

The Sixth Annual MIT Chief Data Officer & Information Quality Symposium

Previously known as the MIT IQIS Symposium (2007 – 2011)

Location: **Massachusetts Institute of Technology
Tang Building (E51), MIT East Campus
70 Memorial Drive, Cambridge, MA, USA 02139**

Dress Code: **Business casual**

Dates: Tuesday, July 17 – Friday, July 20, 2012

Contact: **Richard Wang, MIT IQ Program**
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TUESDAY July 17, 2012		
Time	Event	Location
8:00am - 4:30pm	Chief Data Officer (CDO) Forum <i>By invitation-only, Individual Members, and Corporate Sponsor Invitees.</i>	MIT Faculty Club
8:15-9:00am	CONTINENTAL BREAKFAST & REGISTRATION	E51-345
9:00am-4:30pm	Session 1-1 UHC (University HealthSystem Consortium) Workshop Contact Gary Schumacher, schumacher@uhc.edu	MIT Faculty Club
9:00am-12:30pm	Session 1-2 EDM Council Meeting Contact Michael Atkin, atkin@edmcouncil.org	E51-345
9:00am-12:30pm	Session 1-3 Acxiom Contact Dan Lackner, Dan.Lackner@acxiom.com	E51-372
1:00-2:00pm	Session 1-4 Maximize Return On Data Through Holistic Data Governance Contact Karen Scott, kscott@informatica.com	E51-376
2:00-3:00pm	Session 1-5 Rosetta Stone for Information Quality, Version 2.y Contact Jim Funk, jimfunk@mit.edu	E51-376
3:00-4:30pm	Session 1-6 Implementing Data Standards – From Theory to Practice Contact Robert Lutton, robert.lutton@sandhillconsultants.com	E51-376
5:00-6:30pm	SYMPOSIUM RECEPTION AT MIT FACULTY CLUB	

WEDNESDAY July 18, 2012		
8:15-9:00am	CONTINENTAL BREAKFAST & REGISTRATION	E51-345
9:00-10:30am Plenary Session	<p>Session 2 Opening Remarks</p> <ul style="list-style-type: none"> ▪ Symposium Co-Chairs: Richard Wang, Stuart Madnick, Yang Lee ▪ Welcome: Deborah Nightingale Director, MIT Sociotechnical Systems Research Center Professor of the Practice of Aeronautics and Astronautics and Engineering Systems Co-Director, MIT Lean Advancement Initiative ▪ Program Co-Chairs: Joe Maguire, Michael Nix, Annette Pence ▪ Outreach Chair: Laura Duvall ▪ Awards Ceremony <p>Keynote</p> <ul style="list-style-type: none"> ▪ Thomas E. Kelly III, <i>FMR Deputy Undersecretary of the U.S. Army</i> ▪ Michael A. Kirby, <i>FMR Deputy Undersecretary of the U.S. Army</i> 	E51-345
10:30-11:00am	COFFEE BREAK	
11:00am-12:30pm Parallel Sessions	<p>Session 3A Information Quality in the Homeland Community</p> <ul style="list-style-type: none"> ▪ Session Chair: Annette Pence, <i>MITRE Corporation</i> <ol style="list-style-type: none"> 1. James C. Meng, Ph.D. <i>MSM MIT Sloan Fellow, Office of Assistant Secretary of the Navy, Financial Management & Comptroller</i> Navy-Wide Enterprise Cost Management Framework 2. Justin Stekervetz, <i>U.S. Department of Homeland Security</i> National Information Exchange Model (NIEM) Success Stories: Enabling Data Quality 	E51-325
	<p>Session 3B Health Information Exchange – Data Exchange Challenges</p> <ul style="list-style-type: none"> ▪ Session Chair: Elisa Horbatuk, <i>Stony Brook University Medical Center</i> <ol style="list-style-type: none"> 1. John Halamka, MD, <i>Harvard/ONC</i> Connecting Patients, Providers, and Payers 2. Laura Adams, <i>Rhode Island Quality Institute</i> Data in the Driver’s Seat of Healthcare Reform: A New Era for Data Quality, Management and Analytics 	E51-345
	<p>Session 3C Documents and Processes: Achieving Quality Goes Beyond Structured Data</p> <ul style="list-style-type: none"> ▪ Session Chair: Joe Maguire, <i>Data Quality Strategies</i> <ol style="list-style-type: none"> 1. Barbara von Halle, <i>Knowledge Partners International</i> The Unanticipated Role of the Decision Model in Data Quality: Delivering DQ Logic Governance to the Business 2. Lyn Robison, <i>Gartner</i> Applying Information Quality to Semi-Structured Data 	E51-372

	<p>Session 3D Research Trends & Directions</p> <ul style="list-style-type: none"> ▪ Session Chair: Michael Nix, <i>Fletcher Allen Health Care</i> <ol style="list-style-type: none"> 1. Indra Neil Sarkar, <i>Director of Biomedical Informatics, UVM</i> Leveraging Electronic Health Data for Quality: From Bedside to Claims 2. Peter Aiken, Ph.D. <i>Virginia Commonwealth University & Data Blueprint</i> IQ Research Issues: Three Elephants in the Room... 	E51-376
12:30-1:30pm	SANDWICH BAG LUNCH	
1:30-3:00pm Parallel Sessions	<p>Session 4A Open Source Data Quality Management for the Public Sector</p> <ul style="list-style-type: none"> ▪ Session Chair: David Becker, <i>MITRE Corporation</i> <ol style="list-style-type: none"> 1. John Jaster, <i>Chief Architect for Digital Prospectors, Corporation</i> The Enterprise Data Quality Management Service (EDQMS) Open Source Project (OSP) 2. John Talburt, Yinle Zhou, & Eric Nelson, <i>UALR</i> An Open Source Entity Resolution System supporting MDM 3. Steve Sarsfield, <i>Talend</i> The Evolution of Data Management 	E51-325
	<p>Session 4B Meaningful Use of Data</p> <ul style="list-style-type: none"> ▪ Session Chair: Paul Prabhaker, <i>Associate Dean, College of Business, Northern Illinois University</i> <ol style="list-style-type: none"> 1. Ivy Baer, Jennifer Faerberg, & Lori K. Mihalich-Levin, JD, <i>Association of American Medical Colleges</i> Meaningful Use, Quality, and Associated Risks: An AAMC Overview 	E51-345
	<p>Session 4C Innovation in Information Quality, Panel Discussion</p> <ul style="list-style-type: none"> ▪ Session Chair: Frank J. Ponzio, Jr., <i>President & CEO, Symbolic Systems, Inc.</i> <p>Panelists: Michael Atkin, Managing Director, EDM Council Michael M. Gorman, President, Whitemarsh Information Systems Corp. George W. Handy, Managing Director, Activity for Innovation and Economic Growth COL Ronald Jacobs, Commander, US Army Electronic Proving Ground</p>	E51-372
3:00-3:30pm	COFFEE BREAK	
3:30-5:00pm	<p>Session 5A The Big Data (Quality) Issues & Opportunities: Vendors' Perspective</p> <ul style="list-style-type: none"> • Session Chair: Dan Lackner, <i>Acxiom</i> • Panel Moderator: Joe Maguire, <i>Data Quality Strategies</i> <p>Panelists: Peter Aiken, <i>VCU/Data Blueprint</i> Chad Fitz, <i>VP of Product Management; Acxiom</i> Rob Karel, <i>VP of Product Strategy; Informatica</i> Frank J. Ponzio, Jr., <i>President & CEO; Symbolic Systems, Inc.</i> Steve Sarsfield, <i>Product Marketing Manager; Data Governance, Talend</i></p>	E51-325

	Session 5B Sponsor Vendors’ “Roadshow” Presentations Acxiom, Data Blueprint, Informatica, Symbolic Systems, & Talend	E51-345
	Session 5C Sponsor Vendors’ Exhibits Acxiom, Data Blueprint, Informatica, Symbolic Systems, & Talend	Outside E51-345
5:00-6:30pm	SYMPOSIUM RECEPTION AT MIT FACULTY CLUB	
THURSDAY July 19, 2012		
8:15-9:00am	CONTINENTAL BREAKFAST	E51-345
9:00-10:30am	Session 6A Data Quality and Data Governance – Management & Organization <ul style="list-style-type: none"> ▪ Session Chair: Annette Pence, <i>MITRE Corporation</i> 1. LTC Joachim Sobota & CPT Christian Fürber, <i>Joint Support Command, German Armed Forces</i> Using Semantic Mediawiki for Data Quality Management in the German Armed Forces 2. Laura Duvall, <i>U.S. Department of Homeland Security</i> I’m your new leader. Where are we going? 	E51-325
	Session 6B Improved Use of Non-Discrete Data <ul style="list-style-type: none"> ▪ Session Chair: Eric Hixson, <i>Cleveland Clinic Foundation</i> 1. Rick Siegrist & Susan Madden, <i>Press Ganey</i> The New Science of Sentiment Analysis as applied to Healthcare Organizations 2. Craig Rhinehart, <i>Director, ECM Strategy and Market Development, IBM Software Solutions Group</i> Applying Advanced Text Analytics to Health Care Data to Reduce Readmissions and Improve Other Outcomes 	E51-345
	Session 6C Business & Finance Track –A Recovery Using High Quality Data <ul style="list-style-type: none"> ▪ Session Chair: Linda Kresl, <i>President, Tecnologia, Inc.</i> 1. Linda Kresl & Kammy Rogers-Holliday, <i>Bonneville Power Administration</i> How to Create a Data Quality Management Team within the Bonneville Power Administration 2. Antonio Arias & John Salazar, <i>Intellego</i> The State of Data Quality in Latin America’s Largest Bank 3. Scott D. Stanton & Erick Cloward, <i>HCG Software LLC</i> Big Data and Excel – Moving Data Analytics Back Into the CFO’s Hands 	E51-372
10:30-11:00am	COFFEE BREAK	

11:00am-12:30pm Plenary Session	Session 7 Challenges & Successes in Insurance Information Quality <ul style="list-style-type: none"> ▪ Session Chair: Anne Marie Smith Panelists: Paul Ayoub, SVP & CIO, <i>FCCI Insurance</i> Alfred Goxhaj, CIO, <i>Philadelphia Insurance</i> Arne Herenstein, CIO, <i>Harleysville Insurance Company</i> William Jenkins, Analytics CEO, <i>Agile Insurance</i> ; Fmr CIO, <i>Penn National Insurance</i> ; Fmr. CIO, <i>General Accident Insurance</i> Deborah Smallwood, Founder, <i>SMA</i> Britta Schatz, CIO, <i>Penn National Insurance</i>	E51-345
12:30-1:30pm	CHINESE BUFFET LUNCH	E51-345
1:30-3:00pm Parallel Sessions	Session 8A Data Quality in the Federal Finance Community <ul style="list-style-type: none"> ▪ Session Chair: Annette Pence, <i>MITRE Corporation</i> 1. John Hill, <i>US Department of the Treasury</i> Federal Financial Data Quality: Challenges and Approaches 2. Jeff Butler, <i>US Internal Revenue Service</i> Big Data and Information Quality in the IRS Research Community 	E51-325
	Session 8B Improving Health Care – Data Warehousing <ul style="list-style-type: none"> ▪ Session Chair: Michael Nix, <i>Fletcher Allen Health Care</i> 1. Jim Walker, <i>Talend</i> The Butterfly Effect on Data Quality 2. Christopher J. Donovan, <i>Cleveland Clinic Foundation</i> Data Warehouse Integration and Governance 	E51-345
	Session 8C Data Quality in Financial Reporting: Lessons From the Design and Use of Electronic Reporting Formats <ul style="list-style-type: none"> ▪ Session Chairs: Joe Maguire & Harry (Hongwei) Zhu 1. Christine Tan, <i>Fordham University</i> How the Design of the XBRL US GAAP Financial Reporting Taxonomy Impacts XBRL Data Consumption – Lessons Learned 2. J. Louis Matherne, <i>Financial Accounting Standards Board</i> TBD 3. Robert Stowsky, <i>Northeastern University</i> Capital Markets Transaction Reporting: DQ/IQ Lessons Learned 	E51-372
3:00-3:30pm	COFFEE BREAK	
3:30-5:00pm Parallel Sessions	Session 9A MITRE's Session – Managing Quality – Critical Issues <ul style="list-style-type: none"> ▪ Session Chair: Annette Pence, <i>MITRE Corporation</i> 1. Sarah Wentworth, <i>MITRE</i> Just in Time Data Quality – Building Quality into Every Project 2. MITRE Panel: Root Causes, Practical Measures, and Tactical Approaches Adrienne Chen-Young, Iris Dawkins, Tracy DeCanio, & Sarah Wentworth Facilitator: Annette Pence 	E51-325

	<p>Session 9B Electronic Health Records (EHR): Benefits and Challenges</p> <ul style="list-style-type: none"> ▪ Session Chair: Allen Juris, <i>University HealthSystem Consortium</i> <ol style="list-style-type: none"> 1. Fengwei Zhong, Kajal Benipal, & Adol Esquivel, <i>St. Luke's Episcopal Health System</i> The Perfect Storm: Addressing Current & Future Health Care Quality Challenges Using Health Information Technology 2. Keith Figlioli, <i>Premier, Inc.</i> Achieving and Measuring the "Triple Aim"[™]: Defining and obtaining the data needed to demonstrate value in a newly emerging healthcare delivery model 	E51-345
	<p>Session 9C Panel Discussion: The Human Factor in Information Quality</p> <ul style="list-style-type: none"> ▪ Session Chair: Joe Bugajski, <i>Gartner</i> <p>Panelists: Eric Hixson, Cleveland Clinic Foundation Stuart Madnick, John Norris Maguire Professor of Information Management at MIT Sloan School Joe Maguire, Data Quality Strategies Mark Temple-Raston, Global Lead for Data Management at Citi Barbara von Halle, Managing Partner & Founder, Knowledge Partners International</p>	E51-372
FRIDAY July 20, 2012		
8:30-11:30am	<p>Session 10-1 Symbolic Systems, Inc.</p> <ul style="list-style-type: none"> ▪ Contact: Frank Ponzio, Jr., frank.ponzio@symbolic.com 	E51-325
8:30-11:30am	<p>Session 10-2 Talend</p> <ul style="list-style-type: none"> ▪ Contact: Steve Sarsfield, stevesarsfield@yahoo.com 	E51-345
8:30-11:30am	<p>Session 10-3 Data Blueprint</p> <ul style="list-style-type: none"> ▪ Contact: Peter Aiken, paiken@datablueprint.com 	E51-372
8:30-11:30am	<p>Session 10-4 Pitney Bowes</p> <ul style="list-style-type: none"> ▪ Contact: Clarence W. Hempfield, Jr., Clarence.Hempfield@pb.com 	E51-376
11:30am-12:00pm	CLOSING REMARKS	E51-345
End of the MIT 2012 CDO IQ Symposium		