



Transitioning to a Data First Culture

Organizational Transformation incorporating Data Analytics

Thursday, May 20th, 2021

Transitioning to Data-first Culture: Stories from the Battlefield

"Data is the new oil. AI is the new electricity." That quote from Andrew Ng has certainly helped set up a culture of change in the technology world. Many people feel that if they're not extracting every ounce of information from their data, opportunities can be lost. While we certainly believe that data is important, some of the hyperbole around data and data science has gotten a little out of hand.

In this talk we will recall real stories about using data in current and prior organizations. In some cases, data science was a natural fit and in others it was more difficult to implement.

Our goal is to give the audience a flavor of what organizations actually have to go through to become a data first culture. The panel will discuss these topics:

Overview of data platforms and tools, and how to distinguish between them:

- Big players—AWS, Google, Oracle, Azure
- Tools such as Tableau, SAS, Oracle analytics, Microsoft Power BI

Transformation/ Activation of data for healthcare – from dashboards to actions:

- Data foundation, aggregation
- Getting to KPIs and dashboards to actions

How to implement platforms, tools, dashboards – from a project standpoint

- High level implementation details, changing skills of organization
- Change management and key elements of success/ adoption
- Beyond scaling of organization.

After short presentations, we will conduct directed Q&A and invite questions/interactions from the audience.

ZOOM REGISTRATION IS REQUIRED

After registering, you'll receive a confirming email from Zoom.

About our Speakers:

Jon Morra -- Vice President of Data Science at ZEFR.

In this role, Jon leads a team of data scientists responsible for creating data-driven models. Jon and his team are focused on bringing ZEFR's wealth of information about video on the internet to help better drive customer's needs and meet market demands. Previously, Jon was the Director of Data Science at eHarmony, where he helped grow the data science team to support multiple business facets.

Jon holds a B.S. from Johns Hopkins and a Ph.D. from UCLA both in Biomedical Engineering.

Lisa Gwinn, PMP - Program Manager for Oracle Corporation

Lisa has accomplished a variety of large scale technical, infrastructure and application deployments during a career of more than 20 years within project management, technical and application architecture, governance, implementation and development disciplines. Ms. Gwinn continues to deliver high performance global sophisticated engineering solutions, optimizing Exadata and Exalogic.

Ms. Gwinn has considerable experience in multi-site global implementations for enterprise applications, business process reengineering, data center build outs, and infrastructure related programs using a very diverse resource pool. She has also led the development of applications and integration efforts to create commercially available customer driven software solutions. Her experience spans a variety of industries, including manufacturing, aerospace and defense, financial, distribution, government, healthcare, semi-conductor and electronics industries. Ms. Gwinn is recognized as an enabler of demanding, highly visible efforts with impressive results.

Gwinn loves to share her zest for project management by volunteering her services in support of various Phoenix based charities and the Miss America Organization. Lisa has partnered with corporate leaders to develop enterprise level solutions, optimized business processes, and achieved operational objectives at companies such as Digital Equipment Corporation, Electronic Data Systems, Amkor Technology, Inc., and PayPal. She has also spoken at many large-scale events and conferences; such as Oracle Open World 2012.

John C. Barto -- Healthcare Evangelist, Microsoft Corporation

John is a true visionary at applying technology to solving Healthcare challenges. John gained much of his hands-on experience early in his career when he was a CIO responsible for developing, deploying and managing all the Information Technology assets and personnel for a county hospital in central Ohio. Building on this foundation, he went on to architect and develop the first Preferred Provider Organization(PPO) ranking system, for Blue Cross and Blue Shield of Michigan, helped build small to mid-sized Healthcare Information Systems providers and developed Health Maintenance Organization (HMO) systems under a consortium of HMOs in the state of Michigan. John's contributions to healthcare have global reach as demonstrated when he was involved with creating agreements for the Thailand Ministry of Health to use early forms of TeleHealth to overcome some of the challenges with distributing healthcare into hard-to-reach rural populations within the country.

Since joining Microsoft in 2011, John has focused his energy on helping Healthcare organizations create engaging experiences focused on health consumers, employees and affiliates which are injected into daily workflows without creating additional effort to their targeted audiences. The secret to these efforts is the ability to spin up new services, test and modify them very quickly based on their measured effectiveness. Increasingly Health organizations are recognizing that offering new experiences in an agile manner requires the support of a robust set of secure, compliant

hybrid cloud capabilities that can be easily assembled and deprecated within a business model that has similar flexibility. Mature capabilities in Advanced Analytics, Sensor management, Telecommuting, Cognitive computing and collaboration tools offered within the public cloud are real weapons to improve population health and personalized medicine. A great example would be continuously receiving patient reported data from wearable sensors which can feed analytics models to provide early warning of changing wellness conditions and engage a medical professional for early intervention to control the situation.

A student of the complete healthcare system, John understands the challenges of Healthcare information management and is focused on applying the latest information technology treatments to improve the overall result

A VIRTUAL MEETING

Date: Thursday May 20th, 2021

Time: 5:30 PM to 6:15 PM Virtual Networking. 6:15 to 8:00 PM Presentation and Discussion (Pacific time)

Location: a ZOOM-based meeting

Cost: FREE for all with Advance Registration

Registration: Advance registration on Zoom IS REQUIRED

LINK TO REGISTER: https://us02web.zoom.us/meeting/register/tZwtd--trD8sHdyDMUFEYavaDNSwx_4F59Uv

COMING EVENTS

June - Peter Coffee's Annual Forecast – a tech visionary sharing latest innovations in the marketplace and offering insights on their true impact. Learn about trends gaining momentum, and ways to achieve competitive advantage. This joint event with ACM is consistently standing-room only – but this year it's VIRTUAL. With Virtual Networking beginning at 5:30 PM.

COMMUNITY EVENTS:

AITP Akron Virtual Chapter Meetings, <https://akron-aitp.org/>

AITP Chicago Virtual Chapter Meetings, <https://www.aitpchicago.com/> and also <https://conta.cc/3qDWYSv> Meetings are held on Central time.

Special Virus Announcement:

In keeping with the state of California Guidelines, AITP-LA is suspending in-person events until June and will plan to use Zoom video/teleconference options until that point. These events will be posted as usual on our website and announced to those in our email distribution.