MIT Information Quality Industry Symposium

<u>Location</u>
Massachusetts Institute of Technology
Tang Building (E51) in the MIT East Campus
70 Memorial Drive, Cambridge, MA, USA

<u>Date</u>
July 15, 2009 – July 17, 2009

<u>Official Website</u>
http://mitiq.MIT.edu/IQIS/2009
Contact: Dr. Richard Wang
Chief Data Quality Officer of the U.S. Army
Director of MIT Information Quality Program (on leave)

WEDNESDAY, July 15, 2009		
8:00-9:00 AM	CONTINENTAL BREAKFAST & CHECK-IN	Classroom

9:00-10:30 AM	**Session T1A** Tutorial Workshop: Business Intelligence
	
	Information Quality for Business Intelligence
	   Earl Hadden
	      Intelligence Commerce Network, LLC
		E51-345

	Session T1B Tutorial Workshop: Data Governance
	
	Data Governance with a Focus on Information Quality
	   Gwen Thomas
	      President
	      The Data Governance Institute
		E51-361

	Session T1C Tutorial Workshop: ISO 8000
	
	The NATO Codification System: Leading the Way to Data Quality Through ISO Standards 22745 and 8000
	   Steven E. Arnett
	      Chief, U.S. National Codification Bureau
	      Defense Logistics Agency
		E51-372

	Session T1D Tutorial Workshop: Data Quality
	
	Ten Steps to Quality Data and Trusted Information
	   Danette McGilvray
	      President and Principal
	      Granite Falls Consulting, Inc.
		E51-376

10:30-11:00 AM	Coffee Break	

11 AM-12:30 PM	Session T2A Tutorial Workshop: Business Intelligence
	
	DW2.0 and Unstructured Data
	    Bill Inmon
	        Inmon Consulting Services
		E51-345

	Session T2B Tutorial Workshop: Enterprise Architecture
	
	Information Quality: What's Enterprise Architecture Got to Do with It?
	    P. Kathie Sowell
	        President
	        Custom Enterprise Solutions, LLC
		E51-361

	Session T2C Tutorial Workshop: ISO 8000
	
	Meeting the ISO 8000 Requirements for Quality Data
	    Peter R. Benson
	        Executive Director
	        Electronic Commerce Code Management Association
		E51-372

	Session T2D Tutorial Workshop: Business Quality
	
	TIQM Quality System for Total Information Quality Management: Business Excellence through Information Excellence
	    Larry P. English
	        Information Impact International, Inc.
		E51-376

12:30-2:00 PM	LUNCH & KEYNOTE SPEECH
	
	Chairs' Welcome and Opening Remarks
	Symposium Co-Chairs
	    WooYoung Chung, Linda Kresl
	Program Co-Chairs
	    Suzanne Acar, Willa Pickering, Joe Bugajski
	QIBRAS (Brazil IQ) Introduction
	    Guilherme Rocha & Flávio de Almeida Pires
	French Association of Excellence, Information, Quality Intro.
	    Delphine Clement & Brigitte Laboisse
	UALR MSIQ/PhD Update
	    John Talburt & Ning-Ning Wu
	ACM-JDIQ update
	    Stuart Madnick & Yang Lee
	MIT2010IQIS Planning
	    Suzanne Acar, Peter Anlyan & Linda Kresl
	
	Keynote Speech
	
	    Transforming the Army Enterprise with High IQ
	
	      Ronald Bechtold
	        The U.S. Army Chief Data Officer
	        Office, Army CIO/G6
	Lunch is sponsored by **Harte-Hank Trillium Software**
		E51-345

2:00-2:30 PM	COFFEE BREAK	

2:30-4:00 PM	Session 1A Network-Centric Environment
	Session Chair: Willa Pickering, Lockheed Martin Corporation
	
	    A Maturity Model for Harnessing the Power of Networks and
	    Information
	
	      David S. Alberts
	        Director, Research
	        Office of the Assistant Secretary of Defense for Networks
	        and Information Integration and the DoD CIO
		E51-345

	Session 1B IQ in Medical Informatics I
	Session Chair: Peter Anlyan, Anlyan Consulting, LLC
	
	Translating Advances in Health Information Technologies into Improved Care for Populations, Patients and Families
	
	Better Information, Better Decisions, Better Care
	    John D. Halamka, MD, MS
	        Associate Dean for Educational Technology
	        Harvard Medical School
	        Chief Information Officer, CareGroup Health System
	        Beth Israel Deaconess Medical Center
	    Kenneth Mandl, MD, MPH
	        Harvard Medical School Center for Biomedical
	        Informatics
	        Children's Hospital Boston
		E51-361

	Session 1C Enterprise Data Management I
	Session Chair: Carol Chapman, American National Insurance Co.
	
	1. Master Data Management (MDM) Improves Information
	   Quality to Deliver Value
	      Joe Bugajski
	         Senior Analyst, Burton Group
	
	2. Integrating Business and Technical Metadata to Support Better
	   Data Quality
	      Robert Schork
	         Citi Arch and Tech Engineering, Citigroup
		E51-372

	Session 1D Data Modeling & Data Management
	Session Chair: Linda Kresl, Mentor Graphics
	
	1. Data Quality and DW2.0
	      Linda Kresl
	         Information Technology Manager, Business Intelligence
	         Solutions, Mentor Graphics
	
	2. A New Dimension: What Businesses Striving For Information
	   Quality Need From Academic Researchers Who Design
	   Information Modeling Notations
	      Joe Maguire
	         Senior Analyst, Burton Group
		E51-376

4:00-4:30 PM	COFFEE BREAK	

4:30-6:00 PM	**Session 2A** Ubiquitous Data in Net-Centric Environment Session Chair: Willa Pickering, Lockheed Martin Corporation **Panel Discussion Session** Ubiquitous Data in a Net-centric Environment: A Framework and Solution Approach Panelists: 　　David Alberts, Office of the Secretary of Defense 　　Frank Petroski, The MITRE Corporation 　　Hans Polzer, Lockheed Martin Corporation	E51-345
	Session 2B IQ in Medical Informatics II Session Chair: Peter Anlyan, Anlyan Consulting, LLC ***Translating Advances in Health Information Technologies into Improved Care for Populations, Patients and Families*** 　　Health Information Technologies – A New Blueprint for Systems Improvement 　　　　David W. Bates, MD, MSC 　　　　　　Professor of Medicine, Harvard Medical School 　　　　　　Professor of Health Policy and Management 　　　　　　Harvard School of Public Health 　　　　　　Brigham and Women's Hospital 　　　　Donald Goldmann, MD 　　　　　　Senior Vice President 　　　　　　Institute for Healthcare Improvement (IHI)	E51-361
	Session 2C Enterprise Data Management II Session Chair: Carol Chapman, American National Insurance Co. 　　A Framework for Business Intelligence Data Governance 　　　　Cal Rosen 　　　　　　President, ActionInfo Consulting Services	E51-372
	Session 2D Business Impact of IQ Session Chair: Linda Kresl, Mentor Graphics 1. Data Quality for Sales and Marketing CRM 　　　　Mark Goloboy 　　　　　　Director of Global Data Governance 　　　　　　Monster 2. Product Data Quality - Ready for its Close-up? 　　　　Martin Boyd 　　　　　　Vice President of Marketing 　　　　　　Silver Creek Systems	E51-376

6:00-8:00 PM	SYMPOSIUM RECEPTION & DINNER AT MIT FACULTY CLUB 6-7 p.m. – reception; dinner at 7 p.m. *This reception & dinner event is sponsored by* **Burton Group**	

THURSDAY, July 16, 2009		
8:00-9:00 AM	CONTINENTAL BREAKFAST	

9:00-10:30 AM	**Session 3A** Army and Air Force IQ Practice
	Session Chair: Willa Pickering, Lockheed Martin Corporation
	
	1. Enterprise Data Quality Management for USAF Operations Support
	   Christopher Sharbaugh
	     Principal Advisor to Director
	     US Air Force
	   David Becker
	     Principal Information Systems Engineer
	     The MITRE Corporation
	
	2. Exposing Data as a Service within the Army Enterprise
	   Laurie Kraus
	     Army Net-Centric Data Strategy (ANCDS) Center of Excellence
		E51-345

	Session 3B IQ Practices in Health Systems I
	Session Chair: Garry Darrer Getinge USA, Inc.
	
	1. Data Governance and Data Quality Management In Academic Medical Centers
	   Bruce Davidson
	     Director of Resource and Outcomes Management
	     Cedars-Sinai Health System
	   Steve Meurer MHS / MBA, PhD
	     Vice President, Clinical Data & Informatics
	     University HealthSystem Consortium
	
	2. Establishing a Practical and Innovative Collaborative Vendor-Client Data Relationship to Improve Data Integrity
	   Allen Juris
	     Assistant Director, Data Services
	     University Health Systems Consortium
	   Michael Nix
	     Manager, Clinical & Operations Measurement Group
	     James M. Jeffords Institute for Quality & Operational Effectiveness
		E51-361

	Session 3C IQ and Cloud Computing
	Session Chair: Joe Bugajski, Burton Group
	
	Information Quality in the Cloud, What IT Managers Need to Know
	    Robert Grossman
	        Founder and Managing Partner
	        Open Data Group
		E51-372

	Session 3D Transforming Data into a Corporate Asset
	Session Chair: Carol Chapman, American National Insurance Co.
	
	Transforming Data into a Corporate Asset: A Roadmap for Successful Data Quality and Data Governance
	
	    Tony Fisher
	        President and CEO, DataFlux
		E51-376

10:30-11:00 AM	COFFEE BREAK	

11 AM-12:30 PM	Session 4A IQ in the Defense Industry
	Session Chair: Suzanne Acar, Federal Bureau of Investigation
	
	1. Information Quality in Defense Acquisition Projects
	    Tor Arne Irgens
	        Commander, Norwegian Armed Forces
	    Atle Kvalheim
	        DNV (Det Norske Veritas)
	    Trine Hansen
	        DNV (Det Norske Veritas)
	
	2. Using Automation to Generate Automated Software Testing – Reducing the Human Interaction for Testing of DOD Systems
	    Scott Bindas
	        Software Development Manager
	        Innovative Defense Technologies
	    Elfriede Dustin
	        Innovative Defense Technologies
		E51-345

	Session 4B IQ Practices in Health Systems II
	Session Chair: Garry Darrer, Getinge USA, Inc.
	
	1. Assuring Data Integrity for Healthcare Public Reporting and Using Results to Evaluate Patient Care Quality
	    Elisa Horbatuk
	        Data Manager, Decision Support Services
	        Stony Brook University Medical Center
	
	2. Case Study: Overview of IQ Practices at Cedars-Sinai
	    Alein Chun
	        Manager, Data Quality Management Unit
	        Cedars-Sinai Health System
		E51-361

	Session 4C Business Impact of IQ
	Session Chair:
	
	1. Cost of Non Quality Data in a CRM Perspective
	    Brigitte Laboisse
	        Technical Director, AID
	    Delphine Clement
	        Hewlett-Packard
	
	2. Diagnosing IT's Impact on the Business
	    Lyn Robison
	        VP & Research Director, Burton Group
		E51-372

	Session 4D IQ in the Mortgage Industry
	Session Chair: Charles McKinney, Freddie Mac
	
	1. Mortgage Industry Data Standards: Introduction to MISMO
	    Business Planning and Development Director
	    Operations Management Group, Freddie Mac
	
	2. Measuring Mortgage Information Quality in the United States
	    Geni Gomez
	        Model Application Management Director
	        Enterprise Services, Freddie Mac
	
	3. Freddie Mac's Business Data Dictionary
	    Lorraine Fellows
	        Senior Information Architect
	        Enterprise Services, Freddie Mac
	
	4. Information Management Governance and Operations
	    Diane Schmidt
	        Director, Shared Service Operations
	        Enterprise Services, Freddie Mac
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12:30-2:00PM	LUNCH & KEYNOTE SPEECH *This lunch event is sponsored by* **SAS/DataFlux**	
2:00-2:30 PM	COFFEE BREAK	

2:30-4:00 PM	**Session 5A** IQ Practice in Government Agencies I
	Session Chair: Suzanne Acar, Federal Bureau of Investigation
	
	    Data Quality in a Policy Context: The Government-wide
	    Information Quality Guidelines
	
	    Margo Schwab
	        Science Policy Analyst
	        The Office of Information and Regulatory Affairs (OIRA)
	        The Office of Management and Budget (OMB)
	        Executive Office of the President
		E51-345

	Session 5B Health Information Exchange
	Session Chair: Garry Darrer, Getinge USA, Inc.
	
	Using Clinical Integration and Health Information Exchanges to Improve Quality and Replace Managed Care
	    Eric Nielsen
	        Chief Medical Officer
	        The Greater Rochester Independent Practice Association
	    Christi Braun
	        Senior Associate, Ober|Kaler
		E51-361

	Session 5C Long-Term Data Retention Session Chair: Joe Bugajski, Burton Group Data Quality Considerations for Long Term Data Retention Jack Olson	E51-372

	Session 5D DQ Scorecards and IQ Value
	Session Chair: Steve Sarsfield, Harte-Hanks Trillium Software
	
	Using Data Quality Scorecards to Sell IQ Value
	    Sarah Kohler
	        Harte-Hanks Trillium Software
		E51-376

4:00-4:30 PM	COFFEE BREAK	

4:30-6:00 PM	**Session 6A** IQ Practice in Government Agencies I
	Session Chair: Suzanne Acar, Federal Bureau of Investigation
	
	1. New Initiatives in HUD's Data Quality Improvement Program (DQIP): Enabling Field Effectiveness
	    Shula Markland
	        Senior Data Architect
	        US Department of Housing and Urban Development
	    Mark Amspoker
	        Citizant, Inc
	
	2. The Reality of Information Governance Deployment at the National Institute of Health
	    Helen Schmitz
	        Acting Chief Information Technology (IT) Architect
	        National Institute of Health
		E51-345

	Session 6B Data Quality Management in Healthcare
	Session Chair: Bruce Davidson, Cedars-Sinai Health System
	
	1. Challenges of Data Quality in Medical Informatics Data Warehouses
	    Neera Bhansali
	      Manager of Data Quality & Curation
	      Moffitt Cancer Center
	
	2. Additive Theory of Error Generation and Correction Derived from & Applied to Clinical Research Data Management
	    Meredith Nahm
	      Associate Director for Biomedical Informatics
	      Duke Translational Medicine Institute
	    Leonard White
	      Senior Electrical Engineer, Stanford White, Inc.
	    Constance Johnson
	      Assistant Professor
	      Duke University School of Nursing
	    Todd Johnson
	      Associate Dean for Academic Affairs
	      University of Texas at Houston
		E51-361

	Session 6C IQ in the Media Industry
	Session Chair: Joe Bugajski, Burton Group
	
	1. Data Quality Contributing to Improve Revenue and Relationship in the Media Industry
	    Murillo Feitosa Boccia
	      Director of Database and Relationship Marketing
	      Grupo Abril
	    Flávio de Almeida Pires
	      President and CEO, Assesso
	    Mario Fernando Cervi
	      Director, CRM and Data Quality Projects, Assesso
	
	2. Data Quality Challenges and Solution Approaches in YAHOO!'s Massive Data Environment
	    Dan Defend
	      Yahoo!
	    Aparna Vani
	      Yahoo!
		E51-372

	Session 6D Enterprise Architecture
	    Larry R. DeBoever
	      EAdirections
		E51-376

6:00-7:30 PM	SYMPOSITUM RECEPTION AND SOCIAL AT MIT FACULTY CLUB *This reception is sponsored by* **Mentor Graphics** *and* **DAMA Global Chapter**.	

FRIDAY, July 17, 2009		
8:00-9:00 AM	CONTINENTAL BREAKFAST	

9:00-10:30 AM	**Session 7A** IQ in Law Enforcement
	Session Chair: Willa Pickering, Lockheed Martin Corporation
	
	1. Overcoming Information Sharing Barriers via Information Flow Modeling: Applications in Homeland Security
	    David Kamien
	      CEO, Mind-Alliance Systems, LLC
	    Jean-Francois Cloutier
	      CTO, Mind-Alliance Systems, LLC
	
	2. Quick Assess: Software Tool for Assessing the Quality of Law Enforcement Data Sets
	    Valerie Sessions
	      Assistant Professor of Computer and Information Science
	      Charleston Southern University
	    Dominic LaMar
	      Computer Scientist, Engineer, and Project Manager
	      Space and Naval Warfare Systems Center Atlantic
		E51-345

	Session 7B Future of IQ in Healthcare Industry
	Session Chair: Peter Anlyan, Anlyan Consulting, LLC
	
	You Got What You Paid for – Data Quality in Integrated Health Records
	    Ken Orr
	      Chief Scientist, The Ken Orr Institute
		E51-361

	Session 7C Data Portability and Information Quality
	Session Chair: Joe Bugajski, Burton Group
	
	Data Portability: It is about the Data—the Quality of the Data
	    Peter R. Benson
	      Executive Director
	      Electronic Commerce Code Management Association
		E51-372

	Session 7D Working with Data
	Session Chair: Linda Kresl, Mentor Graphics
	
	1. Not All Data Are Created Equal - Taxonomic Data and Data Governance
	    Kimmo Kontra
	      Manager, Accenture (Helsinki Office)
	
	2. New Generation IQ-Tool: The ASPC - Statistical Process Control Charting Software
	    Marilou Haines
	      President, Alamo Software Inc.
		E51-376

10:30-11:00 AM	COFFEE BREAK	

| 11:00-12:00 PM | CLOSING PLENARY SESSION

Roundtable Discussion

Where Do We Go from Here?
Charting the Uncharted Future of Information Quality

Closing Remarks

Dr. Richard Wang
MIT Information Quality Program | E51-345 |
| | END OF THE SYMPOSIUM | |

Version July 2, 2009