department of Veterans Affairs</p>
2:40 PM - 3:40 PM	<p><i>Ad Strategy, Driven by Data</i></p> <p>Daniel Slotwiner Director, Advertising Research, Facebook</p>
3:40 PM - 3:50 PM	<p>BREAK</p>
3:50 PM - 4:50 PM	<p><i>PANEL: Customer Satisfaction Strategies: Enhancing Customer Experience by Studying Behavior</i></p> <p>MODERATOR: Dr. Patrick Littlefield Executive Director, VA Center for Innovation, U.S. Department of Veterans Affairs</p> <p>Matthew Gore General Manager for Uber Florida, Uber</p> <p>Jonathan Wolske Culture Evangelist, Zappos Insights, Inc.</p>
4:50 PM – 5:00 PM	<p>WRAP-UP</p>
5:00 PM	<p><i>Networking Event</i> Location TBD</p>

Tuesday, June 30, 2015

8:15 AM – 9:00 AM	<p>Registration and Breakfast</p>
9:00 AM – 9:15 AM	<p><i>Opening Remarks</i></p> <p>Robert McDonald Secretary, U.S. Department of Veterans Affairs</p>
9:15 AM – 10:00 AM	<p><i>Enabling Information Assurance (IA) Operations</i></p> <p>Daniel Schmidt Technical Director of the Analytics Group in the Information Assurance Directorate (IAD), National Security Agency (NSA)</p> <p>Timothy Teal Technical Director of the Analytic Tradecraft Automation Office (ATAO) in the Information Assurance Directorate (IAD), National Security Agency (NSA)</p>
10:00 AM – 10:55 AM	<p><i>Uniting Data and Partnership to Confront and Solve Healthcare's Big Challenges</i></p> <p>Dr. Paul Wallace Chief Medical Officer and Senior Vice President for Clinical Translation, OptumLabs</p>
10:55 AM – 11:00 AM	<p>BREAK</p>
11:00 AM – 12:00 PM	<p><i>10 Failures of Data in Healthcare</i></p> <p>Dr. Jeffrey Brenner Chief Executive Officer, Camden Coalition of Healthcare Providers</p>
12:00 PM – 1:00 PM	<p>LUNCH</p> <p><i>How to Govern the Information Governance Board</i></p> <p>Bill O'Kane Research Vice President, Gartner</p>

1:00 PM – 1:10 PM	BREAK
1:10 PM – 2:10 PM	<p><i>Analytics in VHA – Past, Present and Future</i></p> <p>Dr. Stephan Fihn Director, Office of Analytics and Business Intelligence, U.S. Department of Veterans Affairs</p>
2:10 PM – 2:40 PM	<p><i>Building a Data Engagement Roadmap</i></p> <p>Ian Kalin Chief Data Officer, U.S. Department of Commerce</p>
2:40 PM – 3:40 PM	<p><i>Review of Findings from VA’s Open Data Roundtable</i></p> <p>Joel Gurin President and Founder, The Center for Open Data Enterprise</p>
3:40 PM – 3:45 PM	BREAK
3:45 PM – 4:50 PM	<p><i>Customer Journey Transformation: The idea, the impact, and how to start</i></p> <p>Alex Rawson Principal, McKinsey Co-Author of Harvard Business Review article “The Truth About Customer Experience”</p> <p>Will Enger Associate Principal, McKinsey</p>
4:50 PM – 5:00 PM	WRAP-UP
5:00 PM	<p><i>Networking Event</i> Location TBD</p>

Wednesday, July 01, 2015

8:15 AM – 9:00 AM	<p>Registration and Breakfast</p> <p><i>The State of Analytics in VBA</i></p> <p>Allison Hickey Under Secretary for Benefits, U.S. Department of Veterans Affairs</p>
9:00 AM – 10:00 AM	<p>Mark Seastrom Director, Performance Analytics and Integrity, U.S. Department of Veterans Affairs</p> <p>Ken Smith Director, Operation Analytics, U.S. Department of Veterans Affairs</p> <p><i>Bringing Human Lens to Understanding Data</i></p> <p>Peter Olson Director and Creative Technologist, IDEO</p> <p>David Boardman Senior Interaction Design Lead, IDEO</p> <p><i>PANEL: Pave the Way Forward</i></p> <p>MODERATOR: Rob Nabors Chief of Staff, U.S. Department of Veterans Affairs</p>
10:00 AM - 11:00 AM	
11:00 AM – 12:00 PM	<p>Carolyn Clancy Assistant Deputy Under Secretary for Health, Safety and Quality</p> <p>Allison Hickey</p>

Under Secretary for Benefits

Matthew Sullivan

Deputy Under Secretary for Finance and Planning
Chief Financial Officer, National Cemetery Administration

Scott Blackburn

Director, MyVA Task Force

Tom Allin

Chief Veterans Experience Officer

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Deputy Assistant Secretary for Data Governance and Analysis
Acting Secretary, Office of Policy and Planning

12:00 PM

Networking Event

Location TBD