Demos

• Public Health Informatics and Open Data Sources: Access and Use
  - We will explore the chronic disease and health promotion data available on CDC’s open data portal to understand the burden of chronic disease as well as common risk factors, identify research gaps, monitor population trends and evaluate programs. Key features in the demo include: filtering data; exporting data; embedding visuals in another site; OData access from Excel; SODA API access; and open data and R programming.

• Data Science in Public Health Decision-Making
  - Decision-making in public health requires a strong understanding of the impacts and consequences of alternative choices. Advances in health information technologies enable new ways of developing this understanding. The demo examines the interesting field of data science and how it can be applied toward public health decision-making.

• Clinical and Public Health Data Integration
  - Through the lenses of surveillance modernization, we will explore the impact of integrating clinical data with behavioral risk factor surveillance data. The demo will focus on issues of data quality, cost and methods.

• Genomic Analytics
  - Researchers and healthcare systems utilize synergized clinical and genetic data to identify new treatments and preventive actions. The demo explores the integration of genomic data with electronic health records and showcases an interface for decision support.

For more information, please contact:
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Monday, Nov. 2

- **Health IT Applications and Registries Part I: Tools for Managing Chronic Conditions and Infectious Disease (3155.0)**
  - 10:30 a.m. – Role of informatics and Open Data, in addressing dissemination of Public Health data, faster, better and cheaper (330474)
    *Moderator and Presenter: Joan Braithwaite, MSPH*

- **HIV Data, Reporting and Barriers in Electronic Health Record, Big Data Analytics and Health Care Informatics, and More (3154.1)**
  - 10:30 a.m. – Using “Big Data” analytics and health care informatics to advance personalized health (328942)
    *Table 5, Presenter: Erin Payne, PhD, MPH*

- **Economic Impact and Return on Investment in Public Health (3281.0)**
  - 12:30 p.m. – Bottom Line: Partnerships and Social Media Strategies that Stretch Beyond Limited Budgets (328148)
    *Presenters: Reyna Jones, MPH, and Christina Williams, MA, MBA*

- **Using Innovative Technology via Students, Occupational and Oral Health, Social Services, Behavioral Science, Medicare, Immunizations, and Laboratory Data Decision Making (3259.0)**
  - 12:30 p.m. – Applying innovative data science principles to enhance immunization policy decisions (334786)
    *Table 3, Presenter: Jonathan Sharma, PhD, MS, ASEP*

Tuesday, Nov. 3

- **Conference of Emeritus Members: Medication Therapy Management (MTM) (4006.0)**
  - 8:30 a.m. – Clinical Technology Innovation Support: Perspectives from a Chief Medical Officer (339615)
    *Presenter: Sam Shekar, MD, MPH*

- **The Bottom-line: Partnerships and Social Media Strategies that Stretch Beyond Limited Budgets (Theater Session – Exhibit Floor)**
  - 10:00 a.m. – Strategically creating a social media front with the right partners can provide the resources needed without impacting your budget.
    *Presenters: Reyna Jones, MPH, and Christina Williams, MA, MBA*

- **Challenges in Public Health Data Analytics in Research and Clinical Practice Part II (4132.0)**
  - 10:30 a.m. – How terminology standards can positively impact patient safety? (327228)
    *Presenter: Brian O’Hare, MS*

- **Using Novel Software Programs in Technology, Health Information Data Exchange, Social Media Information, Use of Predictive Modeling Approaches, Policies and Prevention Strategies, and More (4133.0)**
  *Moderator: Jay V. Schindler, MPH, PhD*
  - 10:30 a.m. – Using predictive modeling approaches to examine the relative impact of clinical and public health factors in predicting disease (334741)
    *Table 6, Presenter: Jay V. Schindler, MPH, PhD*

- **Personal Health Data: Balancing Public Needs with Privacy and Security (Theater Session – Exhibit Floor)**
  - 12:00 noon – What do organizations need to consider in preparing for and protecting from data vulnerabilities? Real-life examples will be evaluated and discussed.
    *Presenter: Emily Darraj, DSc*