

Welcome to the

Virginia Secretaries' Summit on Analytics

September 30, 2014

Greater Richmond Convention Center



Hosted by:

Secretary William A. Hazel Jr.
(Health and Human Resources)
and Secretary Karen R. Jackson (Technology)

Learn how national and local visionaries transform agency services and drive demonstrable results through analytics.

Presented by: Secretary of Health and Human Resources,
Secretary of Technology, and Casey Family Programs





Just as there is strength in numbers, there is strength in data. But that's only true if we know how to turn that data into meaningful information. I want state government to be smart, effective and efficient. And I want it to be forward-thinking. Data analytics is helping me reach those goals, and it offers opportunities to set even more exciting stretch goals.

Secretary of Technology Karen Jackson and Secretary of Health and Human Resources William Hazel share those goals, and they've organized this summit to move us forward and take advantage of the opportunities that exist with analytics. I'm excited that you have decided to be part of this important event.

Today we'll hear from public and private sector visionaries about the outstanding achievements they are experiencing thanks to analytics. I hope they will inspire you to master the data that exists within your agency or organization and rethink your ideal vision for the future. Don't be afraid to trade up.

Data can aid us as we pick up new responsibilities, trim inefficiencies embedded in old tasks and develop new models for service delivery. It can help us predict fast-paced shifts in demographics, and ensure consistent, superior performance on behalf of our clients and constituents.

Change is not optional. It is a necessity. With smart use of analytics, change can be empowering.

This summit is alive with the collective brain power and the energy of everyone here today. The enthusiasm is contagious. I hope you will exchange ideas and challenge each other to excel. I'm asking you to be advocates for analytics and champions for change. We can pool that strength and wield it constructively to build a New Virginia Economy.

If we can keep up this momentum, we will propel Virginia to the top among states using analytics to power their economies. The first step starts here.

Terence R. McAuliffe, Governor

Virginia Secretaries' Summit on Analytics



Track 1 - Technical: This track focuses on the technical side of data analytics to include system interoperability, data platforms, visualization tools, management techniques, and governance processes.

Track 2 - Business: This track focuses on the business side of data analytics to better direct agency operations by utilizing analytics across multiple agency “silos,” and using analytics to proactively identify citizen needs and facilitate data-driven decisions.

Summit Agenda		
7:30 – 8:30 a.m.	Registration and Continental Breakfast	
8:30 – 9:00 a.m.	Summit Welcome: Secretary William Hazel, Secretary Karen Jackson Governor Terry McAuliffe	
9:00 – 9:45 a.m.	Keynote Speaker - Dr. Dennis Culhane, University of Pennsylvania <i>Actionable Intelligence: Using analytics to drive social change by making data actionable</i>	
	TRACK 1 – TECHNICAL	TRACK 2 – BUSINESS
10:00 – 10:45 a.m.	Megan Lape, AHPA Uma Ahluwalia, Montgomery County, MD What is Analytics? A Proposed Roadmap <i>Focusing on the analytics evolution capability maturity model</i>	Beverly “BJ” Walker, Deloitte Margot Bean, Deloitte David Duden, Deloitte Predictive Modeling in HHS <i>Highlighting a case study in Child Welfare and Child Support</i>
10:45 – 11:30 a.m.	Dr. Marshall Ruffin, Inova Health System Health and Informatics <i>Focusing on the digital transformation of medicine and the role of electronic medical records, data warehouses, genomics, predictive modeling, and HIE</i>	Emily Kulick, Allegheny County, PA Interoperability at the County Level <i>Focusing on the collaboration of social services and education</i>

11:45 a.m. – 12:45 p.m.	Lunch Keynote Speaker – Nick Macchione, County of San Diego HHS <i>Focusing on public safety and what it means for the community</i>	
1:00 – 1:45 p.m.	Rich Barnes, VITA Nicole Helmantoler, VITA Everyone on the Data Bus? <i>Providing VITA tools to enable data analytics – EDM, SOA, Analytic Rules Engine, Data Stewards</i>	Daniel Stein, Stewards of Change State of the States <i>Using data and analytics to serve citizens</i>
1:45 – 2:30 p.m.	Anthony Puzzo, ESRI Joe Dragone, Tableau Software Dave Kopniske, Tableau Software Data Visualization <i>Emphasizing why visualization is important through maps and insightful graphics</i>	Dr. Nancy Dunlap, UVA School of Medicine The New Healthcare Delivery Eco-System <i>Using data analytics in the 21st Century Healthcare Delivery Eco-System: What providers need to know</i>
2:30 – 2:45 p.m.	Afternoon Break Coffee, Water, Light Refreshments	
2:45 – 3:30 p.m.	Bhaskar Mukherjee, DMAS Medicaid, the Road Ahead <i>Building the DMAS Analytics Strategy – IT projects centered around analytics</i>	Nick Intintolo, IBM David Schwartz, Analytic Solutions LLC IBM Department of Juvenile Justice (DJJ) Case Study in Analytics <i>Identifying potential re-offenders</i>
3:30 – 4:15 p.m.	Josh Robinson, Microsoft Andy Pitman, Microsoft Business Intelligence in the Era of Big Data and Predictive Analytics <i>Solving common problems that have been out of reach before</i>	Dr. Shareh Ghani, Magellan William “Bill” Phipps, Magellan Maricopa County Case Study <i>Improving behavioral health outcomes through predictive modeling and risk stratification</i>
4:30 – 5:15 p.m.	Innovation at the State Level Jeff Price (VDSS), Rick Davis (DOC), Bethann Canada (DOE) <i>Panel discussion to highlight success stories</i>	
5:15 – 5:30 p.m.	Closing Remarks: Secretary William Hazel	

*Attendance is by invitation only. *Sessions will be recorded.

List of Presenters



Terry McAuliffe
Governor of Virginia

Terry McAuliffe is the 72nd Governor of Virginia. Since being sworn into office, the Governor has worked to grow and diversify Virginia's economy and encourage more businesses across the nation and globe to locate in the Commonwealth. In politics and business, the Governor has worked with people from all walks of life and different political backgrounds. Since becoming

Governor, he has focused on working in a bipartisan way to help grow Virginia's economy, expand access to health care, and increase educational opportunities for students.

Governor McAuliffe previously served as Chairman of the Democratic National Committee from 2001 to 2005, was co-chairman of President Bill Clinton's 1996 re-election campaign, and was chairman of Hillary Clinton's 2008 presidential campaign. The Governor attended Catholic University and Georgetown Law School.

William A. Hazel Jr., MD, practiced orthopedic surgery in Northern Virginia until becoming Secretary of Health and Human Resources for the Commonwealth of Virginia in January of 2010. As a founding member of Commonwealth Orthopedics and Rehabilitation, Dr. Hazel gained extensive experience working in our health care system while helping to lead a large group practice.



William A. Hazel, Jr.
*Virginia Secretary of Health
and Human Resources*

Dr. Hazel has served as a Trustee of the American Medical Association, Speaker and President of the Medical Society of Virginia, President of the INOVA Fair Oaks Hospital Medical Staff, and Chair of the Medical Affairs council of the INOVA Health System.

As Secretary, Dr. Hazel oversees 11 state agencies with over 16,000 employees including such diverse programs as Medicaid, Behavioral Health, Social Services, as well as Aging and Rehabilitation. Combined, these agencies comprise approximately one-third of Virginia's budget.



Karen R. Jackson
*Virginia Secretary
of Technology*

Karen Jackson previously served as the Deputy Secretary of Technology for the Commonwealth of Virginia. In this capacity, she served as a senior advisor to the Governor on technology matters including modeling and simulation, telecommunications, tele-work, and unmanned aerial systems. In these areas, she was responsible for policy and legislative initiatives as well as developing programs to facilitate innovation, collaboration, technology development and

adoption. Ms. Jackson serves as the Virginia lead for the Mid-Atlantic Aviation Partnership with New Jersey (MAAP).

Ms. Jackson has been actively engaged in the federal policy initiatives including the development of the National Broadband Plan. She received a 2009 IP3 award from Public Knowledge for her work in information policy and was named to Government Technology's 2010 list of the top 25 Doers, Dreamers, and Drivers.

Actionable Intelligence: Using analytics to drive social change by making data actionable

Dennis Culhane, PhD, is the Dana and Andrew Stone Professor of Social Policy at the School of Social Policy and Practice at The University of Pennsylvania, a Senior Research Associate at the Center for Population Studies, and the Director of Research for the National Center on Homelessness among Veterans at the United States Department of Veterans Affairs. Culhane is a nationally recognized social science researcher with primary expertise in the field of homelessness.



Dennis Culhane
*University of
Pennsylvania*

He is a leader in the integration of administrative data for research and directs the Actionable Intelligence for Social Policy initiative, a MacArthur-funded project to promote the development of integrated database systems by state and local governments for policy analysis and systems reform. Culhane's work has resulted in federal legislation requiring all cities and states to develop administrative data systems for tracking homeless services in order to receive HUD funding. Culhane's recent research includes studies of the aging homeless population and vulnerable youth and young adults, including those transitioning from foster care, juvenile justice, and residential treatment services.



Nick Macchione

*County of San Diego, CA
Health and Human
Services (HHSA),
Director*

Focusing on public safety and what it means for the community

As Director of the County of San Diego's HHSA, Nick Macchione manages one of the largest health and human services networks in the nation, supporting the public health, safety, and well-being of over 3.2 million residents in San Diego County. In 2010, under Mr. Macchione's leadership, the HHSA and the rest of county government embarked on a bold and ambitious ten-year, county-wide wellness initiative known as Live Well San Diego. This groundbreaking initiative is

being implemented throughout the region to build better health, encourage safer living, and promote economic vitality for all San Diego County residents.

He is a Fellow of the American College of Healthcare Executives, having previously served a three-year term as the elected Regent for San Diego and Imperial Counties. He is a Public Health Leadership Scholar Alumni with the federal Centers for Disease Control and Prevention and a Creating Healthier Communities Fellow Alumni of the American Hospital Association's Health Forum.

What is Analytics? A Proposed Roadmap

Megan Lape, MSW, is a Senior Policy Associate, focusing on IT and health, at the American Public Human Services Association (APHSA) and the Program Manager for APHSA's National Workgroup on Integration (NWI). Her primary work is on NWI, which is a workgroup consisting of public and private health and human service leaders across the country providing thought leadership and guidance/tools to the field around health and human services interoperability and integration.

Prior to coming to APHSA, Ms. Lape worked as the Community/Government Relations Coordinator at Mercy Behavioral Health, part of the Pittsburgh Mercy Health System, one of the largest non-profit, community-based behavioral health providers serving Southwest Pennsylvania, and was also the Secretary of the Conference of Allegheny Providers.



Megan Lape

*American Public Human
Services Association
(APHSA), Senior Policy
Associate, IT and Health*

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Uma Ahluwalia

*Montgomery Cty., MD
Department of Health
and Human Services,
Director*

***What is Analytics? A Proposed Roadmap:
Focusing on the analytics evolution
capability maturity model***

Uma S. Ahluwalia is the Director of the Montgomery County, MD Department of Health and Human Services. With nearly 1,600 employees, the department is one of the county's largest agencies and includes Aging and Disability Services; Behavioral Health and Crisis Services; Children, Youth and Family Services; Public Health Services; and Special Needs Housing. The Fiscal Year 2014 budget for the department is more than \$261 million.

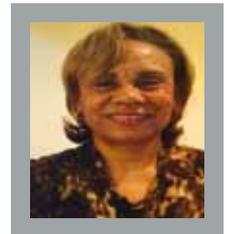
Caseloads for the Department in the past four years have risen dramatically as more families and individuals struggle through the tough economy.

Uma holds a Masters in Social Work from the University of Delhi in India and a Specialist Post-Masters in Health Services Administration from George Washington University. Over a 25-year career in human services, she has progressively moved from case-carrying social work to executive leadership at the state and local levels.

***Predictive Modeling in HHS: Highlighting a
case study in Child Welfare and Child Support***

BJ Walker offers leadership and management experience from over 25 years of work in human services and education. She has successfully led reform efforts in state and local government and played key roles in promoting and supporting change and innovation in both the private and not-for-profit sectors.

A public official since 1995, she served in the administrations of two Governors (Illinois and Georgia) and the Mayor of the City of Chicago. In March of 2012, BJ joined Deloitte Consulting LLP as a Director in their public sector practice.



Beverly (BJ) Walker

Deloitte, Director

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Margot Bean
Deloitte,
Specialist Leader

Predictive Modeling in HHS: Highlighting a case study in Child Welfare and Child Support

Margot Bean has been a Specialist Leader in Deloitte Consulting's Public Sector Practice since July 2009, focusing on helping state, tribal and local government child support enforcement programs improve their performance by providing effective and efficient data-driven customer-focused services. In this role, she has helped child support programs examine and improve business processes, analyze their

caseload through the use of data including predictive analytics, and create strategies, such as early intervention, that are based on case characteristics.

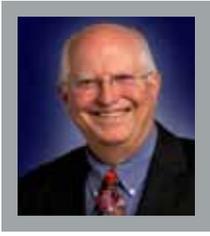
Predictive Modeling in HHS: Highlighting a case study in Child Welfare and Child Support

David Duden focuses on the public sector with strong emphasis in workforce-related issues within the Human Capital Advisory Services practice. As a leader of the practice, he directs Analytics related engagements for the firm. He has over thirty years' experience in all phases of the insurance related operations, specializing in Workers Compensation.



David Duden
Deloitte, Director

He is the creator of Safety Analytics™, an advanced analytic approach to accident prevention. Mr. Duden is currently leading an effort to deploy uDetect™, the first industry predictive modeling approach to attack the issue of improper payments in the Unemployment Insurance arena. He is an active participant in many firms' senior level strategic management teams, and is currently involved in the Global Corporate Sustainability initiative at Deloitte.



Marshall Ruffin

***Inova Health System,
Executive Vice President
and Chief Technology
Officer***

Health and Informatics

Marshall Ruffin, MD, MPH, MBA, CPE, FACPE, is the Executive Vice President and Chief Technology Officer of Inova Health System, in Falls Church, VA. He is responsible for Technology, which includes Information Technology and Communications, Electronic Medical Records, Clinical Engineering, Informatics, Analytics, Telemedicine and the Institutional Program Management Office.

Dr. Ruffin is the Executive Sponsor for the implementation of Epic software for clinical and revenue cycle functions for all 5 hospitals and many clinics associated with Inova and for six hospitals and many clinics associated with Valley Health System, Winchester, VA. Dr. Ruffin also serves the Commonwealth of Virginia as the Chairman of the Health Information Technology Standards Advisory Committee for Virginia and the Vice-Chairman of the ConnectVirginia health information exchange.

Interoperability at the County Level: Focusing on the collaboration of social services and education

Emily Kulick is the Manager of External Partnerships in the Office of Data Analysis, Research and Evaluation at the Allegheny County, PA Department of Human Services. In this role, she manages the agency's external data-sharing partnerships with ten public school districts including the county's largest district, Pittsburgh Public Schools, the Allegheny County Jail and the Courts.

Emily's education work has focused on integrated analysis to identify attributes and indicators for academic success and challenges. In addition, Emily leads many initiatives of the Allegheny County Jail Collaborative, which is designed to increase public safety by reducing recidivism through a comprehensive re-entry system using evidence-based programs to prepare inmates to return to the community and to prevent returns to jail.



Emily Kulick
***Allegheny County, PA
Department of Human
Services, Manager***

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Rich Barnes

Virginia Information Technologies Agency (VITA), Shared Services Manager

Everyone on the Data Bus? Providing VITA tools to enable data analytics – EDM, SOA, Analytic Rules Engine, Data Stewards

Rich Barnes is the Shared Services Manager at VITA, and with his team, implemented the Commonwealth's Shared Services suite at VITA. He has also worked as a project manager, business/systems analyst, corporate trainer and adjunct professor. Rich has degrees from Michigan State University, Oakland University, and the University of Richmond. He received his Project Management Professional (PMP) certification in 2004.

Everyone on the Data Bus? Providing VITA tools to enable data analytics – EDM, SOA, Analytic Rules Engine, Data Stewards

Nicole D. Helmantoler is the Enterprise Information Architect for VITA. Her responsibilities include the oversight of the Commonwealth's strategy for data governance, data standards, data asset management and data sharing. She also provides administrative and facilitative support to the Commonwealth's Health Information Technology Standards Advisory Board and the Commonwealth Data Stewards Group.

Nicole has over 15 years of experience in both strategic and tactical data management solutions and was formerly a Senior Manager with Deloitte Consulting, focused on information sharing solutions for the Department of Homeland Security.



Nicole Helmantoler

Virginia Information Technologies Agency (VITA), Enterprise Information Architect

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Daniel Stein

*Stewards of Change
Institute (SOCI),
President*

State of the States: Using data and analytics to serve citizens

Daniel Stein is President of the Stewards of Change Institute, a unique not-for-profit think tank and advocacy/implementation organization built on the foundational belief that responsible, systemic information-sharing is the key to achieving enduring advancements in the health and well-being of children, adults and communities. SOCI's mission is to improve lives by initiating, inspiring and instilling transformational change in Health and Human

Services at all levels of government, industry and the nonprofit sector.

For over a decade, Stein has been a thought-leader, educator and advocate in promoting and implementing “interoperability” by working nationally in the private and public sectors at the local, state and federal levels to instigate systemic change.

Data Visualization: Emphasizing why visualization is important through maps and insightful graphics

Anthony Puzzo is a Business Development Executive for ESRI with Location Analytics practice, based in Washington, DC and has over 12 years of experience in information technology, business development and strategic planning in the enterprise software and analytics industry. ESRI, the world leader in Geographic Information Systems (GIS), provides a platform to discover, create, share and analyze data, mostly through the use of maps.



Anthony J Puzzo
*ESRI,
Business Development*

Anthony helps government and commercial users define their location analytics strategy to help gain greater analytical insights and improved business outcomes. Anthony earned a Bachelor's of Science degree from the University of Central Florida in 2001.

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Joe Dragone

*Tableau Software,
Enterprise State and
Local Government
Account Manager*

Data Visualization: Emphasizing why visualization is important through maps and insightful graphics

Joe Dragone is the Enterprise Account Manager for state & local governments on the East Coast. Joe has experience in helping agencies, through data visualization, better manage the strategic and day-to-day decisions they face.

Joe's mission is to enable those in government to effectively leverage and meet the governance and regulatory challenges in today's ever dynamic environment e.g., Open Data.

A graduate of William Paterson University, Joe has held positions from teacher to school director. Joe also worked in the commercial world with companies such as Chubb Insurance, Prudential-Bache and Dun & Bradstreet.

Data Visualization: Emphasizing why visualization is important through maps and insightful graphics

Dave Kopniske is a recognized expert in analytics and visualization from Tableau Software. A graduate of Boston University, Dave has had a career focused on analytics as a Strategic Business Intelligence Consultant, as the Director of Analytics for Kent State University, and most recently as a Senior Sales Consultant for analytics solutions at Tableau, IBM, and Informatica.

Dave has achieved advanced certifications in eight different analytics solutions on the market today, as well as industry certifications in both Analytics and Data Management.



Dave Kopniske

*Tableau Software,
Enterprise Manager – State
and Local Government*

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Nancy Dunlap

*University of Virginia
School of Medicine,
Dean*

***The New Healthcare Delivery Eco-System:
Using data analytics in the 21st Century
Healthcare Delivery Eco-System: What
providers need to know***

Nancy E. Dunlap, MD, PhD, MBA, is a Professor of Pulmonary/Critical Care Medicine, Public Health Sciences and Dean of the University of Virginia School of Medicine. Dunlap came to UVA from Washington, DC, where she worked with the National Governor's Association as Physician-in-Residence and on the

Committee on Energy and Commerce in the U.S. House of Representatives as a Robert Wood Johnson Health Policy Fellow.

Dunlap was previously Vice Chair for Clinical Affairs for the Department of Medicine at the University of Alabama at Birmingham (UAB), Vice President of the UAB Health System for Ambulatory Services, and a Professor of Management in the UAB School of Business.

***Medicaid, the Road Ahead: Building the
DMAS Analytics Strategy – IT projects
centered around analytics***

Bhaskar Mukherjee is the Director of the Office of Analytics at DMAS – the agency responsible for Medicaid in the Commonwealth of Virginia. He holds a Master of Science in Information Systems from Boston University as well as a Master of Arts in Economics and an MBA – both from Virginia Commonwealth University.

Additionally, he has a Certificate in Quantitative Finance, a Project Management Professional Certification and is a Certified Scrum Master specializing in the facilitation of software development. He has over a decade of experience in the health care industry and has extensive experience in application development, business process improvement, data warehousing, and analytics.



Bhaskar Mukherjee

*Department of Medical
Assistance Services
(DMAS), Director of the
Office of Analytics*



Nick Intintolo
*IBM, Industry
Specialist/
Program Leader*

**IBM Department of Juvenile Justice (DJJ)
Case Study in Analytics**

Nick Intintolo is a public sector industry specialist with 25 years of applied technology solution development across North America. His work includes serving as an original contributor in Pennsylvania's highly acclaimed state-wide integrated Justice Network (or "JNET"); pioneering the development of an emergency resource management solution for the New Jersey State Police, utilized presently to manage real-time assets in crisis response; and more recently, partnering with Florida's Department of Juvenile Justice, aiding their adoption of advanced analytics to more effectively identify high risk children, while creating a foundation for advanced child risk assessment and outcome forecasting.

Mr. Intintolo spearheaded and now manages IBM's Intelligent Outcome Management Analytics (IOMA) program, seeking to improve outcomes for at-risk youth and adults through smart intervention, outcome prediction, business forecasting, and critical insight across the human service system of care.

**IBM Department of Juvenile Justice (DJJ)
Case Study in Analytics**

David Schwartz is the President/Co-Founder at Analytic Solutions LLC and the Chief Executive Officer at Intelligent Outcome Analytics (IOA). He is a seasoned predictive analytic modeling software researcher, system developer, and consultant. Schwartz was a Senior Evaluation Consultant at TCC Group, a national philanthropic, nonprofit, and government consulting agency. He has extensive experience blending quantitative and qualitative methods to identify pathways to successful intervention outcomes for philanthropies, nonprofit organizations, and government agencies nationally.



David Schwartz
*Analytic Solutions
LLC, President and
Co-Founder*

In partnership with IBM and several universities, he has developed predictive analytics-based applications built on SPSS to help administrators and frontline practitioners make better informed decisions in social services, juvenile delinquency, education, and mental health organizations. Schwartz received his Master of Social Work (MSW) degree from the University of Pennsylvania, and his B.A. from the University of Michigan, Ann Arbor.

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Josh Robinson

Microsoft, Data Platform Specialist

Business Intelligence in the Era of Big Data and Predictive Analytics: Solving common problems that have been out of reach before

Josh Robinson is a Principal Solution Specialist for Data Platform with Microsoft, focused on state and local government customers in the Mid-Atlantic region. In his role, Josh covers SQL Server, Big Data and BI/Analytics.

Prior to joining Microsoft several years ago, Josh spent 14 years as a data warehouse architect and developer for both public and private sector corporations. The most recent project on which Josh was engaged was the large-scale Corporate Data Warehouse project for the Department of Veterans Affairs. Josh holds a BS degree in Management from Georgia Tech.

Business Intelligence in the Era of Big Data and Predictive Analytics: Solving common problems that have been out of reach before

Andy Pitman is a member of Microsoft's US government solutions team, helping customers improve the efficiency and quality of their health and human service solutions. In this role Andy works with customers and partner companies to develop and implement innovations in areas such as case management, data analysis, cloud computing, and devices.

Previously at Microsoft, Andy led customer solutions for public safety, DMV, enterprise content management, digital archiving, voter registration, and electronic identity. Prior to joining Microsoft in 2005, Andy spent almost 18 years at Accenture where he served a variety of roles. Andy holds an MBA from Tulane University and a BS degree from the University of Alabama.



Andy Pitman

Microsoft, Director of Health and Human Service Solutions



Shareh Ghani

*Magellan Health Services,
Chief Medical Officer*

**Maricopa County Case Study:
Improving behavioral health
outcomes through predictive
modeling and risk stratification**

Shareh Osman Ghani, MD, currently serves as the Chief Medical Officer for Magellan Health Services of Arizona. Until recently he was serving as CMO for Central Arizona Regional Behavior Health Authority, which oversees the care of approximately 20,000 individuals

with serious mental illness (SMI) and more than 60,000 adults and children with general mental health and/or substance abuse issues. This is one of the largest community mental health contracts in the nation. He has presented at various national and international conferences.

He recently participated in a SAMHSA work group on suicide prevention strategy and was one of the main authors of the final paper. Dr. Ghani was instrumental in developing an Electronic Health Medical Record, ClaimTrak Clinical Advisor, which is currently the electronic platform for the management of all individuals with SMI in the behavioral health system in central Arizona.

**Maricopa County Case Study: Improving
behavioral health outcomes through
predictive modeling and risk stratification**

Bill Phipps, MSW, LCSW is General Manager of Magellan of Virginia, the Commonwealth of Virginia's Behavioral Health Services Administrator. Bill assumed this role in September of 2013 and is responsible for all aspects of the program, including clinical operations, member services, system transformation and others while also serving as the relationship manager with the Commonwealth.



William (Bill) Phipps
*Magellan Health Services,
General Manager*

Prior to his current role, Bill served as Chief Clinical Officer for Magellan Health Services of Louisiana, where he led the development of the new behavioral health program for managed medicaid. He joined the Magellan Health Services team in June of 2012. Before coming to Magellan, Bill held roles of increasing responsibility at Cigna, where his career spanned nearly a decade.

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Jeff Price

***Virginia Department of Social Services (VDSS),
Director of Research and Planning***

Innovation at the State Level: Panel discussion to highlight success stories

Jeff Price, PhD, is the Director of Research and Planning at VDSS where he leads agency-level performance measurement and reporting, program evaluation, and research. He also coordinates agency-level strategic planning. His mission is to provide relevant, useful analysis and business intelligence to state and local agency directors and business units, and to coordinate data management initiatives in support of research and reporting needs.

Dr. Price's academic training is in anthropology and economics.

After completing his PhD at the University of Georgia, he spent two years as a post-doc in the Office of the Chief Economist at the United States Department of Agriculture studying the impact of energy policy on agricultural programs and production of bio-based fuels. Prior to joining VDSS, Dr. Price led the statewide maintenance planning process for VDOT, in addition to a variety of agency-wide performance measurement and data improvement initiatives.

Innovation at the State Level: Panel discussion to highlight success stories

Rick Davis is the Chief Information Officer for the DOC and has been in his position for more than 5 years. Rick and his technology team are responsible for the technology services for over 12,000 employees in the DOC and actively manage over 30 software applications. Rick has spent his entire 27-year career in some form of technology at several agencies including the Department of General Services and the Department of Accounts.



Richard (Rick) A. Davis
***Virginia Department of Corrections (DOC),
Chief Information Officer***

Rick has an undergraduate degree in Business Administration and a Master in Public Administration, both from Virginia Commonwealth University.

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Bethann H. Canada

*Virginia Department
of Education,
Director of Educational
Information Management*

Innovation at the State Level: Panel discussion to highlight success stories

Bethann Canada is the Director of Educational Information Management for the Virginia Department of Education. Her office provides leadership to Virginia's school divisions in the implementation of administrative educational technologies and is responsible for systems development and data administration for the agency. Her office supports the calculation of the department's accountability

measures with a focus on re-purposing the data for research and decision support. Ms. Canada is project director for a multi-agency federal grant program that focuses on linking data across K-12, Higher Education, and Workforce.

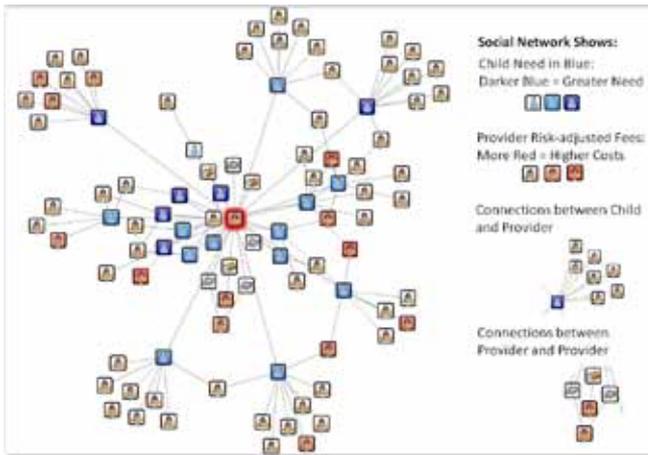
Under her leadership, the Office of Educational Information Management has developed a strong data governance program, adopted software development standards, and consolidated siloed databases into a single, integrated repository. Key projects include the initiation of online testing in Virginia's schools, development of a teacher-accessible longitudinal data warehouse, development of electronic transcripts, and the development of Virginia's Longitudinal Data System.

An Example - Analytics and Visualization In Action

Question:

How can the Office of Comprehensive Services (OCS) ensure at-risk youth in their care are getting the best service possible in a cost-effective manner? Simply knowing how many or how much waiver services are purchased does not effectively demonstrate results.

The Virginia Children's Services Infometrics (VACSI) data analytics tool is used by OCS to support clients served through the Comprehensive Services Act (CSA). OCS, who recently won a COVITS award for this tool, is one of the 11 agencies within the Health and Human Resources (HHR) Secretariat. VACSI supports informed decision making by utilizing data to improve child and family outcomes and to measure public and private performance in providing services to children and families. This application integrates data from four agencies including demographic, behavioral assessment, healthcare and waiver support expenditure data across multiple funding streams.



Results:

VACSI brings value and support to CSA clients through the modern use of data integration and analytics to drive decisions. This includes:

- Identifying positive and negative changes in the behavioral outcomes of youth served. Assess and improve the effectiveness of children's services purchased from providers across monthly time periods.
- Mitigating fraud, waste, and abuse in the purchase of children's services by identifying services purchased outside a typical quantity/cost/needs baseline.

Sponsor Acknowledgement

The Commonwealth would like to thank **Casey Family Programs** and **Broad Axe Care Coordination** for their generous support of this summit. Their commitments allow Virginia's leaders to take a giant step forward in increasing awareness of how to make agency systems more effective, smarter and efficient. And with the outcome of turning big data into meaningful information to better serve Virginia's children and families.

The Commonwealth sincerely thanks these sponsors for supporting our mission and making the Secretaries' Summit on Analytics possible!



Onward and Upward - What Comes Next?

As the Secretaries' Summit on Analytics draws to a close, both Secretary Jackson and Secretary Hazel want to keep the vision moving forward. To help share ideas and information with everyone who attended the Summit the Secretaries have defined the following next steps:

1. All Summit materials will be available on-line at www.ehhr.virginia.gov/resources/. This will include video and audio recordings for major sessions and PowerPoint documents for all sessions.
2. The Secretary of Technology will complete embedding the VCU Informatics Graduate Student program with multiple Agencies. The focus of the effort is to share information, build understanding, and provide the agencies with supportive analytic resources.
3. Secretary Jackson and Secretary Hazel have committed to two advanced analytic pilot projects in the next four months.
4. The monthly eHHR Newsletter will include updates on Analytics to keep interested parties abreast of new analytic developments.
5. A topic on Analytics standards will be included in the HITSAC meeting agenda quarterly.
6. Analytics will be a major theme for the DataThon in COVITS 2015. Additional sessions will be added to continue the Secretaries' Summit learning at COVITS 2015.

