



Public Health

TECH X PO

may 10-11, 2022

# 2022 Agenda

[ALL EVENTS WILL BE VIRTUAL AND ARE LISTED IN ET.]

## DAY 1 ▶ Tuesday, May 10 ▶ *Modern Solutions for Public Health Action*

1-1:45 PM ET

### Welcome and Opening Session: Verifiable Clinical Information and Consumer-Centric Care

Join ASTHO leadership in welcoming participants to the Public Health TechXpo for our opening session hosted by VCI.

**Opening Remarks:** Michael Fraser, PhD, MS, CAE, FCPP, CEO, ASTHO

**Opening Speaker:** David Rhew, MD, Global Chief Medical Officer and Vice President of Healthcare, Microsoft

1:45-3:15 PM ET

### TechTalk Sessions

30-minute interactive sessions presented by gold level sponsors, focused on informing participants on how these partners actively engage with the public health sector.

1:45-2:15 PM ET: Presented by RTI International

#### ■ Advancing Epidemiological Forecasting and Intelligence

Modeling tools and methods used in public health research provide innovative avenues that aid in translating research data to inform policy. Translational modeling can contribute to chronic disease prevention, forecasting outcomes, and increasing access to treatment. Advancements in data modernization further highlight the importance of modeling methods to predict critical public health issues to improve responsiveness. In this session, experts from RTI International, a non-profit research institute, will discuss examples of addressing public health needs through the application of novel tools, the methodologies that were used, how they worked with practitioner partners, and the resulting outcomes of these projects. These impact summaries will point to why data modernization is becoming an important focus at the institute, leading to the establishment of the Center for Data Modernization Solutions at RTI International. This presentation will be followed by a discussion with the audience.

**Speakers:** Joëlla Adams, MPH, PhD, *Infectious Disease Epidemiologist, RTI International*  
Jessica Cance, MPH, PhD, *Senior Research Public Health Analyst, RTI International*  
Emily Hadley, MS, *Research Data Scientist, RTI International*  
Amanda Honeycutt, PhD, *Director of Economics, RTI International*

**Moderator:** Carianne Muse, MPH, *Senior Director of Strategic Accounts, RTI International*

(As of 05/10/2022. Agenda subject to change.)

QUESTIONS?

EMAIL ▶ [techxpo@astho.org](mailto:techxpo@astho.org)

**2:15–2:45 PM ET: Presented by Guidehouse****■ Perspectives Across the HIV Health Data Ecosystem**

The value of data sharing across the care continuum to improve health outcomes for individuals and populations has never been greater. The pandemic magnified the significance of linking healthcare delivery and public health data to gain wider insights on disease spread, healthcare disparities, vaccination rates, and more.

A panel of Guidehouse experts from across healthcare will provide perspectives to improve awareness of the types of data and information collected and housed by providers and payers that could be better integrated and applied to current diseases such as HIV, as well as in preparation for future pandemics. The panel will discuss how clinical care, public and commercial payers, and community data can augment public health HIV surveillance to track enrollment, healthcare utilization and retention, service linkages, viral suppression, and social determinants of health from patient to population-level health outcomes.

**Speakers:** **Rod Fontecilla**, PhD, *Partner, Chief Innovation Officer, Guidehouse*  
**Brian Jones**, DO, *Partner, Guidehouse*  
**Lisa Piercey**, MD, *Commissioner, Tennessee Department of Health*  
**Aimee Sziklai**, *Partner, Guidehouse*

**Moderator:** **Tamyra Porter**, *Partner, Guidehouse*

**2:45–3:15 PM ET: Presented by Amazon Web Services****■ The Cloud Journey to Public Health Modernization**

Across the country, health departments will approach their data modernization strategy differently. With cloud computing—the on-demand delivery of IT resources via the internet with pay-as-you-go pricing—you can make your cloud journey as customized as you need. You select the technology building blocks you need and they're ready when you need them, including compute power that scales easily and quickly, virtually unlimited data storage, and tools that support everyday use of AI/ML to reduce data-related burdens and accelerate analytic solutions.

In this session, Amazon Web Services brings together a panel of state health department representatives and an artificial intelligence and machine learning (AI/ML) engineering leader to explore how public health agencies work through their cloud journeys from strategic visioning through implementation. We will conclude with a discussion with the audience about their cloud journey experiences and challenges.

**Speakers:** **Kelsey Florek**, PhD, MPH, *Senior Genomics and Data Scientist, Wisconsin State Laboratory of Hygiene*  
**Jim Keller**, MBA, *Amazon Web Services Global Leader, Quantiphi*  
**Sarah Reisetter**, JD, *Deputy Director, Iowa Department of Public Health*

**Moderator:** **Dawn Heisey-Grove**, PhD, MPH, MS, *Leader, Public Health Analytics, Amazon Web Services*

**3:15–4:15 PM ET****SolutionX Sessions**

Informative and solutions-focused on-demand videos presented by silver level sponsors, showcasing specific products or services. Participants will have the opportunity to submit questions to presenters via interactive chat room.

**careMESH****■ 6 Strategies for Modernizing a State's Provider Directory**

Many states and municipalities are thinking about provider directories as a shared resource to support health information exchange, disease surveillance and care coordination. careMESH is trusted by States, HIEs, MCOs, disease surveillance programs and health systems to share critical information in real-time to better coordinate patient care. The foundation of this work was developing a national provider data set.

During this presentation careMESH will describe six strategies they followed in building the company's National Provider Directory. Government agencies rely on Provider Directories every day to find and communicate with healthcare providers, to support a range of programs such as for Disease Surveillance and Response, Prescription Drug Monitoring Programs, Health Information Exchange, and much more.

### Deloitte

#### ■ **The Future of the Public's Health: Reimagining the Health Ecosystem: Programs, Policies, and Systems for Strengthening Public Health**

We will present Deloitte's aspirational vision of the future of the public's health, and describe one solution, HealthPrism™, public health leaders can use to enable this vision. Preventing disease before it happens can reduce both health care spending and the occurrence and severity of disease. But it's not a simple task. Because one's zip code is a better predictor of health than one's genetic code, achieving improved health outcomes implies both systems change and cross-sector coordination. Today there are unique opportunities to reform the underlying structures of public health. However, there are also extreme challenges: a decades-long backlog of funding needs, a global pandemic, ongoing preventable chronic disease epidemics, the growing threat of climate change, and pervasive inequities that threaten our health, longevity, and trust in government and its leadership. Our focus on platforms and radical interoperability of data helps address some of these challenges.

### Google Health

#### ■ **What is Google Health?**

Google Health is our company-wide effort to help billions of people be healthier. This presentation describes solutions Google has built to transform care delivery, provide data and insights to the public health community, and catalyze the use of artificial intelligence for the screening and diagnosis of disease.

### HLN Consulting, LLC

#### ■ **TEFCA is Finally Here: What This Might Mean for Public Health**

The Office of the National Coordinator for Health Information Technology (ONC) finally released version 1 of the Trusted Exchange Framework, Common Agreement and the QHIN (Qualified Health Information Network) Technical Framework (QTF). This talk explains the basics of the TEFCA standards and approach and helps public health agencies prepare for its arrival. The TEFCA FHIR Roadmap will be introduced and explained, as well as key decision points for IIS over the next few years.

### McKinsey & Company

#### ■ **Innovation Through Crisis: A Conversation on The Role of Data And Tech For Post-COVID Public Health**

Join a conversation between Mehnaz Mustafa (New Jersey Department of Health) and Jessica Kahn (McKinsey & Company) as they analyze innovations in data and technology during the COVID-19 crisis and their applications for future public health challenges.

From data integration to disease tracking and citizen apps, this conversation tackles the fundamental shift in the configuration, use, and architecture of public health data systems to protect and promote health.

The insights from this crisis are setting the foundation for future enhancements of public health analytics at state and federal levels, for the benefit of citizens everywhere.

### Optum

#### ■ **The Future is Now: An Integrated, Holistic Approach to Address Health Equity**

Mylynn Tufte, RN, MBA, MSIM, former state health officer for North Dakota, now serves as the leader for Optum's Strategy Population Health and is a founding leader of Optum Center for Health Equity. Attendees to this session will hear from Mylynn how the Optum Center for Health Equity partners with states in two important areas with significant disparities: maternal health and emergency mental health.

## RSM US LLP

### ■ **RSM Disease Surveillance System: An Innovative Approach to Holistic Disease Surveillance**

Quick access to quality data is critical to an effective disease prevention and control application. The ability to accurately collect and analyze data in a timely fashion is a key part of making correct decisions regarding individual patient care and case management. To aid in this effort, RSM offers the Disease Surveillance System for state and county government agencies to use in connection with electronic health records, health information exchanges (HIE), laboratory information management systems and other data sources. The RSM Disease Surveillance System is a comprehensive public health solution that includes:

- Disease, Cluster and Outbreak Surveillance for over 70 reportable conditions
- Condition Management
- Contact Tracing
- Isolation and Quarantine
- Vaccination Management

Join us as we discuss the current challenges of public health departments and the solution provided by the RSM Disease Surveillance System.

## RxAssurance

### ■ **Technology Solutions for the Opioid Crisis: Integrating Timely Data Sources to Inform Safe Prescribing, Prevent Overdoses, and Increase Treatment Access**

This session will provide an overview of three innovative software systems (OpiSafe, OpiRescue, and TreatmentGPS) that can be deployed by state agencies and health care systems/providers to assure safe opioid prescribing, prevent and respond to opioid overdoses, and increase access to treatment for persons with opioid use disorder. The systems connect to, and create interoperable flows of, data between several important sources: state Prescription Drug Monitoring Programs (PDMPs/PMPs), toxicology laboratories, Health Information Exchanges (HIEs), direct patient-reported data, and others, and merge them into decision support engines and interfaces that are integrated into clinical workflow (EHRs) for use by clinicians to improve care for patients, into dashboards for use by state agencies for population health initiatives, or into smartphone apps for use by laypeople. Examples of OpiSafe, OpiRescue, and TreatmentGPS deployments in several states will be provided, to showcase opportunities for innovation in using technology to address the opioid crisis.

## SAS Institute

### ■ **The Frontier of Public Health Surveillance: Leveraging automation for rapid insight**

On April 29, 2022, the first case of avian influenza A(H5) was detected in Colorado. This case comes on the heels of what is becoming the largest outbreak of avian influenza in domestic poultry in North America. Avian influenza, a variation of the influenza virus that typically infects birds, is not an immediate threat to humans. However, its presence is an opportunity to mix with human and swine versions of the same virus. It is paramount for the U.S. to improve existing surveillance systems. SAS Viya for Public Health Modernization is an extensive, single platform solution developed by epidemiologists for use by real-world public health heroes.

In this session we will demonstrate SAS Viya using the avian influenza use case. We will show how to automate data transactions, develop intuitive surveillance reports, automate text analytics, and engage with a chat bot! Join us for an exciting, informative session!

## STChealth

### ■ **Intuitive Vaccine Data Systems and Expert Insights**

STChealth sits at the very intersection of immunization technology, infrastructure, data and practice for both Public Health as well as the Private Sector, which allows us a very unique perspective of not only the history of Immunization Information Systems, but also the critical role that pharmacists play in vaccinations, the complete end-to-end data flow from provider to IIS to the consumer, how important data quality is, as well as how to modernize this ecosystem for the needs of the future.

**WellSky****■ Strengthening Connections Between Public Health and Aging Networks**

This session will look at innovative ways that public health and aging networks are working together, and the emerging issues to be solved as we come out of COVID. We'll share a fresh perspective on Social Determinants of Health (SDoH), along with a vision for moving from conversation to action. Discover actionable approaches to effectively address the inequities holding back your community.

**4:15–5 PM ET****Reflections, Strategies, and Contingencies**

The complexity of the U.S. public health data ecosystem is unrivaled, and the task of modernizing and standardizing it is unprecedented. No one vendor, firm, or agency alone is going to solve our challenge—it's going to take a diverse set of experts, public and private sector organizations, and a variety of innovations.

Join Dr. Rhew along with executives from three of the preeminent public health associations as they discuss how the nation will accomplish data modernization, overcome obstacles as large as a pandemic itself, and bring public health data systems into the 21st century.

**Speakers:**

**Scott J. Becker**, MS, *CEO, Association of Public Health Laboratories*

**Michael Fraser**, PhD, MS, CAE, FCPP, *CEO, ASTHO*

**Janet Hamilton**, MPH, *Executive Director, Council of State and Territorial Epidemiologists*

**David Rhew**, MD, *Global Chief Medical Officer and Vice President of Health Care, Microsoft*

## DAY 2 ► Wednesday, May 11 ► *Modernizing Our National Public Health Data Ecosystem*

11 AM–12 PM ET

### Welcome and Keynote Session: Beyond COVID: Data Modernization

Join ASTHO leadership in starting the second day of the Public Health TechXpo with this spotlight keynote session.

**Welcoming Remarks:** Michael Fraser, PhD, MS, CAE, FCPP, *CEO, ASTHO*

**Keynote Speaker:** John D. Halamka, MD, MS, *President, Mayo Clinic Platform*

12:15–1:15 PM ET

### An Immersive Conversation: The Future of the Public Health Data Ecosystem

As we begin to address the tremendous challenges and opportunities of modernizing the nation's public health data ecosystem, national leaders will engage in a discussion about the role of federal partners, states, territories, locals, and tribes in advancing this national undertaking.

**Speakers:** Gail Christopher, DN, *Director, Robert Wood Johnson Foundation National Commission to Transform Public Health Data Systems, and Executive Director, National Collaborative for Health Equity*  
Daniel Jernigan, MD, MPH, *Deputy Director for Public Health Science and Surveillance, CDC*  
Micky Tripathy, PhD, MPP, *National Coordinator for Health Information Technology, HHS*

**Moderator:** Anne Zink, MD, FACEP, *Chief Medical Officer, Alaska Department of Health & Social Services, Division of Public Health and ASTHO President Elect*

1:30–2:30 PM ET

### BREAKOUT SESSIONS: DATA MODERNIZATION IN ACTION

Participate in breakout sessions featuring national, state, and local experiences in advancing data modernization. Learn about opportunities to leverage data to respond to future public health threats, explore the intersection between data systems and health equity, and hear leadership perspectives on current strategies to accelerate efforts.

1:30–2:30 PM ET

#### ■ Building a National Foundation: CDC's Agency-Wide and State Collaboration Efforts for Better Data, Better Decisions, and Better Health

Transforming siloed, brittle public health data systems is a monumental task requiring monumental action. Join CDC and key national data modernization partners for a discussion on CDC's plan to coordinate people and systems, accelerate data for action, and support strategic innovation. As planning and implementation accelerate, hear about what can states expect and when the nation will see major data advancements over problems that have plagued the COVID-19 and other responses.

**Speakers:** Ryan Argentieri, MBA, MA, *Deputy Director, Office of Technology, ONC*  
Leslie Ann Dauphin, PhD, *Director, Center for Surveillance, Epidemiology, and Laboratory Services, CDC*  
Vivian Singletary, JM, MBA, *Director, Public Health Informatics Institute*

**Moderator:** Annie Fine, MD, *Senior Advisor to Data Modernization Initiative and Chief Science and Surveillance Officer, Council for State and Territorial Epidemiologists*

#### ■ Labs of Innovation: How States Are Driving Data Modernization, How to Accelerate It, and How States Partner with Local Health Departments for Long-Term Success

While CDC drives policy and funding decisions, state health departments are charged with leading all activities critical to data modernization. With work currently focused on mission-critical epidemiology, laboratory, and vital statistics data, major efforts are underway to transform the way state systems operate. Join national, state, and local leaders as they discuss this work, the need to balance a cohesive national data foundation with state responsibilities, and the varying—but essential—roles of local health departments.

- Speakers:** **Erin Holt Coyne**, MPH, *Chief Public Health Informatics Officer, Tennessee Department of Health*  
**Philip Huang**, MD, MPH, *Director, Dallas County Health and Human Services*  
**Lilly Kan**, MPH, *Public Health Data Modernization Program Director, The Pew Charitable Trusts*
- Moderator:** **Scott J. Becker**, MS, *Chief Executive Officer, Association of Public Health Laboratories*

### ■ Better Informing Future Public Health Responses

The lessons learned from COVID-19 will continue to emerge. Public health data modernization will need to be nimble enough to learn from the pandemic response and prepare the nation for future threats spanning from Maine to Guam. Join state and national leaders for a discussion about our readiness for the future and what efforts will be critical for long-term data modernization success.

- Speakers:** **Rebecca Coyle**, MEd, *Executive Director, American Immunization Registry Association*  
**Dylan George**, PhD, *Director for Operations, Center for Forecasting and Outbreak Analytics, CDC*  
**Steven Stack**, MD, MBA, FACEP, *Commissioner, Kentucky Department for Public Health*
- Moderator:** **Sara Black**, MPA, MSSW, *Senior Advisor, Programs, NACCHO*

### ■ Building Systems for Health Equity

The scale and scope of data modernization brings great challenges, but greater opportunities. For public health to succeed in its mission and gain trust with the public, we must ensure we have the right data to track progress in health equity. Do we have the right measures? If not, what should they be? How must existing systems change or what new systems must be built? Join state, foundation, and academic leaders for a discussion about how data modernization can help ensure every American has equal opportunity to attain the highest level of health possible.

- Speakers:** **Wilma Alvarado-Little**, MA MSW, *Associate Commissioner, New York State Department of Health, Director, Office of Minority Health & Health Disparities Prevention*  
**William Kassler**, MD, MPH, MS, *Chief Medical Officer, Palantir Technologies*  
**Alonzo L. Plough**, PhD, MA, MPH, *Vice President for Research-Evaluation-Learning and Chief Science Officer, Robert Wood Johnson Foundation*  
**Paula Tran**, MPH, *State Health Officer and Division of Public Health Administrator, Wisconsin Department of Health Services*
- Moderator:** **Kimberlee Wyche Etheridge**, MD, MPH, *Senior Vice President for Health Equity, ASTHO*

## BREAKOUT SESSIONS: CATALYSTS FOR INNOVATION, TRANSFORMATION, AND SUSTAINABILITY

Join data modernization leaders, policy experts, and industry insiders in breakouts spotlighting efforts to integrate enterprise-level approaches to tackle current and future challenges.

**2:45–3:45 PM ET**

### ■ Operationalizing an Enterprise Approach: Integrating Systems for Higher Performance

How do we bring enterprise architecture to state and local public health agencies? Join a slate of national, state and industry experts for a discussion on how states can breakdown siloes and build a unified, enterprise architecture.

- Speakers:** **Rebecca Boyles**, MSPH, *Director and Senior Scientist, Research Systems and Data Management, RTI International*  
**Melvin Crum**, MS, *Program Manager, DMI Coordination Team Lead, Office of the Deputy Director for Public Health Science and Surveillance, CDC*  
**Tim Powell**, MPH, CPHI, *Director of Public Health Informatics, Virginia Department of Health*
- Moderator:** **Jamie Pina**, PhD, MSPH, *Vice President for Public Health Data Modernization and Informatics, ASTHO*

### ■ Driving Innovation and Cultivating Public Private Partnerships

How can we continuously innovate not just our data systems, but our business processes, management approaches, and solutions development? What role can public-private partnerships play in long-term, sustainable innovation so public health data systems stay ahead of the curve? Join state, national and industry leaders for a discussion on cultivating environments of innovation.

- Speakers:** **Brian Anderson**, MD, *Chief Digital Health Physician, MITRE*  
**Jim St. Clair**, *Executive Director, Linux Foundation Public Health*  
**James Daniel**, MPH, *Lead for State and Local Public Health, Amazon Web Services*  
**Umair Shah**, MD, MPH, *Secretary, Washington State Department of Health*
- Moderator:** **J.T. Lane**, MPH, *Senior Vice President for Population Health and Innovation, ASTHO*

### ■ A Modern Workforce for Modern Systems

As public health data systems advance, creating the data workforce of the future will be critical. Congress has made significant investments in the public health workforce during the pandemic. Join experts in a discussion about how the nation, states, and local communities will recruit and retain critical workforce in health IT, data science, and cybersecurity to enable public health agencies to be good stewards of data and generate meaningful public health insights.

- Speakers:** **Kyle T. Bernstein**, PhD, ScM, *Chief of the Population Health Workforce Branch (PHWB), Division of Scientific Education and Professional Development (DSEPD), Center for Surveillance, Epidemiology and Laboratory Services (CELS), CDC*  
**Brian E. Dixon**, MPA, PhD, FACMI, FHIMSS, FAMIA, *Associate Professor, Department of Epidemiology, Indiana University (IU) Richard M. Fairbanks School of Public Health*  
**Sherilyn Pruitt**, MPH, *Chief of Infrastructure & Innovation, Office of the National Coordinator for Health Information Technology, HHS*  
**Patricia M. Simone**, MD, *Director, Division of Scientific Education and Professional Development (DSEPD), Center for Surveillance, Epidemiology and Laboratory Services (CELS), CDC*
- Moderator:** **Amber Williams**, MS, *Senior Vice President for Leadership & Organizational Performance, ASTHO*

### ■ Evolving the Vast Myriad of National, State and Local Data Sharing Policies, Regulations, and Governance

State and local public health data regulations are massively diverse. Reasons for sharing data, how data is shared, legal guidance, state and local laws, and many other factors dictate and complicate how public health data is used to protect and promote healthy communities. And, for many Americans, the COVID-19 pandemic is their first experience with public health data use. Join state, national, public, and private sector experts for a discussion on efforts to ensure the right regulations and practices are in place to protect individual privacy and simultaneously aid more sophisticated public health responses.

- Speakers:** **Tom Leary**, *Senior Vice President and Head of Government Relations, HIMSS*  
**Stephen Murphy**, JD, *Public Health Senior Attorney, Network for Public Health Law – Mid-States Region*  
**Von Nguyen**, MD, MPH, *Clinical Lead, Public & Population Health, Google Health*  
**Socrates Tuch**, JD, MA, *Senior Counsel/Privacy Officer, Ohio Department of Health*
- Moderator:** **Carolyn Mullen**, *Senior Vice President for Government Affairs, ASTHO*

4–4:45 PM ET

### Discussion Forum/Networking Lounges

An opportunity for participants to join thought leader discussion, network, and engage in a range of discussion topics via interactive video chat rooms.

### ■ Connecting Patient Data across Disparate Systems

How are health departments linking patient data from disparate data sources in the absence of a universal healthcare identifier? Meet with colleagues to discuss challenges and innovative approaches for advancing efficient and secure data sharing to improve public health decision-making and patient outcomes.

- Facilitator:** **Jamie Pina**, PhD, MSPH, *Vice President for Public Health Data Modernization and Informatics, ASTHO*

### ■ Lessons Learned in Modernization: The IIS Perspective

Immunization Information Systems (IIS) have been tested during COVID-19 response, but the IIS modernization journey started far before 2020. Meet with representatives from the American Immunization Registry Association (AIRA) to discuss IIS modernization lessons learned in the technical, operational, and policy spaces—plus future directions.

**Facilitator:** **Rebecca Coyle**, MEd, *Executive Director, American Immunization Registry Association*  
**Mary Beth Kurilo**, MPH, MSW, *Senior Director of Health Informatics*  
*American Immunization Registry Association*

### ■ Navigating the Modernization Multiverse

In an environment where new initiatives, resources, and partners abound, how can public health practitioners most effectively chart a course for data modernization? In this forum, participants will discuss how they are navigating competing and complementary modernization efforts, ensuring the right partners are at the table, and plugging into relevant conversations.

**Facilitator:** **Elizabeth Ruebush**, MPH, *Senior Director, Public Health Data Modernization & Informatics, ASTHO*

### ■ Developing a Modern Public Health Informatics Workforce

A state-of-the-art workforce is needed to build and sustain a modernized public health data infrastructure. Join this forum to discuss new opportunities, needed capabilities, and workforce development experiences from your jurisdiction.

**Facilitator:** **Joanne Pearsol**, MA, MCHES, *Director, Workforce Development, ASTHO*

## 5– 6 PM ET

### Panel Discussion: From the Outside Looking In, Envisioning the (Near) Future

In our closing session, thought leaders envision the gains we want to see over the next few years and outline essential short-term strategies to maximize this once-in-a-generation opportunity to transform our public health data infrastructure.

**Speakers:** **Stanley Campbell**, *Chairman and CEO, EagleForce Health and EagleForce Associates*  
**Lena H. Sun**, MA, *National Reporter on Health, The Washington Post*  
**Reed V. Tuckson**, MD, FACP, *Managing Director, Tuckson Health Connections, Former President, American Telehealth Association*

**Moderator:** **Michael Fraser**, PhD, MS, CAE, FCPP, *CEO, ASTHO*