

Business Intelligence

University of Cincinnati, College of Business & LÚCRUM, Inc. *Symposium*

The New World of Technology

Cockpits & Dashboards *Smart Navigation or Driving Blind?*



September 14, 2011

University of Cincinnati
Carl H. Lindner, College of Business



Business Intelligence

Symposium

University of Cincinnati, College of Business & LUCRUM, Inc.

SEPTEMBER 14TH, 2011

7:30AM – 1:00PM

University of Cincinnati
Carl H. Lindner, College of Business
112 Lindner Hall (not Lindner Center)
Cincinnati, Ohio 45211

SPEAKERS

Dr. David Szymanski, Dean, Carl H. Lindner College of Business, University of Cincinnati

Filippo Passerini, Group President Global Business Services (GBS) & CIO, Procter & Gamble

Will Groneman, Executive Vice President of System Development, TriHealth

John Ward, Director Health Systems Integration, TriHealth

Jim Scott, Chief Information Officer, KnowledgeWorks



The New World of Technology

***Cockpits & Dashboards
Smart Navigation or Driving Blind?***

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"If the only tool you have is a hammer, you tend to see every problem as a nail". - Abraham Maslow

Knowing what is going on in your business is not merely good; it is a prerequisite to success. Being able to advance this knowledge to make reasonable forecasts about the business is even better: it is what distinguishes the best from the merely good.

Reaching this business 'maturity' requires a number of factors. Experience and business acumen are indispensable. A bit of luck will also help—even though it usually seems that the well-prepared tend to have more luck than the ill-prepared. Yet, another essential factor is access to hard facts, i.e., timely and accurate business information presented in an intuitive manner.

This event is for business executives and IT professionals that **use and need analytical data**. This BI Symposium provides a forum for **sharing ideas, stories, experiences and business cards**.

For more information: www.lucruminc.com



Symposium Speakers:

Opening remarks



Dr. David M. Szymanski is Dean and Professor of Marketing at the Carl H. Lindner College of Business at the University of Cincinnati. He has been a major champion in creating the new Center for Business Analytics at the College. The Center focuses on applied research, executive education and continuing education for analysts in the use of operations research, applied statistics, and business intelligence for challenges faced by managers in both industry and government.

One Version of the Truth



Filippo Passerini, President, Global Business Services & CIO, P&G
Filippo Passerini is known for bold moves. He has transformed the way business is done at P&G with a holistic approach combining IT with all aspects of business support. Under his leadership, P&G's Global Business Services has saved the company more than \$900 million and is bringing to life the company's vision to digitize from end-to-end. He and his team of IT leaders have introduced a revolutionary initiative enabling every P&G knowledge worker to have access to the information they need. Known as Decision Cockpits, these portals are employees' one-stop shop for business information. It was not an easy journey, but today, cockpits are used by 55,000 P&G employees! Unlike some firms that have tried to gather all the right data first – then build data marts to support it – and only then, build decision support tools to exploit the data – P&G focuses on providing executives a view of what's possible. Come learn how this innovative approach to providing “one version of the truth” is transforming P&G.

Integrating your Health IT Strategy with Your Performance Measurement Strategy



Will Groneman, EVP System Development & John Ward, Director Health Systems Integration, *TriHealth*

The stimulus package has provided financial support to many physicians to adopt electronic health records (EHR) into their practices. The EHR is designed to assist the physician in treating the patient during the office visit. TriHealth Primary Care Physicians (PCP) are moving to a new model for primary care called Patient Centered Medical Home, where the physician takes a broader focus than traditional PCP practices on keeping people healthy. When TriHealth wanted to abstract clinical data from the Electronic Health Record (EHR) to give the physicians a look at the health of their entire patient population, they could not find an application to meet their needs. So, they built one themselves. Today, the TriHealth Clinical Data Warehouse is a cornerstone of the information systems needed to make this model successful. See how the Clinical Data Warehouse is being used by physicians to take a proactive role in managing the health of their patients and producing higher quality scores for the TriHealth practices.

Data in Education: Evidence-based Decision Making



Jim Scott, Chief Information Officer at KnowledgeWorks, will share how KnowledgeWorks is creating widespread, lasting change in the communities and states they serve. Jim is the CIO of KnowledgeWorks, a non-profit educational foundation. He brings numerous years of experience to his latest role, having held a number of senior-level executive positions at Kroger, Fifth Third and Fidelity Investments. One of KnowledgeWorks subsidiaries, Strive Network, is focusing on the children in our most underserved communities. Jim will present how Greater Cincinnati has come together around a community-wide data system that allows school officials and community organizations to identify at-risk kids; to better understand the services they receive in-school and out of school, and align those services to maximize student achievement.



LÛCRUM

Business Intelligence

LÛCRUM combines deep business knowledge and strong technology expertise to drive your company's future growth, by Making Data Meaningful.

"Information is not knowledge."

Albert Einstein

