

24th Meeting of the PRISM Forum

October 18 & 19, 2010

- Special Interest Group: Clinical Informatics - mining patient-centric data

October 20 & 21, 2010

- PRISM Forum Meeting

Meeting Location

- Johnson & Johnson, 3210 Merryfield Row, San Diego, CA

Meeting Hotel

- [Hilton La Jolla Torrey Pines](#), 10950 North Torrey Pines Road, La Jolla, CA

PRISM Forum Chairman: Susie Stephens

PRISM Forum Secretary: John Wise

PRISM Forum Steering Committee: Ron Behling, Matteo di Tommaso, Bryn Roberts

Monday, October 18, 2010

Pre-SIG Dinner

18:15	Bus from hotel to restaurant RockBottom 8980 Villa La Jolla Drive, La Jolla, CA 92037 Tel. 858 450 9277	
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Tuesday, October 19, 2010

Special Interest Group: Clinical Informatics - mining patient-centric data

Time	Title	Presenter
08:00	Meet in lobby of Hilton Hotel for walk to J&J	
08:30 – 08:45	Welcome	Susie Stephens, J&J
08:45 – 09:30	The Data Gold Rush: Opportunities for pharma on secondary uses of healthcare data	Steven Labkoff, Deloitte Consulting
09:30 – 10:15	Exploring the Clinical Informatics Landscape in Europe, Asia, and Beyond	Ken Park, McKinsey
10:15 – 10:45	Break	
10:45 – 11:30	HIPAA Challenges Ahead in Mining Patient-Centric Data	Kristen Rosati, Coppersmith Scheermer & Brockelman
11:30 – 12:00	Five Year Trends in Spending by Disease: Results from the MarketScan Database	Bill Mardar, Thompson Reuters
12:00 – 12:30	Advanced Analytic Methods for Evidence-based Clinical Research: Using clinical data and analytic methods to improve our understanding of disease-state and therapeutic effect	John Murphy, Quintiles
12:30 – 13:30	Lunch	



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13:30 – 14:00	Data in the Healthcare Ecosystem : The relationship between pharma and the ACO	Douglas Cusick, HP
14:00 – 14:30	Secondary Use of Electronic Healthcare Record (EHR) Data: Creating value for healthcare provider and life sciences organizations	Paul Bleicher, Humedica
14:30 – 15:00	EMR Data Mining for Drug Safety: Challenges and opportunities	John Cai, AZ
15:00 – 15:30	Break	
15:30 – 16:00	Informatics Opportunities for Exploring the Real-World Effects of Medical Products: Lessons from the Observational Medical Outcomes Partnership	Patrick Ryan, GSK
16:00 - 16:30	Using Publically Available Data to Redefine the Phenotype for Genetic Studies	Marsha Wilcox, J&J
16:30 – 17:15	Panel: Clinical Informatics in 2020	Diego Miralles, J&J Ken Park, McKinsey Kristen Rosati, Coppersmith Scheermer & Brockelman Bill Mardar, Thompson Reuters
17:15 – 17:30	Wrap Up	Susie Stephens, J&J
17:15	Walk from J&J to the Hilton La Jolla Torrey Pines	
18:15	Bus from hotel to restaurant Alfonso's of La Jolla 1251 Prospect Street, La Jolla, CA 92037 Tel: 858 454 2232	

Wednesday October 20, 2010

PRISM Forum

Time	Title	Presenter
08:15	Meet in lobby of Hilton Hotel for walk to J&J	
08:45 – 09:00	PRISM Forum Welcome by the Chairman	Susie Stephens, J&J
09:00 – 09:45	Presentation of the Report from the SIG	Jim McGurk, Daiichi Sankyo
09:45 – 10:15	Presentation of Johnson & Johnson	Diego Miralles, J&J
10:15 – 10:45	Coffee	
10:45 – 12:00	PRISME: the potential merger of PRISM & PRIME	Matteo de Tommaso, Pfizer
12:00 – 13:00	Lunch	
13:00 – 14:00	Linked Data Proposal	Phil Ashworth, UCB Pharma
14:00 – 14:30	Topic for Next SIG	Ron Behring, BMS
14:30 – 15:00	Update on Cloud Whitepaper	Matteo de Tommaso, Pfizer
15:00 – 15:30	Coffee	
15:30 – 17:00	Company Updates	BMS, BiogenIdec, Novartis
17:00 – 17:15	Wrap Up	Susie Stephens, J&J
17:15	Walk from J&J to the Hilton La Jolla Torrey Pines	
18:15	Bus from hotel to restaurant <u>Piatti Ristorante & Bar</u> 2182 Avenida De La Playa, La Jolla, CA 92037 Tel: 858 454 1589	

Thursday October 21, 2010

PRISM Forum

Time	Title	Presenter
08:15	Meet in lobby of Hilton Hotel for walk to J&J	
08:45 – 09:00	Introduction by the Chairman	Susie Stephens, J&J
09:00 – 10:30	Company Updates	Pfizer, Merck, UCB Pharma
10:30 – 11:00	Coffee	
11:00 – 12:30	Company Updates	Daiichi Sankyo, Janssen AI, Roche
12:30 – 13:30	Lunch	
13:30 – 14:30	Company Updates	Ipsen, Foresight Group
14:30 – 15:30	PRISM Forum Business Discussion <ul style="list-style-type: none"> - Back office (Web site, finances) - Next meeting/feedback on this meeting 	John Wise
15:30 – 16:00	Wrap Up	Susie Stephens, J&J
16:00	Walk from J&J to the Hilton La Jolla Torrey Pines	