Business Leadership Forum
Healthcare/Life Sciences Roadmap

Turn your valuable information into insight and create new business opportunities with Business Analytics and Optimization.

At the Information on Demand Conference 2011, the Business Leadership Forum will feature business leaders presenting their stories of success with Business Analytics and Optimization (BAO). Learn from them, and be inspired by the latest practical ideas and best practices from their experience.

The Forum is organized along two dimensions: Theme Tracks include cross-industry themes where clients have invested considerably to address common problems, while Industry Tracks include industry-specific topics on BAO.

In addition to Forum sessions, this roadmap also lists additional sessions of interest to Healthcare and Life Sciences attendees featured across the entire Conference – providing a wealth of education and experience to Healthcare and Life Sciences participants.

Roadmap table of contents for Healthcare and Life Sciences:

Please note: This document is accurate at the time of publication, but is subject to change.
Please check the conference website for the most current agenda.

Sunday, October 23

8-10PM Mandalay Bay North Convention Center - South Pacific D-F	**Business Leadership Forum Welcome – Community Reception** The Industries Community Reception immediately follows the Expo Grand Opening and provides the opportunity to meet and chat with diverse conference attendees. Nibble on delicious desserts and sip beverages while you meet IBM industry executives and industry speakers in the various industry tracks. Specific industry roadmaps will be available to help you finalize your conference schedule. This is a great start to your week, and we look forward to sharing insights on how to maximize your conference experience.

Monday, October 24 – Theme Tracks

8:15AM Mandalay Bay Events Center – Events Center **CGS-3790**	**Opening General Session – Turn Insight into Action.** Industry leaders are turning insight into action through new kinds of information and new approaches to business analytics and optimization. Find out how these leaders are outperforming their competition, tapping into insights revealed through a flexible information management foundation and business analytics. Get an early look at innovations coming from IBM to help you capture today's new opportunities and tomorrow's vast potential.

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10:15AM Mandalay Bay South Convention Center – Jasmine A-G **LGN-3554**	**Business Leadership Forum Keynote** **Business Analytics & Optimization: Outpace your Competition and Deliver Break Away Results** Business leaders today understand the future requires heightened intelligence and awareness - leveraging the growing velocity, variety, and volume of data to deliver valuable and actionable insights that drive faster and better decisions. Join business and IT executives for the keynote session of the Business Leadership Forum and learn how leading organizations are embracing analytics to transform their business and outpace the competition. Explore compelling new findings from the IBM and MIT Sloan Management Review study on how organizations are achieving break away results and hear from a panel of executives on how they have successfully charted a course for Business Analytics and Optimization to improve performance across their company. **Speakers:** • Fred Balboni**,** Global Leader, Business Analytics and Optimization, IBM Global Business Services • Adam Braff, SVP, Head of Customer Data and Analytics, JPMorgan Chase & Co • Mark Clare, SVP, Senior Vice President Technology, JPMorgan Chase & Co *This session launches the 2.5 day Business Leadership Forum at IOD Global Conference. It is followed by a day of sessions organized by theme (Customer, Finance, Operational Efficiency and Strategic Foundation) and then a day organized by Industry. Details follow.*
11:30AM Mandalay Bay South Convention Center – Palm A **LSA-3547**	<u>Customer Track Kickoff</u>: **Applying Science to the Art of Marketing** In this session, which leads off the Customer Track, you will join leading companies and IBM experts as they explore how you can apply analytics to the art of marketing for greater insight into the behavior and preferences of your customers. In addition, you will hear how IBM customer, marketing and sales analytics solutions help companies transform to achieve greater customer loyalty, revenue, margins and agility. **Speakers:** • Katharyn White, IBM VP Marketing; IBM Global Business Services • Mauricio Botto, Chief Operating Officer, Banco Itau • Thomas Miller, VP Marketing, ADP
11:30AM Mandalay Bay South Convention Center – Palm C **LFA-3546**	<u>Financial Analytics Track Kickoff</u>: **The Journey to a Value Integrator: Applying Real-time Data and Analytics to Optimize Business Outcomes** In this session, which leads off the Finance Track, hear from leading experts about new tools and disciplines that can help finance organizations improve the way they measure and monitor business performance. In addition, they will explain how data and process standards and business analytics can improve finance efficiency, one of the key components of becoming a value integrator. **Speakers:** • Susan Cook, VP - Risk, Fraud and Finance, IBM Global Business Services • Robert Loreto, Senior Director, IT Finance, Qualcomm Inc • Steven Thomson, Senior Director Finance Transformation, Jabil Circuit Inc • Carlos Passi, Assistant Controller, Business Transformation, IBM
11:30AM Mandalay Bay South Convention Center – Palm D **LOE-3548**	<u>Operational Efficiency Track Kickoff</u>: **Achieving Operational Efficiencies with Business Analytics and Optimization** This session kicks off the Operational Efficiency Track. For the past 30 to 40 years, businesses differentiated themselves based on process efficiency. Those with more streamlined supply chains, less inventory and quicker turnaround times saw higher profit margins that enabled them to invest in business growth. Today, while efficiency remains essential, it is no longer sufficient to create differentiation. Most, if not all, competitors have the same focus on bottom line growth. With ERP systems and packaged software, they are using the same or similar systems and processes to achieve comparable levels of efficiency. Learn from industry leaders and experts on how new operational efficiency tools, such as real-time data and analytics can help anticipate, shape and optimize your business outcomes. **Speakers:** • Gary Cross, IBM, GBS Partner BAO • Donald Walker, McKesson, SVP Business Process ReDesign • Sam Wagar, Golub Corporation, Manager Information Integration

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11:30AM Mandalay Bay South Convention Center – Palm B **LSF-3549**	**Strategic Foundation Track Kickoff: Building an Information Management Foundation to Quickly Analyze Information and Optimize Business Outcomes** In this session, you will learn about the importance of building a flexible and scalable Information Management Foundation (IMF) required to deliver real business benefits through data and analytics. In addition, speakers will describe their Company's experiences in having implemented strategic information management solutions and the resultant business value. You will also learn about emerging trends in areas such as: "Big Data", Information Governance, Enterprise Content Management (ECM), etc. **Speakers:** • Michael Schroeck, VP, Global Information Management Foundation Leader, IBM Global Business Services • Todd Okuley, Nationwide, Director, Enterprise Data Governance • Herb Berger, Cardinal Health, Director Enterprise Architecture
2:15PM Mandalay Bay South Convention Center – Palm A **LSA-2731**	**Customer Breakout: Optimizing Your Multi-Channel Sales Campaign to Maximize Customer Profitability** In this session, you will learn how Banco Itau Argentina used predictive analytics and optimization tools to implement multi-channel sales campaigns that increased customer cross-selling and profitability. The bank will describe how offering the right campaign, to the right customer, using the right channel helped it increase its existing customer profitability by 40 percent in just one year and how the project evolved into a mission to find the right price for each customer, which has yielded further profitability gains. **Speakers:** • Mauricio Botto, Banco Itau, Chief Operating Officer • Katharyn White, VP Marketing, IBM Global Business Services
2:15PM Mandalay Bay South Convention Center – Banyan C **LSA-2925**	**Customer Breakout: Combining Social Media Analytics With Predictive Modeling and Other Data Sources** In this session, you will learn how you can use IBM Cognos Consumer Insight to analyze content found in publicly available social media, such as blogs, news sites and message boards. In addition, you will see how social media data can be integrated into broader customer analytics activities with IBM SPSS solutions for more effective marketing **Speaker:** • Christer Johnson, Partner, BIPM, IBM Global Business Services
2:15PM Mandalay Bay South Convention Center – Banyan D **LSA-2999**	**Customer Breakout: Contact Center Enhanced Relationships Lead to Solid Financial Results** In this session, you will learn about an optimized, analytics-based contact center solution from IBM that matches agents to customers based on the highest probability of success and how it can provide new customer and agent insights and the personalized interactions that ultimately lead to greatly increased sales, retention and collections. **Speakers:** • Cameron Hurst, Assurant Solutions, VP, Targeted Solutions • Toby Cook, IBM, BAO CMS Practice Leader
2:15PM Mandalay Bay South Convention Center – Banyan B **LFA-3589**	**Financial Analytics Breakout: Transforming Finance With Analytics** In this session, you will hear how Qualcomm, a world leader in wireless communications, successfully used IBM Cognos TM1 to increase the visibility of the drivers of revenue, profit and working capital. With this visibility, Qualcomm was able to improve the management of capital expenditures, project cost planning and consolidated divisional profit and loss reporting. **Speakers:** • Robert Loreto, Qualcomm Inc., Senior Director, IT Finance • Douglas Barton, IBM, Worldwide Financial & Risk Analytics Product Marketing
2:15PM Mandalay Bay South Convention Center – Palm C **LFA-3657**	**Financial Analytics Breakout: Fighting Fraud with Advanced Analytics** Join this session to learn how advanced analytics and modeling can help identify patterns, behaviors and the individuals involved with submitting fraudulent claims - one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Hear how organizations are using IBM solutions to combat fraud and save their organization millions of dollars. **Speaker:** • Shaun Barry, IBM, Global Leader for Fraud Management Solutions

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2:15PM Mandalay Bay South Convention Center – South Seas C **LFA-3671**	<u>Financial Analytics Breakout</u>**: How the IBM Office of Finance Has Embraced Analytics to Transform Financial Management: A Case Study** In this session, the IBM Office of Finance will share how they have embraced IBM Business Analytics and Optimization solutions to help them to improve their ability to assess performance gaps, manage risk, provide transparency, shape and anticipate business outcomes and make decisions. **Speakers:** • Carlos Passi, IBM CHQ, CFO, Assistant Controller, Business Transformation • Susan Cook, IBM Partner & VP, Risk, Fraud and Finance , GBS BAO
2:15PM Mandalay Bay South Convention Center – South Seas D **LOE-2430**	<u>Operational Efficiency Breakout</u>**: McKesson's Supply Chain Model and Advanced Analytics--A Roadmap to $1B in Working Capital Savings** McKesson, the world's largest healthcare services company, has partnered with IBM in the use of advanced analytics to optimize supply chain performance. To date, the McKesson/IBM collaboration has reduced working capital by more than $65M, created a new air freight supply chain and enabled the creation of a roadmap that is leading the company to an expected $1B savings. In this session, you'll hear the McKesson story and learn about the four analytics engines that have been created and are now being generalized for broad, cross-industry use, including IBM's own Integrated Supply Chain, which is using the sustainability engine to track carbon emissions **Speakers:** • Donald Walker, SVP Business Process ReDesign, McKesson • Bob Gooby, VP of Process ReDesign, McKesson • Tim Espy, IBM, Supply Chain Management
2:15PM Mandalay Bay South Convention Center – South Seas J **LOE-2377**	<u>Operational Efficiency Breakout</u>**: Strategic Inventory Control Using IBM Netezza and Cognos Solutions** At this session, the Price Choppers Perpetual Inventory project team will discuss how a strategic combination of IBM Netezza and Cognos technologies contributed to the implementation of a unique first-in-first-out cost inventory control system that included reducing project risk and winning business unit commitment and acceptance. **Speakers:** • Gary Cross, IBM, GBS Partner BAO • Sam Wagar, Golub Corporation, Mgr Information Integration
2:15PM Mandalay Bay South Convention Center – Palm D **LOE-3048**	<u>Operational Efficiency Breakout</u>**: Advanced Condition Monitoring at Caterpillar** In this session, you will hear how IBM is working with Caterpillar to use advanced predictive modeling techniques in IBM SPSS software to identify ways to increase the up time and overall life of heavy equipment. **Speakers:** • Bhavin Vyas, Caterpillar • Christer Johnson, IBM GBS, Partner
2:15PM Mandalay Bay South Convention Center – Palm H **LSF-3280**	<u>Strategic Foundation Breakout</u>**: Business Intelligence Center of Excellence Case Study** In this session, speakers will share their experiences with implementing a business intelligence (BI) center of excellence at Printpack, Inc., using IBM Power Systems hardware and Oracle ERP applications. You will hear about the value of a establishing a BI center of excellence, how to plan and implement it and the processes and tools required. **Speakers:** • Shyam Nath, IBM, BI Architect • Tony Santos, Printpack, Business Analytics Center (BAC) Manager
2:15PM Mandalay Bay South Convention Center – Palm B **LSF-3584**	<u>Strategic Foundation Breakout</u>**: 10 Rules of Successful Information Governance - Two Companies and their Paths to Governance Maturity** In this session, IBM experts and clients will share how your company can design and execute information governance initiatives based on the 10 rules for successful information governance. **Speakers:** • Brett Gow, IBM, Associate Partner – GBS • Brooks Zaremski, Cardinal Health, Sr. Project Manager- Information Modeling & Services • Todd Okuley, Nationwide, Director, Enterprise Data Governance

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2:15PM Mandalay Bay South Convention Center – Banyan A **LSF-3592**	**Strategic Foundation Breakout**: **Toward the Segment of One: Making Cross-Domain Master Data Management a Reality** In this session, you will learn how a leading national bank in the US is using its investment in IBM Master Data Management as a platform for the authoring, packaging and pricing needed to customize product bundles for its customers. This is part of their strategy to achieve the magical "segment of one" for creating product bundles that exactly fit the needs of the individual customer and assure lifetime customer retention. Join us to see how this client is taking a breakout step toward that goal. **Speaker:** • Richard Bardine, IBM, GBS, FSS, MDM Competency Lead
2:15PM Mandalay Bay South Convention Center – Outrigger Boardroom **LSF-3550**	**Strategic Foundation Breakout**: **Watson Innovation Workshop for Retail** In the face of a radically transformed economy, retailers are under pressure to retain and build customer loyalty while at the same time cutting costs and streamlining operations. Success requires innovative business models that rely on real-time insights to meet customers changing demands and expectations. This innovation workshop features a Watson overview, potential retail applications, and analytics use cases to help you gain deeper understanding of Watson capabilities, engage in collaborative exploration on evolving retail dynamics and innovation opportunities through analytics use cases and envision how Watson-like capability can help support the unique grand challenges within your organization and retail industry. **Speakers:** • Michael Haydock, IBM Distinguished Engineer, Partner, Chief Scientist – BAO • Craig Silverman, IBM, Partner, Retail Analytics Global Leader
2:15PM Mandalay Bay South Convention Center – Voyager Boardroom **LSF-3551**	**Strategic Foundation Breakout**: **Watson Innovation Workshop for Healthcare** Regulatory and marketplace changes are causing healthcare organizations to look for opportunities to create new business value. Medical records, texts, journals and research documents are all written in natural language. A system that instantly delivers a single, precise answer from these documents could transform the healthcare industry. This innovation workshop will help you gain deeper understanding of Watson capabilities in natural language. You will not only engage in collaborative exploration on evolving healthcare dynamics and innovation opportunities through analytics use cases but envision how Watson-like capability can help support the unique grand challenges within your organization and healthcare industry. **Speakers:** • Currie Boyle, IBM GBS BAO DE for Watson/Deep QA Solutions • Dwight McNeill, IBM GBS BAO Healthcare Leader
3:45PM Mandalay Bay South Convention Center – Banyan C **LSA-1921**	**Customer Breakout**: **Linking Customer and Social Media Data to Increase Revenues and Improve Response Times** In this session, you will find out how Suncorp, a diversified financial services organization in Australia, was able to integrate a number of IBM products to increase revenue dramatically while responding to changes in customer behavior caused by a wide-scale natural crisis. **Speakers:** • Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics • Richard Delisser, Suncorp, Executive Manager
3:45PM Mandalay Bay South Convention Center – Banyan D **LSA-2268**	**Customer Breakout**: **Driving Business-to-Business Sales With Predictive Analytics** In this session, you will hear how ADP, one of the worlds largest providers of business outsourcing solutions, addressed challenges the company encountered when deploying predictive analytics in a large-scale, business-to-business sales environment. ADP will also share their successes with using business-to-business predictive selling applications for better identification of viable sales opportunities from their 9,000,000 US prospects. **Speaker:** • Thomas Miller, ADP, Vice President, Marketing

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3:45PM Mandalay Bay South Convention Center – Palm A LSA-3008	**Customer Breakout: Getting Business Value From IBM Watson** In this presentation, you will hear about the analytical innovations behind IBM Watson and learn how they might change the way companies use descriptive, predictive and prescriptive analytics to improve performance. You will also see how comprehensive question-and-answer technology correlates with the results of a study that asked 3,000 corporate executives how they see analytics evolving over the next few years. **Speakers:** • Christer Johnson, IBM, Partner • Radhesh Nair, IBM, Senior Managing Consultant
3:45PM Mandalay Bay South Convention Center – South Seas C LFA-2039	**Financial Analytics Breakout: Deriving Business Insight With a CFO Dashboard** In this session, you will learn how the IBM Business Analytics and Optimization - CFO performance dashboard - advanced edition can help finance organizations attain increased visibility of and control over the levers of performance. In addition, you will see how this CFO dashboard links relevant KPIs to critical transactional and decision-support processes. **Speakers:** • Mark Gosnell, IBM, Senior Managing Consultant • Luis Levy, IBM, Business Unit Executive, Financial and Risk Analytics
3:45PM Mandalay Bay South Convention Center – Banyan B LFA-3578	**Financial Analytics Breakout: The Benefits of Using an Integrated Governance, Risk and Compliance Solution** In this session, you will learn about the benefits of implementing an IBM OpenPages governance, risk and compliance solution. In addition, there will be an in-depth look at the Open Pages suite, which combines document and process management with interactive reporting capabilities in a flexible, adaptable environment designed to help you comply with financial reporting regulations simply and efficiently. **Speakers:** • Kevin Coto, IBM, Associate Partner, GBS • Gordon Burnes, IBM, OpenPages Marketing and Business Development
3:45PM Mandalay Bay South Convention Center – Palm C LFA-3637	**Financial Analytics Breakout: Building Risk Into Your Decision-Making: Case Studies in Risk Management** In this session, you will explore how the University of California and Argos Risk have engaged business users in the risk management process by building a customized, easy-to-use, risk dashboard and reporting solution. The University and Argos will also list the key success factors in driving adoption and tell you how system-wide visibility, combined with user flexibility, can drive quantifiable ROI for your business. **Speakers:** • Erica Webber, IBM, Associate Partner - Operations & Finance, FM, Education • Grace Crickette, UCOP, Chief Risk Officer • Steve Foster, Argos Risk LLC, CEO and President
3:45PM Mandalay Bay South Convention Center – Palm D LOE-2399	**Operational Efficiency Panel Discussion: Revolutionize Your Business Processes With Streaming Analytics** In this session, you will hear how IBM Business Partners and customers, such as Terra Echoes and Idea Cellular, are using IBM InfoSphere Streams to analyze data with microsecond latencies so they can respond to events as they happen rather than analyzing and acting after the fact. Discover how you can prevent customer satisfaction issues rather than remediating them, anticipate asset failures rather than fixing them and identify subtle trends in financial markets that can lead to big opportunities, all with real-time data analysis. **Speakers:** • Prakash Paranjape, Idea Cellular, Chief Information Officer • Alex Philp, Terra Echos Inc. • Pierre Dubost, Alcatel-Lucent, VP Strategy and Alliances
3:45PM Mandalay Bay South Convention Center – Palm H LSF-1424	**Operational Efficiency Breakout: Vanguard Maintains Competitive Advantage With Business Process Management and Enterprise Content Management** In this session, you will hear how Vanguard, a leading investment management firm, uses IBM business process management software, enterprise content management (ECM) solutions and other enabling technologies to eliminate manual processing, increase quality and reduce processing costs. Vanguard has had impressive results, which have prompted other business value-driven enterprise initiatives, and they will share their successes and best practices. **Speaker:** George Heming, Vanguard, Principal

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3:45PM Mandalay Bay South Convention Center – Palm B **LSF-1800**	**Strategic Foundation Breakout: IBMs Watson, Big Data, and Better Business Outcomes A Strategic Foundation for Analytics** As the IBM analytical computing system Watson demonstrates, todays winners are those who can analyze large volumes of information in real time. In business, such organizations can find insights, answer questions and take action faster than their competitors. To ingest huge amounts of both new and emerging information types, Watson uses the Hadoop framework, the same technology now available to IBM customers through the IBM Big Data platform. Join Anjul Bhambhri, the Vice President of IBM Big Data Initiatives, to learn how organizations are applying big data management strategies to realize the IBM Watson vision today. **Speakers**: • Anjul Bhambhri, IBM, Vice President, Big Data Solutions • Matt Birkner, Cisco, CISCO DE, Service Provider Business
3:45PM Mandalay Bay South Convention Center – Banyan A **LSF-3663**	**Strategic Foundation Breakout: Optimizing The Return On Your Business Intelligence Investment** Organizations around the globe are increasingly turning to business intelligence and analytics solutions to solve their toughest business challenges. With as much as 40% of the budget committed to managing the business intelligence and reporting environment, beyond just a "single version of the truth", business leaders are challenged with taking enormous amounts of data and turning that data into competitive differentiations. As these BI investments become more central to business strategy, CIO's are increasingly looking at ways to optimize their total cost of ownership. Join us to learn how enterprises of all sizes are improving their return on investment and optimizing the management of their business intelligence platforms. **Speaker:** • Kevin Elder, IBM, Partner & Telecom Industry Leader for North America - AMS
3:45PM Mandalay Bay South Convention Center – South Seas J **LSF-3672**	**Strategic Foundation Breakout: Developing an Integrated Enterprise Content Management Strategy** In this session, you will learn how an IBM Enterprise Content Management strategy and roadmap can help you develop plans for integrating your unstructured content to accelerate business analytics. Join us to hear how Henkel KGaA has defined an effective global strategy for information and collaboration management. **Speakers:** • Garrett Rea, IBM, Business Solutions Manager • Claudio Joesch-Asmar, Henkel of America, Inc, Global Manager Team DMS

Tuesday, October 25 – Industry Tracks

8:15AM Mandalay Bay Events Center **CGS-3791**	**Tuesday General Session:** **Transforming in the Era of Big Data & Analytics**
10:00AM Mandalay Bay South Convention Center – Banyan A **LHC-3533**	**Industry Perspective: On the Leading Edge with Business Analytics and Optimization in Healthcare and Life Sciences** Healthcare is the leading industry to gain value from business analytics and optimization, estimated at $300B in the US. This kickoff session will provide insights on how business analytics and optimization can help both payers and providers improve business performance: Key new findings from surveys of Healthcare businesses worldwide Case studies from Watson-era analytics being deployed today. How a national hospital service organization is achieving scale and speed to provide value to members through analytics. IBM and Premier executives will discuss their Business Analytics & Optimization strategy and vision, and how Healthcare and Life Sciences organizations can use it to serve members, patients, and consumers more effectively.. **Speakers:** • Bruce Gardner, IBM, Director, Global Healthcare Information Agenda & Initiate Sales • Dwight McNeil, IBM, BAO Healthcare Leader • Keith Figlioli, Premier, SVP, Informatics

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11:15AM Mandalay Bay South Convention Center - Banyan A **LHC-3541**	<u>Client Panel</u>: **Practical Outcomes and Lessons Learned using Analytics & Optimization in Healthcare and Life Sciences"** Hear how, with a single, multidimensional view of patient and consumer profiles, Business Analytics and Optimization helps Healthcare and Life Sciences organizations aggregate and analyze claims, financial and clinical data across the organization for performance improvement and cost reduction, transforming data-rich environments into intelligent, high-value information. Panelists from the University of Pittsburgh Medical Center, a leading nonprofit health system in the US; HealthNow, a premier health benefits and information company in New York; and others will share perspectives, experiences, and results in applying technology and analytics to their organizational mission for tangible outcomes. **Speakers:** • Dwight McNeil, IBM, BAO Healthcare Leader • Linda Kramer, HealthNow New York Inc, Director, Business Intelligence and Enterprise Architecture • Lisa Khorey, Vice President of Enterprise Systems and Data Management, University of Pittsburgh Medical Center
11:15AM Mandalay Bay South Convention Center - South Seas C **LHC-1272**	<u>Healthcare/Life Sciences Breakout</u>: **The Information-led Transformation at UCB** **Starts with an IBM Information Agenda Roadmap** UCB aspires to be the patient-centric global biopharmaceutical leader -- transforming the lives of people living with severe diseases. With this mission, UCB embarked on an information-led transformation project to achieve trusted data, gain efficiencies, take cost out and differentiate patient services using critical customer insight. Hear how UCB applied an IBM Information Agenda Roadmap, a phased execution plan for organizational & architectural transformation, to develop a comprehensive step-by-step approach towards their expanded vision. **Speaker:** • Marc Senterre, UCB, VP IT Enterprise Technologies, Architecture
12:30PM Mandalay Bay South Convention Center - Jasmine C **BGN-4054**	**Healthcare Lunch: Drive Operational Efficiency, Reduce Costs, and Improve Care Delivery with Analytics** Exchange challenges, strategies and success stories during these informal discussions over lunch. **Host:** • Susan Noack, IBM, WorldWide Industry Executive, Healthcare Business Analytics
12:30PM Mandalay Bay South Convention Center - Jasmine E **BGN-4055**	**Life Sciences & Pharmaceuticals Lunch: Reducing Costs and Speeding Time to Market with Analytics** Exchange challenges, strategies and success stories during these informal discussions over lunch. **Host:** • Paul Hake, IBM, Life Sciences solutions and Industry Marketing
1:45PM Mandalay Bay South Convention Center - South Seas C **LHC-1413**	<u>Healthcare/Life Sciences Breakout</u>: **How IBM Content Analytics Helps Reduce Costs in Pharmaceutical Research and Development** In this session, Veteris Technologies CEO John Kamins will describe how IBM Content Analytics plays an important role in meeting the business intelligence requirements of both his company and its pharmaceutical clients and supports initiatives to contain research costs and consolidate vendors. **Speakers:** • John Kamins, Veteris Technologies, President & CEO • Randall Wilcox, IBM, Text Analytics
3:00PM Mandalay Bay South Convention Center - Banyan A **LHC-2044**	<u>Healthcare/Life Sciences Breakout</u>: **Is Your Data Ready for Healthcare Reform and Accountable Care?** 2011 has created a cyclone of activity for health plans and providers. With health plans at the epicenter of the Accountable Care, an entity-centric rather than employer-centric approach to mastering data is needed to prepare organizations for changes ahead. In this session, Paul Oates will offer his perspective on the anticipated changes and how mastering data about customers (members) and providers can be helpful in addressing governmental regulations and policies that will require tying patient outcomes to providers accurately. CIGNA Healthcare is taking a strategic approach that utilizes IBM Initiate Master Data Management to achieve member and provider identification in order to get ahead of potential requirements of Accountable Care. **Speakers:** • Paul Oates, Cigna, Senior Enterprise Architect for CIGNA Healthcare • Lorraine Fernandes, IBM, Global Healthcare Industry Ambassador

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4:30PM
Mandalay Bay South Convention Center - Banyan A
 	
LHC-1003
	Healthcare/Life Sciences Breakout: Using Analytics to Gain New Insights from your Healthcare Data Warehouse
	Based on significant industry transformation, leaders in healthcare are requiring more new and more advanced analytics. To be successful, it is imperative that healthcare organizations improve their underlying data warehouse environments to improve data quality and ensure a design that supports significant scalability and change. It is also critical that healthcare organization can realize benefits as quickly as possible instead of waiting years in a data warehouse development effort before realizing business value. In this session you will hear about IBM accelerators and techniques applied in the healthcare industry, for both healthplans and providers, for data warehouse efforts that compress the overall data warehouse development timeframe, increase quality, reduce costs and improve long-term support and maintenance abilities.
	Speakers:
	    • Jay Goodwyn, IBM, Partner
	    • Anthony Giordano, IBM, BAO Enterprise Information Management

Wednesday, October 26 – Theme and Industry Track Sessions

8:15AM Mandalay Bay Events Center **CGS-3792**	**Wednesday General Session:** **New Possibilities**

10:00AM
Mandalay Bay South Convention Center - Banyan A
 	
LHC-1745
	Healthcare/Life Sciences Breakout: How North York General Hospital Linked Strategy to Execution With IBM InfoSphere Clinical Analytics
	In this session, you will hear how North York General Hospital (NYGH) in Toronto, Canada, implemented IBM InfoSphere Clinical Analytics, an enterprise business intelligence and data warehousing system, as a foundation for an enterprise-wide approach to performance management. This solution provides the tools and information that enable NYGH leaders to link strategy to operational execution, monitor performance and make better decisions at the operational, strategic and governance levels. The session will also highlight the capabilities of IBM healthcare provider and payer data models.
	Speakers:
	    • Maria Muia, North York General Hospital, Director Health Information, Decision Support, Privacy
	    • Milind D. Tamaskar, IBM, Product Manager, Industry Models

10:00AM
Mandalay Bay South Convention Center – Banyan B
 	
LFA-4069
	Financial Analytics Breakout: Improving business insight with Cognos 10 and analytics: on-demand reporting & the analytics suite at Jabil
	As part of their transformation efforts, the Jabil finance group recognized the need for a centralized repository for financial information that could be accessed and analyzed on demand across various levels within their organization. The implementation of the TM1 management reporting system enabled the capture and organization of all financial data pertinent to the financial management process. By integrating TM1 with Cognos 10 and utilizing business insight , analytic tools and reports were developed, enabling users to create on demand ad-hoc analyses and dashboards that communicate effectively for results.
	Speakers:
	    • Mo Treadway, IBM, BAO - NA BIPM Service Leader
	    • Steven Thomson, Jabil Circuit Inc, Senior Director Finance Transformation
	    • Patrick Patterson, Jabil, Financial Systems Manager

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10:00AM Mandalay Bay South Convention Center – Palm C **LOE-3599**	**Operational Efficiency Breakout: How to Operationalize Analytics: The 2011 IBV Analytics Study** The ability to create a competitive advantage using analytics has increased significantly in the past 12 months; at least for those organizations already on their analytic journey. This session will examine the organizational and technology capabilities that drive a robust analytics environment to deliver competitive analytics, based on findings from the 2011 Business Analytics and Optimization study, developed in partnership by the IBM Institute for Business Value and MIT Sloan Management Review. Case studies and in-depth analysis pinpoint the key characteristics needed for competitive analytics, the two paths organizations are taking to create them, and a roadmap for accelerating your organization's journey toward competitive analytics. **Speakers:** • Rebecca Shockley, IBM, Institute of Business Value, BAO Global Lead • Nina Kruschwitz, MIT Sloan Management Review, Special Projects Editor
11:30AM Mandalay Bay South Convention Center - Banyan A **LHC-2585**	**Healthcare/Life Sciences Breakout: Strategies and Success in Healthcare Retail Marketing: Blue Cross Blue Shield of Florida** In this session, Brian Harrington of Blue Cross Blue Shield of Florida, will talk about how IBM Software Group and Global Business Services have helped them rebuild their marketing business processes with innovative strategies for marketing to individuals in healthcare. As a result, Blue Cross Blue Shield of Florida has become a front runner in the "new wave" of marketing healthcare and related products to individuals. **Speakers:** • Brian Harrington, Blue Cross Blue Shield of Florida, Director, Emerging Markets • Robert G. Leo, IBM, Healthcare Industry Consultant
11:30AM Mandalay Bay South Convention Center – Palm B **LIN-1921**	**Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times** In this session, you will find out how Suncorp, a diversified financial services organization in Australia, was able to integrate a number of IBM products to increase revenue dramatically while responding to changes in customer behavior caused by a wide-scale natural crisis. **Speakers:** • Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics and CoBRA; • Richard Delisser, Suncorp, Executive Manager

Other sessions of interest for Healthcare and Life Sciences

The list below represents other sessions of interest planned for the conference. They are cross listed here as Healthcare and Life Sciences industry sessions, but will be conducted in the Information Management, Enterprise Content Management or Business Analytics forums, and deal primarily with those capability areas of BAO.

Monday, October 24

10:15AM Mandalay Bay South Convention Center - Mandalay Bay C **BFR-3490**	**Enterprise Planning at Kaiser Permanente** Attend this session to learn how health insurance provider Kaiser Permanente Northwest (KPNW) used iterative development and deployment techniques to design and implement flexible and nimble planning models. With 9000+ cost centers and 5000+ account codes, KPNW moved its planning to a higher level, which led to a change in the type of discussions the company had during the planning cycle and a change from variance to trend analysis reporting. This session will review the lessons learned from past implementations, and outline the future path as KPNW moves toward Beyond Budgeting Roundtable methodology. **Speaker:** • Ryan Henderson, Kaiser Permanente, Lead Business Systems Analyst
10:15AM Mandalay Bay North Convention Center - Islander B **IDZ-1506**	**Using the IBM DB2 Time Machine to Convert to Temporal Data Can Be Easy, Really!** The IBM DB2 10 time machine provides a comprehensive set of powerful tools to create and manage temporal data. But how can you convert operational system data into temporal data without making sweeping changes? This presentation will show you one technique to convert operational data into temporal data without the need to overhaul production data structures, programs and processes. Learn how to get the benefits of temporal data with minimal effort by morphing processes already found in most data warehouses. Come and learn how you can unleash the power of the DB2 time machine and bring your warehouse to a whole new level. **Speaker:** • Scott Morrell, Florida Hospital, Sr Systems Architect
10:15AM Mandalay Bay North Convention Center - Islander D **IDZ-2217**	**Case Study: SBPASC Uses IBM Recovery Expert to Enhance Disaster Recovery of DB2 on z/OS** The Service Plan Administration Services Corporation (SBPASC) provides business processing and technology infrastructure for a leading Federal employee health plan, the Blue Cross and Blue Shield Service Benefit Plan. This session describes how they shifted their backup/recovery strategy from weekly image copies and daily DB2 log dumps to using the Recovery Expert and Automation Tool to streamline the process. The result was lower Recovery Time Objective, Recovery Point Objective and simplified procedures. This session also discusses other benefits. **Speakers:** • Steve Rosenberger, SBPASC, Manager, Database Support • Baha Majid, IBM, Certified Consulting IT Specialist
11:30AM Mandalay Bay South Convention Center - Lagoon B **EAC-1419**	**IBM Medical Records Text Analytics Solution Helps UNC Health Care Improve the Quality of Hospital Discharges** UNC Health Care and the University of North Carolina School of Medicine are using IBM Medical Records Text Analytics (MRTA) solution to improve the hospital discharge process. IBM MRTA is used to quickly extract recommended outpatient tests, procedures and subspecialty referrals from patients' hospital discharge summaries, so that this vital clinical information can be delivered to the healthcare providers responsible for post-hospital care. Come hear Dr. Carlton Moore, M.D., provide details on how UNC Health Care is leveraging hospital discharge information in new ways for improved patient care. **Speakers:** • Carlton Moore, University of North Carolina Health Care, Associate Professor of Medicine • Randall Wilcox, IBM, Text Analytics Principal

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2:15PM Mandalay Bay South Convention Center - Breakers F **BBI-2552**	**How Amedisys Uses BI Dashboards to Deliver Insight Across the Organization** Amedisys is a leading provider of home healthcare and hospice services, providing professional, personalized care for patients in the comfort of their own homes. Each day Amedisys delivers services to more than 35,000 individual patients and their families, employing more than 16,000 skilled clinicians across the country. In much the same way, the Amedisys IT department delivers best-of-breed BI solutions to the company's own internal stakeholders. In this session, you'll learn how Amedisys designed and deployed BI dashboards and other solutions that draw data from many sources, including their IBM Cognos Workforce Performance application. **Speakers:** • Hiren Deliwala, Amedisys, Inc., Managing Director, Business Administration Systems, Information Technology • Andrew Peralta, IBM, Product Manager, Analytic Applications
2:15PM Mandalay Bay South Convention Center - Mandalay Bay J BA Station 3 **BPA-2430**	**McKesson's Supply Chain Model and Advanced Analytics--A Roadmap to $1B in Working Capital Savings** McKesson, the worlds largest healthcare services company, has partnered with IBM in the use of advanced analytics to optimize supply chain performance. To date, the McKesson/IBM collaboration has reduced working capital by more than $65M, created a new air freight supply chain and enabled the creation of a roadmap that is leading the company to an expected $1B savings in working capital. In this session, you'll hear the McKesson story and learn about the four analytics engines that have been created and are now being generalized for broad, cross-industry use, including IBM's own Integrated Supply Chain, which is using the sustainability engine to track carbon emissions. **Speakers:** • Bob Gooby, McKesson, VP of Process ReDesign • Donald Walker, McKesson, SVP Business Process ReDesign • Tim Espy, IBM, Supply Chain Management
3:45PM Mandalay Bay North Convention Center - Islander E **IDZ-1794**	**Totally Automated Reorganizations: How the IBM System z Platform Can Help** Reorganizing database tables and indexes is necessary to achieve optimal performance from IBM DB2. In the past, this has been disruptive and labor-intensive. With modern tools and techniques, the process can be totally automated by using the power of IBM System z. Learn how a large hospital has totally automated its production reorg processes by using 21st -century principles (such as non-disruptive, real time statistics, workload awareness, selective exclusions, lock awareness, consolidated reorg scoring, dynamic allocations, automated cleanup and intelligent reruns). In this session, participants will learn how to use these technologies so they can better process reorganizations. **Speaker:** • David Cook, Florida Hospital, Sr Systems Programmer

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Tuesday, October 25

11:15AM Mandalay Bay South Convention Center - Breakers G **ILS-2093**	**Improving ROI through Application Retirement at Baylor Health Care System** In this session you will learn how Baylor Hospital implemented InfoSphere Optim Solutions for application retirement, managing data growth for electronic medical records, and masking patient health information while discovering data from custom and legacy applications. The session will provide best practices and lessons learned at Baylor Hospital. **Speaker:** • Nancy Hall, Baylor Health, Director, Enterprise Data Management
11:15AM Mandalay Bay North Convention Center - Tradewinds D **IMD-2279**	**Solving the Challenges of MDM When You Don't Own Your Customer List** Emdeon acts as a key intermediary in the exchange of information between providers, payers and patients in the U.S. healthcare market. In this session, we will examine the role of an MDM solution that addresses needs not only in healthcare but other industries and will adapt to evolving business models and governmental policies and regulations. Specifically, we will demonstrate the challenges and solutions associated with implementing MDM where the population of unique entities is large, dynamic and not owned by the implementer. **Speaker:** • Kris Olberg, Emdeon, Director, IT, Chief Architect
3:00PM Mandalay Bay South Convention Center - Breakers H **BDS-1103**	**Creating an Internal BI Certification Program and Business Partnership at Martin's Point Health Care** In organizations that have a centralized Business Intelligence Competency Center (BICC) as well as decentralized or department-based analysts, there is a great need to make sure that the quality, look and feel of data is consistent throughout the organization. To achieve this, Martin's Point Health Care's BICC created and implemented a BI Certification Program coupled with a Business Partnership Program. Join this session to learn about the Certification Program, a customized curriculum followed by an assessment that all department analysts must pass in order to have access to data. You'll also hear about the Business Partnership program, which connects BICC members with department-based analysts and acts as a liaison. **Speakers:** • Jeff Guevin, Martin's Point Health Care, Manager BI Administration • Rodger Kanis, Martin's Point Health Care, BI Administrator
3:00PM Mandalay Bay South Convention Center - Lagoon J **ECA-1410**	**IBM Content Analytics Helps BJC HealthCare Improve Health Care through Better Research** BJC HealthCare and Washington University School of Medicine are using IBM Content Analytics software to quickly extract key data from more than 50 million documents in medical records, speeding up research to ultimately provide better care for patients worldwide. Improved patient care milestones are being reached by finding fast answers to critical research questions, using the same technology that powers the IBM Watson deep question and answer system. Come hear BJC HealthCare technical specialist, Mary Robinson, walk through the experiences and lessons learned of two years leveraging the IBM Content Analytics platform in biomedical research. **Speakers:** • Mary Robinson, BJC Health Care, Technical Specialist; • Randall Wilcox, IBM, Text Analytics Principal
4:30PM Mandalay Bay South Convention Center - Mandalay Bay D **BBI-3484**	**Standardizing Reports at Kaiser Permanente with Centrally Controlled Templates Used by Multiple Developers** Creating a consistent look and navigation to your reports can be a powerful advantage. In this session, you will learn about IBM Cognos Report Studio techniques you can use to standardize items that all reports need, while having a team of developers and business owners produce diverse requirements for those reports. This presentation will show you how to manage headers and footers for all your documents from one template using standard Cognos features. You will see how your team can maintain a unified presentation through naming conventions, standard layout components, style guides and centralized resources. You'll learn how to reduce the work, brand your reports, and empower your users. **Speaker:** • Karen Brooks, Kaiser Permanente, TBC

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8:15AM Mandalay Bay North Convention Center - Tradewinds C **IDS-2885**	**How Health Insurance Solutions can be Smarter With IBM Informix** This session will look at how Orizon develops solutions to increase the quality of their customer relationships with a paperless environment, improved governance and control and business intelligence (BI). **Speakers:** • Marcus Panise, Orizon Brasil, Software Architect • Miguel Carbone, MC Software / Cleartech, CTO
10:00AM Mandalay Bay North Convention Center - South Pacific G **IIG-3135**	**Utilizing IBM Information Server for Enterprise Compliance** SJM is using Information Server to address HIPPA and Sunshine Act regulatory compliance across the enterprise. They utilize IBM's Foundation Tools to create enterprise standards for business and medical term definitions. This project was implemented in less than 2 months and serves not only as the enterprise glossary of all terms but Information Serves as the central point for all Information Governance at Saint Jude Medical. **Speakers:** • Mike Striefel, St. Jude, IT Director • Eric Naiburg, IBM, Program Director, Product Marketing and Strategy
10:00AM Mandalay Bay North Convention Center - Tradewinds D **IMD-1792**	**IBM InfoSphere MDM Helps BCBSNC Get Control of Reference Data** Reference codes (such as ICD codes use in healthcare) are stored, managed and used extensively throughout applications within many organizations by both technical and business users. Generally this approach leads to significant redundancy, accuracy and usability issues related to consistently managing these codes. Blue Cross and Blue Shield of North Carolina (BCBSNC) has begun an initiative using InfoSpheres MDM Server to physically store and manage this critical data in a central location. In this session, we will discuss how reference data management helps to establish the capability to manage reference codes that can be accessed and integrated using proven methods, thereby ensuring ease of use and high integrity. **Speakers:** • Chris Houghland, BCBSNC, IT Manager • Pete Storer, BCBSNC, Lead Architect, Information Mgt
11:30AM Mandalay Bay North Convention Center - Tradewinds C **IDS-2249**	**Smarter Healthcare with IBM Informix Genero** This presentation will demonstrate the effectiveness of the IBM Informix database server in a healthcare setting. The session will address the power of Informix Genero in healthcare and its ability to extend 4GL technology into modern settings. Software developers, system architects and sales and business professionals in and outside of healthcare will benefit from a case study that identifies business and compliance problems presented by prescribing online and addresses the technological hurdles overcome by the Informix Genero platform. Using Genero and its web services capability, the session will detail the speed and simplicity with which the integration with software as a service (SAAS) solution was accomplished. **Speakers:** • Mark Bennett, Mitchell & McCormick, INC, Executive Vice-president • Richard L. Snoke, IBM, Executive IT Specialist
11:30AM Mandalay Bay North Convention Center - South Pacific G **IIG-3501**	**Making an Information Governance Assessment Actionable at BCBS of TN** In 2010, IBM performed an information governance assessment for BlueCross BlueShield of Tennessee (BCBS-TN). The scoring of that assessment was presented to our data governance committee and progress has been made in several key areas including: data stewardship, metadata management and data quality scorecard. This session highlights the data governance organization structure employed at BCBS-TN and also includes specific examples of improvements in key information governance domains. **Speakers:** • Greg Ellis, BlueCross BlueShield of TN, Data Integration Systems Analyst • Frank Brooks, BlueCross BlueShield of TN, Director of Data Mgt. and Information Delivery • Sunil E. Soares, IBM, Director - Information Governance

11:30AM Mandalay Bay North Convention Center - Tradewinds D **IMD-2283**	**Cardinal Health's Multi-domain Master Data Management Journey** Join this session to understand the best practices and lessons learned by Cardinal Health in their multi-domain MDM deployment. This session explains the incremental approach for an implementation that spans customer, product, supplier and employee supporting cross-domain use cases like sales territory management based on customer-employee relationships. The session covers hybrid architectural style (consolidation and transactional) and innovative aspects like integrating with a SaaS provider for employee domain, SAP integration for customers, and product domains to provide customer centricity capabilities. This session shows best-practice architectures and lessons learned from an enterprise level multi-domain MDM solution. **Speakers:** • William Albright, Cardinal Health, Sr. Enterprise Architect • Prasad Vempati, CardinalHealth, IT Manager, MDM Services • Martin Oberhofer, IBM, Architect
11:30AM Mandalay Bay North Convention Center - South Pacific B **IDB-1371**	**Migrating the Canadian Blood Services Data Warehouse From Oracle to IBM DB2** Canadian Blood Services (CBS) is a not-for-profit charitable organization whose mission is to manage the blood and blood products supply for Canadians. To best meet its IT needs, CBS made a strategic commitment to IBM DB2 in 2010. IBM DB2 will be a strategic database platform for key applications at CBS. CBS has migrated its corporate data warehouse from Oracle to DB2 9.7. This presentation highlights the effort involved in executing this migration, the best practices that emerged from it, and the significant benefits that CBS achieved as a result - in terms of improved system performance, reduced storage costs, streamlined application code, and reduced database administration cost. **Speakers:** • John Mazerall, Canadian Blood Services, Data Architect, Manager BI and Data Solutions • Marc Hebert, Estuate, COO • Nick Samanic, IBM, IBM Data Management Software Midwest Business Unit
2:00PM Mandalay Bay South Convention Center - Mandalay Bay C **BFR-3522**	**IBM Cognos Planning and IBM Cognos TM1 Provide a Global Advantage for Abbott International** Abbott Laboratories' international pharmaceutical business has been a long-term user of IBM Cognos Planning for several different financial planning applications. In 2011, the company decided to extend the benefits of its existing implementation by introducing the analytic capabilities of IBM Cognos TM1. This session will describe that initiative and tell about an extensive package of IBM Cognos Business Intelligence reports and graphs that allow budget owners to interact with data in a visual presentation format, saving time by quickly regenerating standard reports. The presentation will focus on key CognosTM1 evaluation criteria, the challenges faced and lessons learned by Abbott, and best practices to follow in a global implementation. **Speakers:** • Peggy Mathias, Abbott Labs, Director International IT • Mark Thompson, Abbott Labs, Sr. Program Manager Planning Solutions • Liliana Marchueta, Abbott Labs, Development Program Manager • Diego Machena, Knowledge Management, President
4:30PM Mandalay Bay North Convention Center - Islander B **IDZ-1036**	**Understanding the Power of the IBM DB2 Time Machine-Concepts to Reality** IBM DB2 10 for z/OS includes powerful temporal features. This presentation will explain six foundational concepts every DBA, designer and developer needs to understand to exploit temporal data. Then, we will explore and demonstrate the mechanics of a temporal implementation of DB2 10. Finally, we will review some innovative ways to exploit temporal design in operational and warehouse systems. Learn how to unleash the power of the DB2 time machine in your shop. The database as we know it will never be the same. **Speaker:** • Robert Goodman, Florida Hospital, Sr DBA & DR Coordinator

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Thursday, October 27

10:00AM Mandalay Bay South Convention Center - Mandalay Bay A **BBI-2732**	**Value and Performance on the Netezza Platform at Blue Cross Blue Shield of Massachusetts** Performance, performance, performance! This is Blue Cross Blue Shield of Massachusetts' (BCBSMA) mantra when it comes to using IBM Cognos software on a platform from Netezza an IBM company. Hear Joy Mukherjee, Director BI and Raja Kandaswami, BI Architect & Manager describe how the company realized new performance gains that enabled them to embed more and more information into dashboards and cubes to extend visibility into trends that they otherwise could not see. Learn how BCBSMA users adopted these dashboards and cubes to support the organization's requirements to measure and analyze financial performance, clinical risk, and operational efficiencies, as well as to identify new opportunities for strategic and competitive advantage. **Speakers:** - Joydeep Mukherjee, Blue Cross Blue Shield of MA, Director, Business Intelligence - Raja Kandaswami, Blue Cross Blue Shield of MA, Business Intelligence Architect & Manager
10:00AM Mandalay Bay South Convention Center - Lagoon H **ELG-2967**	**Records and Information Management: Combine People, Processes and Tools for Strengthened Compliance** Records and Information Management has become a critical part of organizational compliance programs, as demonstrated by developments in the Draft Federal Sentencing Guidelines. Building a successful compliance infrastructure is no easy task. This session will introduce the principles of Generally Accepted Record-keeping and how these principles apply to ethics, compliance and litigation. Discussion will include the alignment of records management, privacy and security. Expect to learn about assessing organizational risk. Best practices and methods are the key components of a thriving, adaptable and more-compliant environment. **Speaker:** Susan Whitmire, BlueCross BlueShield of TN, Manager, Enterprise Records & Info Mgmt
11:30AM Mandalay Bay South Convention Center - Lagoon F **ESC-2437**	**A Roadmap: Content Management Interoperability Services for Multiplatform ECM Infrastructure** CIGNA is executing a multiplatform strategy for enterprise content management. Platforms include a large deployment of IBM FileNet P8 and image services, which are federated with more than 500,000,000 documents and three other deployments of industry-recognized content management interoperability services. The most cited benefit of CMIS, cross-repository access, is not the primary CMIS driver for CIGNA. The value proposition instead lies in provision of a common access layer for a well-defined range of use cases. In this session, get an overview of the companys ECM strategy and a presentation of the SOA architecture of a content bus that includes IBM WebSphere DataPower enterprise service bus. Expect to see the company's CMIS roadmap. **Speakers:** - Ajaz Rana, CIGNA, Enterprise Architect - Peter Campbell, CIGNA, ECM Center of Excellence Lead

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