

6th Annual Innovation Conference and Showcase | February 1, 2018



6th Annual Innovation Conference and Showcase

February 1, 2018 | 8:30 AM - 5:30 PM PST
Intel Auditorium | 3600 Juliette Lane, Santa Clara, CA 95054

Be with us at the forefront of healthcare innovation and learn how Artificial Intelligence, Machine Learning, Blockchain, Cloud, & Analytics are influencing Precision Medicine and Population Health workflows and patient care. Explore the innovations made by physician and technology leaders in health systems, public policy, and software developers and how they are positively transforming the healthcare ecosystem. Your HIMSS NorCal team is looking forward to having you bring your thirst for knowledge and desire to network with both like-minded and divergent-minded colleagues. See www.ics.events for more information.

Who should attend: CxOs, Physicians, Nursing, Clinical Informatics, IT professionals, Health Innovation Leadership, Care Coordination Managers, Venture Capitalists, Entrepreneurs and anyone involved with and passionate about improving the delivery of care.

Registration – <http://bit.ly/ics2018reg>



Agenda at a Glance

- 8:30 - 9:00 AM** Registration and Breakfast
9:00 - 9:10 AM Welcome Address & Thank You
9:10 - 9:30 AM Chair Address: Innovation in Health Sciences: The 4 P's of Success


Track 1: Precision Medicine

- 9:30 - 9:35 AM** Introduction
9:35 - 10:05 AM Opening Keynote: AI in Precision Medicine
10:05 - 10:50 AM Precision Medicine Panel
10:50 - 11:00 AM Sponsors Recognition & Exhibit Hall Information
11:00 - 11:15 AM Break at the Exhibit Hall

Track 2: Health Innovation & Public-Private Partnerships

- 11:15 - 11:45 AM** Opening Keynote
11:45 - 12:30 PM Health Innovation & Public-Private Partnerships Panel **Deloitte.**
12:30 - 1:45 PM Lunch at Intel, Exhibit Hall & Networking
1:45 - 1:55 PM Health Innovation Across the Globe: An Overview
1:55 - 2:00 PM HIMSS NorCal Chapter Education & Professional Growth

Track 3: Big Data & AI in Healthcare

- 2:00 - 2:25 PM** Opening Keynote
2:25 - 2:50 PM Opening Keynote
2:50 - 3:35 PM Demystifying Big Data, Machine Learning & AI for Healthcare Panel
3:35 - 4:00 PM Networking Break and Exhibit Hall
4:00 - 4:30 PM Incorporating the Patient Voice – Participation, Collaboration, and Empowerment
4:30 - 5:00 PM Staying at the Forefront of Technology – MemorialCare Technology Center 
5:00 - 5:20 PM Closing & Reflections: How Can We Free up Healthcare's State of Friction?
5:20 - 5:30 PM Preview of ICS 2019

6th Annual Innovation Conference and Showcase | February 1, 2018

Agenda

8:30 - 9:00 AM **Registration and Breakfast**

9:00 - 9:10 AM **Welcome Address**
Nick Steinbach, HIMSS NorCal President-Elect

9:10 - 9:30 AM **Chair Address: Innovation in Health Sciences: The 4 P's of Success**
Prashant Natarajan, ICS 2018 Event Chair

Track I: Precision Medicine

9:30 - 9:35 AM **Introduction**
Jennifer Esposito, Worldwide General Manager, Intel Health & Life Sciences

9:35 - 10:05 AM **Opening Keynote: AI in Precision Medicine**
Arjun Bansal, VP, AI Software & Lab, Intel

Arjun Bansal is the Vice President, General Manager, Artificial Intelligence Software and Lab at Intel. Prior to Nervana Systems' acquisition by Intel in August 2016, he was co-founder & VP Algorithms at Nervana heading Machine Learning Software & Data Science. His research work has spanned neurophysiology and large scale machine learning. Arjun holds a BS in computer science from Caltech and a PhD in neuroscience from Brown University. He completed postdoctoral training at Boston Children's Hospital and Harvard Medical School.



10:05 - 10:50 AM **Precision Medicine Panel**
Moderator: Sean Sigmon, Translational & Precision Medicine Leader

Sean served as Director of Translational Medicine for Oracle's Health Sciences business, focused on Personalized Medicine. Previously, Sean was VP of Sales and Business Development at Translational Software, a leading Pharmacogenetic (PGx) Reporting company. Prior to Translational, he was a global marketing manager with Microsoft's Health Solutions Group, a senior manager with Philips' Healthcare market intelligence group and spent more than ten years with Boehringer Ingelheim. Sean serves on the Board of Trustees for Bloodworks Northwest. He holds a BA in Economics from the University of Washington and a MBA from Seattle University.



Panelists:

6th Annual Innovation Conference and Showcase | February 1, 2018

Dr. Oscar Streeter, Chief Medical & Scientific Officer – CA Division of the American Cancer Society

Dr. Oscar E. Streeter, Jr. is a board-certified radiation oncologist Chief Medical & Scientific Officer for the CA Division of the American Cancer Society. Dr. Streeter's prestigious 32-year medical career includes corporate, academic and private practice with expertise in integrative cancer care. He is an internationally recognized expert in the treatment of breast cancer and implant radiation (brachytherapy), as well as a certified acupuncturist. Dr. Streeter attended Medical School and completed his residency at Howard University, and spent 18 years at the Keck School of Medicine at the University of Southern California holding positions as Associate Professor, Residency Program Director and Chief of the Radiation Oncology Department for several years at LAC+USC Medical Center and Chief of Service in Radiation Oncology at USC/Norris Cancer Hospital.



Dr. Joe Pinzone, Endocrinologist & Producer



Dr. Pinzone is CEO & Medical Director at AMAI an Innovative medical and Wellness Practice, Inc. AMAI has a team of healthcare practitioners including dietitians, personal trainers, and life coaches who provide a 360-degree view of an individual's health, and help set and achieve health and life goals. He also serves as Assistant Clinical Professor of Medicine at the David Geffen School of Medicine at UCLA. In 2009 Dr. Pinzone was recruited to the Hematology / Oncology Therapeutic Area at Amgen, Inc. He served as the North American Medical Leader for Denosumab Oncology and led the Medical Affairs team that launched XGEVA[®]. He interfaced with the Brand Team and the Regional Medical Liaisons to communicate medical information. He also oversaw the Investigator-Sponsored Study program.

Dr. David Lin, Chief Behavioral Health Officer, Ellipsis Health



Dr. David Lin is a clinical psychologist specialized in health psychology and neuropsychological assessments. He has worked in behavioral health for 21 years with the last 13 at San Mateo Medical Center (SMMC) where he founded the Medical-Psychiatry Service (MPS), an integrated physical and behavioral health model of care embedded within primary care. Through his leadership at SMMC, Dr. Lin pioneered this integrated model of care and was awarded the Quality Leaders Award in 2014 by the California Association of Hospitals and Safety Net Institute. He is currently a director at large for the California Psychological Association. Dr. Lin is currently the Chief Behavioral Health Officer for Ellipsis Health, a technology company using speech to monitor depression. He also

6th Annual Innovation Conference and Showcase | February 1, 2018

manages a private practice along the Peninsula and enjoys working with adults and adolescents for a range of behavioral health issues.

10:50 - 11:00 AM Sponsors Recognition & Exhibit Hall Information

11:00 - 11:15 AM Break at the Exhibit Hall

Track 2: Health Innovation & Public-Private Partnerships

11:15 - 11:45 AM Opening Keynote

Joel White, President, Council for Affordable Health Coverage & CEO, HealthIT Now, Washington DC

Joel spent twelve years on Capitol Hill as professional staff, where he helped enact nine laws, including the 2002 Trade Act, which created health care tax credits, the 2003 law that established the Medicare prescription drug benefit and Health Savings Accounts, the 2005 Deficit Reduction Act and the 2006 Tax Reform and Health Care Act, which reformed Medicare payment policies. Joel spent six years as staff on the Committee on Ways and Means, first as Professional Staff and then as Staff Director of the Health Subcommittee. Joel is on the Boards of Directors of CAHC, the Newborn Foundation, Samaritan Inns, Arlington Bridge Builders, and the Citizen and Soldier Foundation. He is also on the National Advisory Board of the Cancer Support Community. Joel holds a BS in Economics from the American University and is the co-author of the book, Facts and Figures on Government Finance.

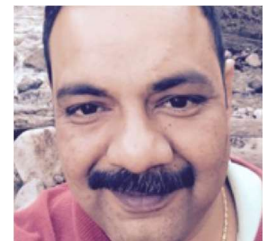


11:45 - 12:30 PM Health Innovation & Public-Private Partnerships Panel

Moderator: Prashant Natarajan, Director of Innovation & Strategy, Oracle HSGBU

Prashant Natarajan is Director of Innovation & Strategy at Oracle in the Health Sciences Global Business Unit. He is passionate about helping organizations maximize their technology investments to improve patient care, provider satisfaction, personal wellness, and health policy. Prashant is a keynote speaker and best-selling author on emerging technologies and their applications in multiple verticals including health, e-commerce, and manufacturing. His HIMSS books on Big Data & Machine Learning (2017) & Business Intelligence (2012) are top-sellers in the genre. Prashant serves as Industry Advisor for the CIAPM project at UCSF and on the Board of Advisors at Council for Affordable Health Coverage. He teaches

Deloitte.



6th Annual Innovation Conference and Showcase | February 1, 2018

Applied Deep/Machine Learning & Artificial Intelligence as Co-Faculty Instructor at Stanford University.

Panelists:



Dr. Elizabeth Baca, Senior Health Advisor, Governor's Office of Planning and Research

Elizabeth Baca serves as the Senior Health Advisor in the Governor's Office of Planning and Research (OPR) and provides vision, leadership and oversight for the California Initiative to Advance Precision Medicine (CIAPM). She is engaged in innovation in the public sector to foster health through multiple projects including public-private partnerships, big data, and healthy planning. Her portfolio involves working across agencies and departments in California as well as with many foundation, non-profit, for-profit groups, and entrepreneurs. Previously, Dr. Baca served on the General Pediatric Faculty at Stanford Medical School and directed the Community Pediatric and Child Advocacy Rotation. Dr. Baca studied health policy at Universidad Simon Bolivar in Venezuela. She completed her Master's in Public Administration at Harvard Kennedy School of Government and her medical degree at Harvard Medical School. Dr. Baca completed her pediatric residency in the Pediatric Leadership for the Underserved (PLUS) program at UC San Francisco.

Joel White, President, Council for Affordable Health Coverage & CEO, HealthIT Now, Washington DC

Bio above.

Marc Perlman, US Healthcare Provider ERP Practice Leader & Global Business Development Leader for Healthcare, Deloitte LLP



Marc Perlman is the Managing Director and Global Business Development Leader for Deloitte LLP. With more than 33 years in healthcare, Marc brings deep experience in global healthcare having worked closely with governments, regions/provinces, health systems, payer organizations, system integrators and vertical software companies. He has participated in multiple international trade missions with the US Department of Commerce as well as international engagements with the US Chamber of Commerce. He currently serves an advisory board member for the USA Health Alliance (USAHA), and the Council for Affordable Healthcare (CAHC).

12:30 - 1:45 PM

Lunch at Intel & Networking

6th Annual Innovation Conference and Showcase | February 1, 2018

1:45 - 1:55 PM **Health Innovation Across the Globe: An Overview**
Danielle Siarri, HIMSS Social Media Ambassador & ICS 2018 Event Co-Chair

1:55 - 2:00 PM **HIMSS NorCal Chapter Education & Professional Growth**
Margit Chapman, HIMSS NorCal Education Committee, Clinical Advisory Council

Track 3: Big Data & AI in Healthcare

2:00 - 2:25 PM **Opening Keynote**
Dr. Pratik Mukherjee, Director of the Center for Imaging of Neurodegenerative Disease (CIND), San Francisco VA Medical Center & Professor in Residence, UCSF

Pratik Mukherjee, MD, PhD, is a Professor in Residence in the Department Radiology and Biomedical Imaging, Bioengineering, and he is an attending neuroradiologist at UCSF. He is the Director of the Center for Imaging of Neurodegenerative Disease (CIND) based at the San Francisco VA Medical Center. He also directs the Neural Connectivity Laboratory (NCL) at UCSF China Basin. Dr. Mukherjee received his PhD in Neuroscience from Rockefeller University, New York in 1994 and his MD from Cornell University, New York, in 1995. Dr. Mukherjee's primary clinical research is the study of neurodevelopmental disorders and traumatic brain injury (TBI) using advanced MRI. His research has been focused on technical development, neuroscience and clinical applications of advanced imaging methods for mapping structure and function of the human brain.



2:25 - 2:50 PM **Opening Keynote**
Dr. Esther Yuh, Associate Professor of Radiology and Biomedical Imaging, UCSF

Dr. Yuh is a neuroradiologist and Associate Professor in Residence in the Department of Radiology at University of California at San Francisco (UCSF). Following a Ph.D. in physics, she completed an M.D. degree and internal medicine internship at Stanford University and residency and neuroradiology fellowship at UCSF. Her research focuses on image analysis for identification of patterns of injury in traumatic brain injury (TBI), including use of neural networks for better classification and quantitative characterization of imaging studies. She is the central neuroradiologist reader for TRACK-TBI, a large multicenter study of the prognostic value of neuroimaging studies in acute TBI, and is working with the FDA on validation of neuroimaging biomarkers for TBI clinical trials.



6th Annual Innovation Conference and Showcase | February 1, 2018

2:50 - 3:35 PM

Demystifying Big Data, Machine Learning & AI for Healthcare Panel

Moderator: Dr. Zeeshan Syed, Director of the Clinical Inference and Algorithms Program, Stanford Health Care & Clinical Associate Professor, Stanford University



Zeeshan Syed is the Inaugural Director of the Clinical Inference and Algorithms Program at Stanford Health Care and a Clinical Associate Professor at the Stanford University School of Medicine. Before joining Stanford in 2016, Dr. Syed was an Associate Professor with Tenure in Computer Science and Engineering at the University of Michigan. Dr. Syed received BS and MEng degrees in Electrical Engineering and Computer Science at MIT, and a PhD through a joint program between MIT's School of Engineering and Harvard Medical

School in Computer Science and Biomedical Engineering. Dr. Syed is actively engaged with the healthcare analytics industry, having been part of the core early-stage team for the Google[X] Life Sciences initiative (now Verily) and as a founder of Health at SCALE Technologies.

Panelists:

Carla Liebowitz, Head of Strategy & Marketing, Arterys



Carla Liebowitz heads strategy and marketing at Arterys, a cloud/artificial intelligence company in the medical imaging space. She has an MBA from the Stanford Graduate School of Business and engineering degrees from both MIT and Stanford. Prior to joining Arterys, Carla spent 3 years at Bain & Company, consulting for top biotech, diagnostic and hospital clients. Before to that, Carla designed medical devices and led device development teams at several companies.

Tatyana Kanzaveli, CEO and Founder, Open Health Network



Tatyana Kanzaveli has gone from a programmer to senior executive at Big 5 to founder and CEO of a startup company along her 20-year career, recognized as a thought leader, mentor for her ability to guide Fortune 500 and startup companies through business challenges. She's worked for major companies like PricewaterhouseCoopers and Fujitsu and startups in the early days of the Web. Tatyana has been recognized as one of the top 10 Influential Women in

Healthcare IT in 2015. Today, she is the founder and CEO of Open Health Network, a mentor at 500Startups and Richard Branson Entrepreneurs Centre and serves on boards for private companies. She also is licensee and organizer of highly notable TEDxBayArea conferences. She is a frequent speaker at US and International conferences on innovation, entrepreneurship and digital health. Tatyana has been featured in the White House blog, spoke at the United Nations, presented at the first White House Demo Day hosted by the President Obama.

6th Annual Innovation Conference and Showcase | February 1, 2018

Riju Pahwa, Head of SW Engineering, ZAP Surgical

Riju Pahwa is the Senior Director of Software Engineering at Zap Surgical. Prior to Zap, he was the cofounder of Nodal, a machine learning company out of MIT focused on transportation and urban solutions. Previously, he was the head of commercialization of machine vision solutions at IBM and led the product management of what later became Watson portfolio. Riju has an MBA from MIT and an engineering degree in computer science.



3:35 - 4:00 PM

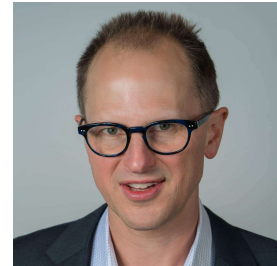
Networking Break and Exhibit Hall

4:00 - 4:30 PM

Incorporating the Patient Voice – Participation, Collaboration, and Empowerment

Bryce Olson, Marketing Director, Intel Health and Life Sciences Group

Bryce Olson is the Global Marketing Director for Intel's Health and Life Sciences group. One of the areas he focuses on is bringing technology and science together in the exciting area of genomics and precision medicine with a powerful message on how this saves lives. Genomic sequencing and precision medicine gave him a life he didn't think he'd get to live. He is a sought-after keynote speaker both locally and nationally, and his story has been covered by both local and national media. Bryce also started FACTS ('Fighting Advanced Cancer Through Songs'), a movement that uses the power of music to build awareness for a new way to fight cancer and bring molecular testing and precision medicine to other advanced cancer patients. In 2017, Bryce wrote and co-produced a rock-n-roll album in support of the FACTS movement that brought together a variety of Portland, Oregon based musicians and singers including Jenny Conlee from the Decemberists, Martha Davis from the Motels, Pete Krebs, and Michelle DeCourcy – all four are cancer survivors.



4:30 - 5:00 PM

Staying at the Forefront of Technology – MemorialCare Technology Center

Imran Salim, SVP Healthcare Solutions, Sirius Computer Solutions



6th Annual Innovation Conference and Showcase | February 1, 2018

Imran Salim has spent nearly 30 years helping organizations leverage technology to improve business outcomes and create efficiency. Imran joined Sirius in 2000, and became the senior vice president of sales for the company's Western region. During this time, he led a diverse group of sales and technical teams to improve both client satisfaction and the Sirius business. Imran oversaw the creation of the Sirius Healthcare practice in 2014, and has managed it since. He leads a national healthcare team that focuses on finding the right mix of technologies, consulting and solution partnerships to meet the demanding needs of healthcare clients. He also led the effort to create the MemorialCare Technology and Training Center Powered by Sirius (MTC), a state-of-the-art technology facility for healthcare IT innovation, experimentation, meeting and training, in Orange County, California. Mr. Salim holds a Bachelor of Business Administration in Marketing and Finance from California State University.



5:00 - 5:20 PM

Closing & Reflections:

How Can We Free up Healthcare's State of Friction?

Santosh Mohan, Head of More Disruption Please Labs, athenahealth

Santosh Mohan leads the More Disruption Please (MDP) Labs at athenahealth, fostering the next generation of healthcare innovators. He is a Duke Fuqua Scholar in clinical informatics and the recipient of HIMSS 2017 Founders Leadership Award. Prior to his current role at athenahealth, Mohan served as a Digital Solutions Management Fellow at Stanford Health Care and helped the organization achieve EMRAM Stage 7 inpatient and outpatient validations. Earlier in his career, he worked on technology-enabled innovation at Duke University Health System and Cerner Corporation and served as a Senior Consultant and Director at The Advisory Board Company. Mohan is a member of the HIMSS User Experience Committee and the immediate past-chairperson of the HIMSS Innovation Committee. He was recently recognized as a "Rising Star" by Becker's Hospital Review and as one of 11 leading innovators in health IT by Health Data Management.



5:20 - 5:30 PM

Preview of ICS 2019