Bay Area Open DataFest at Stanford University February 12, 2016
February 12, 2016 | Agenda

8:00 - 9:00  Registration and Breakfast

9:00 – 9:30
Welcome, Purpose, and Open Data Updates
For the past few years, open data has increased access to public health, health care, human services, and other data, driving meaningful use and spurring data-driven innovation. During the course of the day, we will explore the intersection of open data and academic research and how these two perspectives can come together to drive innovation across health, human services and public health. Our distinguished panel will also provide an overview of our first regional Open DataFest event and discuss the goals we hope to accomplish.

Andy Krackov, Associate Director for External Engagement, The California HealthCare Foundation
Mark R. Cullen, MD, Director, Stanford Center for Population Health Sciences
Mike Wilkening, Undersecretary, California Health and Human Services Agency
Daniel Stein, President, Stewards of Change Institute

9:30 – 10:30
Open Data Primer, Overview, and State Perspective
The key to unlocking data's power is to share it, and engage others to use it broadly, which is no small task given the enormity of the data assets that could potentially be made available. From the policies and procedures that ensure that data sets are appropriately identified to the tools that can help organizations do this efficiently and effectively, there are important experiences to share and learn. Whether you are new to open data or a seasoned veteran, this session will provide an overview of open data locally and nationally, describe new developments, and outline what needs to happen to drive further adoption and innovation.

Mike Wilkening, Undersecretary, California Health and Human Services Agency
Kevin Merritt, Founder and CEO, Socrata
Stuart Drown, Deputy Secretary for Innovation and Accountability, California Government Operations Agency

10:30 - 10:45  Break

10:45 – Noon
Exploring the Intersection Between Open Data and Academic Research Data
Now that open data platforms have started to mature, they are becoming part of the overall data architecture of organizations across the state and nation. Open data portals, data analytics tools, and associated technologies have increased access to public health, health care, human services, and other data generators, which have driven innovation and research. However, this progress has raised questions about how open data can be integrated with academic and linked research data given various requirements, restrictions, laws, and incentives that govern its use. This panel will explore the opportunities and constraints of combining various data types. Responders will also consider the legal implications of data sharing among various data sources. Results and recommendations from this panel will be distilled for consideration by a comparable panel during the statewide Open DataFest event.

Moderator: Mark R. Cullen, MD, Director, Stanford Center for Population Health Sciences
Panelists: Elizabeth Baca, MD, MPA, Senior Health Advisor, Governor’s Office of Planning and Research
Jacquelyn McCroskey, DSW, MSW, John Milner Professor of Child Welfare
Anne W. Neville, Director, California Research Bureau, California State Library
Steven N. Goodman, MD, MHS, PhD, Associate Dean of Clinical and Translational Research, Professor of Medicine, Chief of the division of Epidemiology, Stanford School of Medicine
Responder: Henry Greely, JD, Professor of Law, Director Center for Law and the Biosciences

Noon – 12:45  Lunch

12:45 – 1:30
Interactive Session: Questions of Consequence
There are many dimensions to consider when thinking about open data and academic research and how these two perspectives may intersect to paint a more robust picture of the social determinants of health. This interactive session will focus on exploring the applicability and use of open data to support research, population-level impacts, and enhanced local/state collaboration. We will begin addressing some of the key topics that will be included for review during the final road-mapping session.

Facilitators: Stewards of Change Institute Team
1:30 – 2:00
**Employing Cognitive Learning and Predictive Analysis to Assist Decision Making and Improve Program Effectiveness**

This presentation will explore the future of cognitive computing in turning information to knowledge and the role that open data has in facilitating the democratization of information. Examples will be used from Healthcare and Human Services from the USA and from around the world. The presenters will explore the impact that this is having today and the potential for a revolution in thinking, seeing, and doing for individuals, organizations and governments.

*Martin Duggan,* Director Strategy and Marketing, Watson Health
*Steve Fuchsin,* Information Systems Chief, California Cancer Registry

2:00 – 3:00
**Let’s Get Healthy California Initiative and Innovation Challenges**

The state’s major 2016 health-focused initiative “Let’s Get Healthy California” (LGHC), championed by Governor Brown and Secretary Dooley, is intended to support the overarching goal of making California the healthiest state in the nation by 2022. Dr. Smith will provide an overview of the LGHC Innovations Conference, the new web site, and performance indicators. She will also discuss how LGHC and other initiatives are advancing the social determinants of health and wellness and their impact on improving health equity and achieving the Triple Aim goals of better health, better care, and lower cost. This session will also showcase the LGHC Innovation Challenge winners.

*Karen L. Smith, M.D., M.P.H.*, Director & State Public Health Officer, California Department of Public Health

3:00 - 3:15  **Break**

3:15 – 4:15
**Panel Discussion: Using Data to Address Policy and Leadership Challenges**

For several years, the Bay Area has been on the leading edge of applying open data and data analytics to health and human services research, service innovations, and business problems. In this panel discussion, we will hear from local leaders who have successfully used open data and analytics to identify and address program and service challenges. Panelists will discuss what it takes to make meaningful use of open data in government, industry, and academia, and explore some of the lessons they have learned along the way.

**Moderator:** Andy Krackov, Associate Director for External Engagement, California HealthCare Foundation

**Panelists:**
*Cyndy Comerford,* Manager, The Office of Planning and Policy at the San Francisco Department of Public Health
*S.T. Mayer,* Senior Director, Health and Human Services, Code For America
*Brian Purchia,* Principal, Purchia Communications LLC

4:15 – 4:45
**Interactive Session: Key Takeaways to Address Local Challenges and Opportunities**

This interactive session will use small group discussions to summarize findings and articulate key recommendations that have emerged during the day. The findings, recommendations, and outcomes from this regional event will be reprised at the statewide Open DataFest III event in Sacramento during “Sunshine Week” in March. In addition to showcasing innovative solutions, new knowledge, and practical applications from across the state, the statewide event will develop recommendations to shape the State’s open data vision, including the changes needed and how to achieve them over the next several years.

**Facilitators:** Stewards of Change Institute Team

4:45 – 5:00  **Review and Wrap-up**

5:00 – 7:00  **Reception**

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