



## **Business Leadership Forum - Healthcare and Life Sciences Roadmap**

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

The Business Leadership Forum is organized along two dimensions: one concerning cross-industry themes where clients have invested considerably to address common problems (Theme Tracks). The other dimension, addressed by the Industry Tracks, concerns industry-specific topics on BAO.

In addition to Business Leadership Forum sessions, this roadmap also lists additional sessions of interest to Healthcare and Life Sciences attendees featured in other programs at the conference, e.g. Business Analytics, Information Management and Enterprise Content Management Forums.

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- **Pages 6-7: Tuesday-Wednesday October 25-26, Healthcare/Life Sciences track sessions**
- **Pages 8-13: Other sessions of interest for Healthcare/Life Sciences participants**

*Please note:* This document is accurate at the time of publication, but is subject to change. Please check back often to the conference [website](#) for the most current agenda.

### **Sunday, October 23**

<b>6:00 – 8:00 PM</b>	<b>Expo Grand Opening Reception</b>
<b>8:00 – 10:00 PM</b>	<b>Business Leadership Forum Welcome - Community Reception</b>

### **Monday, October 24**

<b>8:15 – 9:45 AM</b>	<b>Opening General Session</b>
<b>10:15 – 11:15</b>	<b>Business Leadership Forum Keynote</b>
<b>11:30 AM – 12:30 PM</b>	<b>Theme Track Kickoffs</b> <ul style="list-style-type: none"> <li>• The Customer Track – Client Panel</li> <li>• The Finance Track – Client Panel</li> <li>• The Operations Track – Client Panel</li> <li>• The Strategic Foundation Track – Client Panel</li> </ul>
<b>12:30 – 2:00PM</b>	<b>Lunch</b>
<b>2:15 – 3:15 PM &amp; 3:30 – 4:30 PM</b>	<b>Theme Track Electives Afternoon Sessions</b> The Theme Track electives offer the opportunity to learn from your peers in other industries - how they addressed key business initiatives with BAO. Specifically, business initiatives include: marketing and sales initiatives to customers; optimizing finance processes; operational efficiency; and establishing a strategic foundation for BAO <i>(Note: some of the sessions listed below will take place on Wednesday October 26, as this Forum lasts 2.5 days ending at lunch on Wednesday. They have not been shown on Wednesday as scheduling is still in</i>

■ [Special / Other Events](#)



	<i>process.)</i>
<b>The Customer Track</b>	
Driving B2B Sales with Predictive Analytics	With nine million domestic prospects alone, ADP needed a better way to identify sales opportunities. Now with several successful B2B predictive selling applications built and deployed, the results are in. In this session, you will get an understanding of the business issues faced by ADP, the people, process and tools used to overcome the issues and the successes or failures encountered when deploying Predictive Analytics in a large scale B2B sales environment.
Maximizing Customer Profitability and Marketing ROI, through Multi Channel Sales Campaigns Optimization	Banco Ita Argentina launched an aggressive new customer acquisition program and set the constrain of simultaneously increasing its Retail Bank's profitability. In order to achieve such goal the Bank had to maximize existing customers profitability and the return on its marketing investments. Using predictive analytics and optimization tools, the Bank run multi-channel sales campaigns, which allowed to increase customer cross-selling and profitability. By offering the right campaign, to the right customer through the right channel, the Bank grew its existing customer profitability by 40% in just one year. The project evolved to find also the right price for each customer obtaining even more profitability to the bank.
Combining Social Media Analytics (CCI) with Preditive Modeling and Other Data Sources	In this session, we will provide an overview of Cognos Consumer Insight and how it can be use to perform analysis of social media such as blogs, newssites, and message boards. We will also cover how this social media data can be integrated into broader customer analytis activities with tools like SPSS to drive more effective marketing actions.
Contact Center, Enhanced Relationships Lead to Proven Financial Results	Increasing levels of customer retention, customer revenue, customer satisfaction, and agent satisfaction are an ongoing challenge of todays contact centers. IBM has developed an analytics-based, optimized, contact center solution that matches agents to customers based on the highest probability of success. This session will demonstrate how the outcome of an analytics-based, optimized contact center delivers an identifiable change in business performance, unique and new customer and agent insights and personalized agent/customer interaction that ultimately lead to greatly increased sales, retention and collections.
Getting Business Value from Watson	Will the innovative algorithms and natural language processing capabilities of Watson have a significant impact on how businesses use and apply analytics. And if so, what kind of impact will that be, and when would it start to happen. In this presentation, you will hear about the analytical innovations behind Watson and how they might change the way companies use descriptive, predictive, and prescriptive analytics to improve their performance. You will also see how deep question and answer technology correlates to the results of a study asking 3,000 corporate executives how they see the analytics space evolving over the next few years.
Applying Science to the Art of Marketing with Customer, Marketing and Sales Analytics	Customer, Marketing and Sales Analytics helps companies better integrate and more effectively manage their value chain by taking real-time actions leading to greater customer loyalty, revenue, margins and agility. Join leading companies and IBM experts to learn how you can apply analytics to bring science to the art of marketing to gain greater insight into your customers that will enable you to outperform the competition.
<b>The Finance Track</b>	

■ Special / Other Events



<p>The Journey to a Value Integrator: Applying Real-time Data &amp; Analytics to Optimize Business Outcome</p>	<p>In the midst of the crisis through today, CFOs are being called into more frequent boardroom and executive level. Today's CFO provides their enterprises with a competitive edge and help the business make not just faster, but smarter decisions. Learn how leading organizations drive value through a combination of finance efficiency through data and process standards, and business insight through analytics. Hear from leading experts about new tools and disciplines to help finance organizations improve the way they: Measure and monitor business performance Manage enterprise risk Drive information integration Enable sustainable financial governance</p>
<p>A Deep Dive into the Benefits of Using an Integrated GRC Solution</p>	<p>An overview of the Open Pages suite which combines powerful document and process management with rich interactive reporting capabilities in a flexible, adaptable easy-to-use environment, enabling CEOs, CFOs, managers, independent auditors and audit committees to perform all necessary activities for complying with financial reporting regulations in a simple and efficient manner. A deep dive and discussion of the benefits of implementing OpenPages ORM and IAM at Financial Institutions.</p>
<p>Transforming Finance through Analytics</p>	<p>While signs of recovery from the global recession abound, heightened uncertainty is now part of the normal course of business. Surviving and thriving in the recovery means anticipating and shaping business outcomes, and driving transparency to manage risk and improve decision making. This session will highlight Qualcomms success in using a range of IBM solutions, and their recent shift from IBM Cognos Planning to IBM Cognos TM1, to increase visibility into the drivers of revenue, profit and working capital and to improve the management of capital expenditures, project cost planning, and consolidated reporting for divisional P&amp;Ls.</p>
<p>Enabling Risk-based Decisions: Case Studies in Risk Management</p>	<p>Typically risk management has been the responsibility of the office of finance, but as business &amp; economic complexity accelerates business users in every department need a better understanding of real and potential impacts of risk on their decisions. But how do you get departmental users engaged and incorporating risk insight into daily decisions? This session will explore how the University of California and Argos Risk have each engaged business users in the risk management process through building an easy to use and customized, risk dashboard and reporting solution. They will discuss the key success factors to drive adoption and use and how system-wide visibility combined with user flexibility can drive quantifiable ROI for the business</p>
<p>Fighting Fraud with Advanced Analytics</p>	<p>Fraudulent claims are becoming one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Learn how advanced analytics and modeling can help identify patterns, behaviors and the bad guys in submitting fraudulent claims. Learn how MetLife is using predictive analytics with SPSS and Netezza to identify and fight fraud and how the State of North Carolina has saved their state millions of dollars in more effective identification of fraudulent claims.</p>
<p>Embracing Analytics to Transform Financial Management: A Case Study on the IBM Office of Finance</p>	<p>In today's complex business environment, the office of Finance is being called upon to play an increasing role in making critical business decisions. Leading finance organizations are leveraging business analytics to improve their ability to assess performance gaps, manage risk, deliver transparency and help shape and anticipate business outcomes to drive decision making. Learn how the IBM Office of Finance is embracing Business Analytics and Optimization to help them progress on their journey to becoming a value integrator.</p>
<p><b>The Operations Track</b></p>	



	<p><b>Revolutionize Your Business Processes with Streaming Analytics (Panel Discussion)</b></p> <p>It seems everyone is talking about real-time analytics, but how many can say they digest and analyze data with microsecond latencies? Speed and intelligence can have profound impact on how you do business. You can respond to events as they happen rather than analyzing and acting after the fact. Prevent customer satisfaction issues rather than remediating them. Anticipate and address asset failures rather than fixing them. Identify subtle trends in financial markets that can lead to big opportunities. Hear our business partners and customers how they are using Business Analytics and Optimization innovations including InfoSphere Streams - and their vision for the future of real-time data analysis. (Northrup Grumann, Terra Echoes, University of Ontario IT)</p> <p><b>Advanced Condition Monitoring at Caterpillar</b></p> <p>Companies like Caterpillar who lease and sell heavy equipment are constantly looking to increase machine up-times and the overall life of their equipment to maximize productivity and minimize costs. In this session, you'll learn how IBM is working with Caterpillar to leverage advanced predictive modeling techniques, based on Business Analytics and Optimization technologies including predictive analytics from SPSS, to identify ways to increase up times and overall life of heavy equipments.</p> <p><b>Driving Operational Excellence Through an Optimized Sales &amp; Operations Planning Process</b></p> <p>The challenge of meeting customer demand while balancing operational constraints and meeting financial goals has never been greater. Organizations struggle to align demand, supply, and finance plans. This session explores best practices in Sales and Operations Planning (S&amp;OP), and demonstrates how Business Analytics and Optimization capabilities enable a collaborative process. Come hear how progressive manufacturers link strategy to execution in order to meet customer demand, reduce cost, and drive competitive differentiation</p> <p><b>Achieving Operational Efficiencies with Business Analytics and Optimization</b></p> <p>This session covers today's critical topics facing business leaders responsible for operational aspects of their business, for example: business process optimization, supply chain management, asset tracking and management.</p>
	<p><b>The Strategic Foundation Track</b></p> <p><b>How Vanguard, a Leading Financial Firm, Maintains its Competitive Advantage by Leveraging BPM and ECM</b></p> <p>Vanguard is one of the world's leading investment management firms, and a key player in the highly competitive full service 401(k) recordkeeping business as evidenced by its #1 ranking in the most recent Boston Research Group survey. One of the factors contributing to Vanguards success has been a large scale people, process and technology program focused on eliminating manual processing, increasing quality, and reducing costs. By leveraging IBMs BPM Software and Services and other enabling technologies, Vanguard has witnessed impressive results, which have prompted other business value driven ECM initiatives. This session will present a business leadership perspective of Vanguards business process history and a roadmap for the future.</p> <p><b>IBM Watson, Big Data, and Better Business Outcomes - A Strategic Foundation for Analytics</b></p> <p>As IBM 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 actions faster than their competitors. To ingest huge amounts of both new and emerging information types, IBM Watson uses the Hadoop framework, the same technology now available to our customers within the IBM Big Data platform. Join Anjul Bhambri, Vice President, IBM Big Data Initiatives, to learn how organizations are applying Big Data management strategies to realize the IBM Watson vision today.</p>



<p>Business Intelligence Center of Excellence - Case Study</p>	<p>In this session speakers will share the customer case study of implementing BI Center of Excellence for Printpack Inc that uses IBM P-series hardware and Oracle ERP applications. The session will take the attendee through the value proposition of BI Center of Excellence and how to strategize and implment it. In this case study of a manufacturing company, the crawl, walk and run steps will be discussed in details. The speakers will take the audience through the journey of BI and Performance Management maturity assessment to determine the focus of the BI CoE. The focus of this session is at the People, Process and Tools level to lay the solid foundation for the CoE using the successful customer case study.</p>
<p>Building an Information Management Foundation to quickly analyze information and optimize Business Outcomes</p>	<p>More industry leading organizations are approaching their technical and infrastructure investments in new ways. Large scale people, process and technology programs, which are focused on eliminating manual processing, increasing quality, and reducing costs are becoming more critical within the demands of competitive business environments. IBMs BAO capabilities and Information Management Foundation ensures a combination of hardware, software and services to support impressive results. This session presents a business leadership perspective on the importance of a Strategic Foundation, and developing a roadmap for the future.</p>
<p>Watson Innovation Workshop for Retail</p>	<p>This hands-on workshop is limited-enrollment. It is a small, interactive workshop to learn about IBM Watson technologies and their application to organizations in this industry.</p>
<p>Watson Innovation Workshop for Healthcare</p>	<p>This hands-on workshop is limited-enrollment. It is a small, interactive workshop to learn about IBM Watson technologies and their application to organizations in this industry.</p>
<p>The Ten Rules of Successful Information Governance</p>	<p>Information Governance can be a complex undertaking. Many organizations begin their Governance efforts without recognizing that there are ten rules for successful Information Governance. The session will review these core requirements and will include both IBM and client perspectives on how companies can design and execute succesful Information Governance initiatives.</p>
<p>Toward the Segment of One - Making Cross Domain Master Data Management a Reality</p>	<p>The banking industry has focused on becoming more customer centric by establishing its 360 degree view of its customers, but has retained its highly segmented approach to developing products for those customers. Bank of America is breaking out of the pack by using its investment in MDM as a platform for product authoring, packaging and pricing to enable flexible and streamlined customization of product bundles for its customers. This break through approach will enable it to approach the magical "segment of one" for creation and effective marketing of a product bundle which exactly fits the needs of the individual customer and assure lifetime customer retention. Join us in see how Bank of America is making a breakout step toward that goal!</p>
<p>Enabling Analytics with Real-time Data Integration</p>	<p>Leading organizations are looking for holistic solutions for their analytic requirements, rather than patchwork software, platforms, and services. Stone Soup is a set of Industry-based solutions that provide end-to-end solution accelerators to quickly implement Business Analytic capabilities. Join this session to hear case studies where the solution has been implemented successfully.</p>
<p>Developing an Integrated ECM Strategy to Improve Business Value</p>	<p>The unstructured content explosion has created information chaos across the enterprise, emphasizing the need for new ways to harness the power insight and analytics. ECM is a key part of becoming an analytics-driven organization. That transformation involves creating an ECM strategy, establishing a flexible platform, and applying best practices to guide your investments and ensure alignment with business value. Learn how the IBM ECM Strategy &amp; Roadmap can help you develop strategic recommendations and tactical plans to accelerate your business value. Join this session to hear how Henkel KGaA has defined an effective global strategy for Information and Collaboration Management.</p>
<p>5:00 – 7:00 PM</p>	<p>EXPO Reception</p>

■ Special / Other Events



## Tuesday, October 25

8:15 – 9:30 AM	<b>General Session</b>							
10:15 – 11:15 AM	<p><b>Healthcare Provider and Insurers Industry Kickoff</b>                  IBM industry leaders set the stage for the track by laying out IBM’s vision and strategy for BAO to solve the top business problems faced by organizations in the Healthcare Provider and Insurers industry.</p> <p><b>“Industry Perspective: How Insurers and Providers Can Use Analytics &amp; Optimization to Improve Healthcare</b>                  IBM Healthcare Executives share insights, lessons learned, best practices, and directions for healthcare organizations in today’s dramatically changing healthcare landscape. Learn how to manage, integrate and analyze clinical, financial, and research information across the enterprise for Smarter Health care. Discover how to create new healthcare value. Trans-formative forces such as healthcare reform, demographic shifts, increased burden of disease, expensive new technologies and treatments are expected to force fundamental change on Health care in the coming decade. Join us for this exciting presentation and lively discussion.”</p>							
11:30 AM – 12:30 PM	<p><b>Healthcare Provider and Insurers Client Panel <i>(Client names if possible)</i></b>                  Client speakers share best practices and lessons learned from their BAO projects, bringing to life the topics discussed in the prior session’s kickoff.</p>							
12:30 – 2:00 PM	<p><b>Industry Lunch – Business Analytics Forum</b>                  You are invited to join your industry peers for networking and socializing at this event sponsored by the Business Analytics Forum.</p>							
1:45 – 2:45 3:00 – 4:00 4:30 – 5:30 PM	<p><b>Healthcare Provider and Insurers Industry Track Afternoon Elective Sessions</b>                  Learn from your industry peers how BAO addresses the most critical business problems faced today  <i>(Note: some of the sessions listed below will take place on Wednesday October 26, as this Forum lasts 2.5 days ending at lunch on Wednesday. They have not been shown on Wednesday as scheduling is still in process.)</i></p> <table border="1" data-bbox="370 1115 1528 1738"> <tr> <td data-bbox="370 1115 646 1209">Healthcare Analytics</td> <td data-bbox="646 1115 1528 1209">Description of the development of a large, complex data warehouse using data integration and data model assets. Leverage advanced analytics techniques to develop optimization and predictive analytical capabilities.</td> </tr> <tr> <td data-bbox="370 1209 646 1472">Hospital Links Strategy To Operational Execution Through Business and Clinical Analytics</td> <td data-bbox="646 1209 1528 1472">North York General Hospital in Toronto, Canada successfully implements an enterprise business intelligence system from IBM to link strategy to operational execution, monitor performance and enable better decision-making. NYGH implemented InfoSphere Clinical Analytics, an enterprise business intelligence and data warehousing system from IBM as a foundation to an enterprise-wide approach to performance management. The system provides the tools and information that will allow NYGH leaders to make better decisions at the operational, strategic and governance levels. The session will also overview IBM’s Healthcare Provider and Payer Data Models capabilities and roadmap.</td> </tr> <tr> <td data-bbox="370 1472 646 1738">Big Changes Ahead: Healthcare Reform and Accountable Care, is Your Data Ready?</td> <td data-bbox="646 1472 1528 1738">2011 has created a cyclone of activity for health plans and providers with ARRA, healthcare reform (PPACA), 5010 transactions, and the advent of patient-centered Medical Home and Accountable Care Organizations. Each initiative represents major change and puts new demands on IT. With health plans at the epicenter of the Accountable Care discussions and execution, a holistic approach to mastering data is needed to prepare your organization for the changes ahead. CIGNA Healthcare is taking a strategic approach that utilizes IBM Initiate Master Data Management solutions for member and provider identification.</td> </tr> </table>		Healthcare Analytics	Description of the development of a large, complex data warehouse using data integration and data model assets. Leverage advanced analytics techniques to develop optimization and predictive analytical capabilities.	Hospital Links Strategy To Operational Execution Through Business and Clinical Analytics	North York General Hospital in Toronto, Canada successfully implements an enterprise business intelligence system from IBM to link strategy to operational execution, monitor performance and enable better decision-making. NYGH implemented InfoSphere Clinical Analytics, an enterprise business intelligence and data warehousing system from IBM as a foundation to an enterprise-wide approach to performance management. The system provides the tools and information that will allow NYGH leaders to make better decisions at the operational, strategic and governance levels. The session will also overview IBM’s Healthcare Provider and Payer Data Models capabilities and roadmap.	Big Changes Ahead: Healthcare Reform and Accountable Care, is Your Data Ready?	2011 has created a cyclone of activity for health plans and providers with ARRA, healthcare reform (PPACA), 5010 transactions, and the advent of patient-centered Medical Home and Accountable Care Organizations. Each initiative represents major change and puts new demands on IT. With health plans at the epicenter of the Accountable Care discussions and execution, a holistic approach to mastering data is needed to prepare your organization for the changes ahead. CIGNA Healthcare is taking a strategic approach that utilizes IBM Initiate Master Data Management solutions for member and provider identification.
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■ Special / Other Events



<p>Strategies and Success in Healthcare Retail Marketing - Blue Cross Blue Shield of Florida</p>	<p>Blue Cross Blue Shield of Florida is transforming their business with innovative strategies in marketing to individuals in healthcare. With the help of IBM SWG and GBS, BCBSFL has rebuilt their marketing business processes and organization allowing them to be a front runner in the "new wave" of marketing healthcare and related products to individuals. Hear from BCBSFL's Brian Harrington about how his team is taking steps to transform their business and remain the market leader in Florida healthcare.</p>
<p>Achieving Clinical Reporting Excellence with Cognos BI at Southeast Texas Medical Associates</p>	<p>Watch and learn how Southeast Texas Medical Associates (SETMA), a multi-specialty medical practice with four clinical locations in Southeast Texas serving over 7,200 patients, is able to leverage the IBM Cognos BI technology to lead the medical community into the future. By using the solution at the point of care to track over 200 metrics on every patient daily, SETMA has been able to transform the care both its providers and patients practice into an immediate, transparent, and most of all, positives outcomes to improve patients lives.</p>
<p>IBM Content Analytics Helping to Drive Down Cost in Pharmaceutical R&amp;D</p>	<p>The critical need for data driven decision-making is fueled by the increasing cost of drug development, heightened competition, and lapsing patents. Pharmaceutical companies have established significant initiatives to contain research costs and consolidate vendors. Consequently, there is a need for new business intelligence tools that leverage a growing abundance of unstructured data. Come hear Veteris Technologies' CEO, John Kamins, describe how IBM Content Analytics helps enable Veteris' business intelligence capabilities and their pharmaceutical clients to address their research cost containment objectives.</p>
<p>Information Agenda helped us conclude our Strategic Roadmap</p>	<p>This session describes how Information Agenda Roadmap provides value to both IT and Business users at UCB Pharma.</p>
<p>5:00 – 7:00 PM</p>	<p><b>EXPO Reception</b></p>
<p>7:00 – 11:00 PM</p>	<p><b>Networking Event</b></p>

## Wednesday, October 25

<p>8:15 – 9:30 AM</p>	<p><b>General Session</b></p>
<p>10:00 – 11:00 AM 11:30 – 12:30 PM</p>	<p><b>Continuation of Business Leadership Forum Electives</b></p> <p><i>The Business Leadership Forum runs through Wednesday morning of the conference. Some sessions listed in the Monday and Tuesday electives above will be held at this time when scheduling is complete. Check back to the conference website for latest information.</i></p>

■ Special / Other Events



## Other sessions of interest for the Healthcare Provider and Insurers Industry

The list below represents other sessions of interest planned for the conference. They are cross listed here as Healthcare Provider and Insurers 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 – Thursday, October 24-27

Business Analytics	Amedisys Uses BI Dashboard Solutions to Deliver HR Insight across the organization	Amedisys is a leading provider of home healthcare and hospice services, focused on providing professional and personalized care for patients in the comfort of their homes. Each day Amedisys delivers personalized health care 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 brings home best-of-breed BI Dashboard Solutions to their own internal stakeholders. Learn how Amedisys designed and deployed an HR Staffing Model BI Dashboard that was so successful that other parts of the organization were clamoring for their own BI Dashboard Solutions.
Business Analytics	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 that 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.
Business Analytics	Creating Both an Internal BI Certification Program and Business Partnership	In organizations that have an established centralized BICC as well as decentralized, or department based analysts, the need is never more important to make sure that the quality, look and feel of data is consistent throughout the entire organization. In order to achieve this Martins Point Health Cares BICC has created and implemented a BI Certification Program coupled with a Business Partnership Program. The Certification Program is a customized curriculum followed by an assessment that all department analysts must take and pass in order to have access to the data. The Business Partner program connects a member of the BICC with the department based analyst and acts as a liaison for the analyst as well as their department.
Business Analytics	Enterprise Planning at a Major Healthcare Organization	Learn how Kaiser Permanente Northwest (KPNW) leveraged iterative development and deployment techniques to design and implement flexible and nimble planning models. With 9000+ cost centers and 5000+ account codes KPNW changed the level of planning to a higher level that led to a change in the type of discussion during the planning cycle and a change from variance to trend analysis reporting. We will talk through lessons learned from past implementations, and understand the future path as KPNW moves toward Beyond Budgeting methodology.





Business Analytics	Cognos Planning and TM1 Providing Global Advantage for Abbott International	Abbott's International Pharma business is a long term customer of Cognos Planning for several different financial planning applications. In 2008 we launched a strategic initiative to provide a standard global solution to meet local country planning needs using Cognos Planning and Cognos BI. We have improved this solution in 2011 by migrating to Cognos TM1. The presentation will focus on the reasons that drove us to migrate as well as some of the key learnings we had about the migration. We will also discuss challenges faced, lessons learned and best practices with a global implementation of this exciting technology.
Business Analytics	McKessons Supply Chain Model with Advanced Analytics, Results in a Roadmap to \$1B in Working Capital Savings.	McKesson, the worlds largest healthcare services company, and IBM, have partnered around the use of advanced analytics to optimize supply chain performance. To date, the McKesson/IBM collaboration has reduced working capital by over \$65M, created a new air freight supply chain and enabled the creation of a roadmap leading to \$1B in working capital savings. Four analytics engines have been created that are being generalized for broad, cross-industry use. IBMs own Integrated Supply Chain is using the sustainability engine to track carbon emissions. Don Walker, KcKesson SVP, Distribution Operations and Bob Gooby, McKesson VP Process Redesign, will co-host this session with David Lubowe, IBM VP and Partner, GBS.
Enterprise Content Management	IBM Content Analytics Helps BJC Healthcare Improve Healthcare 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 2 years leveraging IBM Content Analytics platform in biomedical research
Enterprise Content Management	IBM Medical Records Text Analytics Solution Helps UNC Healthcare Improve the Quality of Hospital Discharges	UNC Healthcare 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 Healthcare is leveraging Hospital Discharge information in new ways for improved patient care.
Enterprise Content Management	Content Enabling Integration Processes and Applications with IBM Content Analytics	From content you can derive new business insights and enable more robust business analytics. But working with content is different than data - the strategies and challenges are differeing. Come learn how IBM Content Analytics can be used as content middleware to integrate unstructured data with data warehouses and other business systems
Information Management	A Deep Dive into DB2 pureXML with XQuery Syntax to Solve many Common Query Problems	A deep dive into DB2 pureXML with a focus on how to write XQuery statements for best performance. Many XQuery and SQL/XML statements will be presented to demonstrate the techniques being presented.



Information Management	Migrating the Canadian Blood Services Data Warehouse from Oracle to 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. Over a three month period, CBS migrated its corporate data warehouse to DB2 9.7 from Oracle. 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.
Information Management	Migration Made Easy - iHealth's Migration Experience From Oracle to DB2	iHealth Technologies (iHT) is one of the leaders in Payment Policy Management services in the healthcare industry. They partner with health plans to select, customize, and administer the correct coding of professional, outpatient and DME claims. To support their business, iHealth internally developed dozens of applications on the Oracle/Sun platform. In this session, iHealth will share their considerations and motivations in migrating from the Oracle/Sun platform to DB2/IBM. iHealth is migrating these applications to DB2 on IBM hardware easily using DB2 9.7's Oracle Database compatibility feature, and IBM's enthusiastic attitude to help clients save money.
Information Management	Totally Automated Reorgs, Leveraging z Can Set You Free	Reorging database tables and indexes is necessary to attain optimal DB2 performance. In the past this process has been disruptive and labor intensive. With modern tools and techniques, this process can be totally automated by exploiting the power of System z. Learn how a large hospital has totally automated its production reorg processes by using 21st Century principles (non-disruptive, real time statistics, workload awareness, selective exclusions, lock awareness, consolidated reorg scoring, dynamic allocations, automated cleanup, intelligent reruns). See how to utilize these technologies so you can remove reorgs from your To Do List forever.
Information Management	Understanding the Power DB2's Time Machine - Concepts to Reality	DB2 10 for z/OS includes powerful temporal features. This presentation will explain six foundation concepts every DBA, designer and developer needs to understand to exploit temporal data. Then we will explore and demonstrate the mechanics of DB2 10s temporal implementation. Finally, we will review some innovative ways to exploit temporal design in operational and warehouse systems. Learn how to unleash the power of DB2s time machine in your shop. Database as we know it will never be the same.
Information Management	Using DB2's Time Machine to Convert to Temporal Data Can Be Easy, Really!	DB2 10s time machine provides a comprehensive set of powerful tools to create and manage temporal data. But how can you convert operational systems into temporal without making sweeping changes? This presentation will show you one technique to convert operational data into temporal data without the need for the overhaul of 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 DB2s time machine and bring your warehouse to a whole new level.



Information Management	Smarter Healthcare with Informix Genero	This presentation will demonstrate the effectiveness of the Informix database server in a health care setting and the power of Informix Genero in health care and its ability to extend the 4GL technology into modern settings. Software developers, system architects and sales and business professionals in and outside of health care will benefit from a case study that identifies the business and compliance problems presented by e-prescribing as well as the technological hurdles overcome by the Informix Genero platform. Using Genero and its web services capability, we will detail the speed and simplicity with which the integration with a SAAS solution was accomplished.
Information Management	How Health Insurance Solutions Can be Smarter with 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.
Information Management	UPMC relies on Information Management for Interoperability	The University of Pittsburgh Medical Center (UPMC) data management team shares the role of information management in interoperability initiatives. UPMC implemented IBM Initiate Patient 5 years ago to manage 5.5 Million patient records. UPMC recognized that healthcare interoperability requirements would rapidly evolve and wanted to be prepared. Partnering with IBM and dbMotion, UPMC built an interoperability platform that connects 40 interfaces (representing 30+ different systems; 19 interfaces to be added in the coming year) across 20 Academic, Community & Specialty hospitals, 400+ provider offices and outpatient sites. The goal being improved access to clinical information helping 2600+ clinicians (growing) enhance patient care/safety.
Information Management	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.
Information Management	CardinalHealth's multi-domain MDM Journey	Come along to this session to understand the best practices and lessons learned by CardinalHealth for 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 Customer and Product domains to provide customer centricity capabilities. This session shows best practice architecture and lessons learned from an enterprise level multi-domain MDM solution.



Business Analytics	Tremendous Value & Blazing Performance Released 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 the Netezza platform. Hear Shashi Vangala, Manager & Chief Solutions Architect of Business Intelligence, describe how they realized new performance gains that enabled them to embed more and more data into dashboards - to ultimately extend visibility into trends that otherwise, would not have been available to them. Learn how the BCBSMA users have adopted these dashboards 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.
Enterprise Content Management	People, Processes and Tools for a Records and Information Management Compliance	Records and Information Management (RIM) has become a critical part an organizations compliance program as demonstrated by the inclusion in the Draft Federal Sentencing Guidelines. Building a successful compliance infrastructure is no easy task. This session will introduce the Generally Accepted Record-keeping Principles and their applicability to ethics, compliance and litigation. Discussion will include the alignment of Records Management, Privacy and Security along with assessing records and information management risks in an organization. Leveraging best practices and methods are the key components to a thriving, adaptable, and compliant environment.
Enterprise Content Management	CMIS Roadmap for Multiplatform ECM Infrastructure	CIGNA is executing a Multiplatform ECM Strategy. Platforms include a large deployment of FileNet P8 and Image Services federated with over 500 million documents and three other medium to large deployments of industry recognized CMSs. The most cited benefit of CMIS i.e., cross repository access is not the primary CMIS driver for us. The value proposition of CMIS for us is in providing a common access layer for a well defined range of use cases. Following an overview of our ECM Strategy well present the SOA architecture of our content bus that includes DataPower ESB. Well also present our CMIS Roadmap and the research & analysis that lead us to a cautious approach to CMIS which includes a focused POT effort in collaboration with IBM.
Information Management	Using IBM Recovery Expert to enhance Disaster Recovery of DB2 on z/OS	SBPASC is a large healthcare insurance provider. This presentation will describe how they have migrated their backup/recovery strategy from weekly Image Copies and daily DB2 log dumps to using Recovery Expert and Automation Tool to streamline the process. The outcome - reduced RTO and RPO along with simplified procedures. Come here how this migration was accomplished and the benefits.
Information Management	Reference Data Management BCBSNC utilizes MDM Server to centralize and manage reference code sets	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. BCBSNC has begun an initiative using InfoSpheres MDM Server to physically store and manage this critical data in a central location Reference Data Management establishing the capability to manage reference codes that can be accessed and integrated using proven methods thereby ensuring ease of use and high integrity.



<p>Business Analytics</p>	<p>How IBM Cognos Lifecycle Manager Improves BI Application Releases at Canadian Blood Services</p>	<p>IBM Cognos Lifecycle Manager is an application designed to assist in verifying BI platform upgrades. Whether you are moving up to IBM Cognos Business Intelligence V10.1, or applying a fix pack to your current implementation, Cognos Lifecycle Manager can streamline the upgrade process by automating many testing and QA tasks. But it can also help streamline your BI application release process. This session shows how Canadian Blood Services uses Cognos Lifecycle Manager to validate their BI applications every time they release new BI content, helping them identify potential problems before they affect the production environment. Attend this session to see how you can reduce testing effort, cost, and downtime with Cognos Lifecycle Manager.</p>
<p>Enterprise Content Management</p>	<p>Agile Business Process Configuration with FileNet P8</p>	<p>Ever wonder how to dynamically copy form content and assign security on the fly? Come here to explore how to integrate search templates and Process Designer along with setting up security properties that allow for dynamic content creation without changing the .pep file. We will cover: Security Property config and use in Enterprise Manager, CE_Operations SearchForOne and setObject in Process Designer, and eForms Designer to make the original form and do URL lookups. We have over 200 centers that fill out standard forms. We wanted a solution that would allow all the centers to select which forms they wanted, populate with the specific demographic information, and get the unique center values all in one step. Come here to see what we did.</p>

