


OPTIMIZING USE OF 'BIG DATA' FOR PATIENT IDENTIFICATION AND DISEASE MANAGEMENT: SEPARATING SIGNAL FROM NOISE


Larry Alphs
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21-23 February 2017
The Fairmont, Washington DC

Disclosure: L Alphs is an employee of Janssen Scientific Affairs, LLC, and a shareholder of Johnson & Johnson.


Big Data in the Headlines




Apache Hadoop awarded "Innovator of the Year", described as the "Swiss Army Knife of the 21st century"
The guardian, May, 2011




HP yokes Autonomy, Vertica together for big data push
Gigaom, November, 2011




Aster Data helps Teradata embrace Big Data
Ovum, October 2011




Big Data will earn its place as the next "must have" competency in 2012Over 90% of this information will be unstructured – full of rich information, but challenging to understand and analyze"
IDC: December, 2011




Gartner predicts that data will grow by 800 percent in five years, and 80% of which is unstructured
Gartner, 2011




IBM Cloud Harnesses Hadoop Elephant
Wired, October 2011




The VC behind Facebook, Groupon, is creating \$100M fund dedicated to Big Data.
Forbes, November, 2011




Cloud and Big Data are the most sweeping trends in IT"
EMC CEO, March, 2011




Microsoft Embraces Elephant of Open Source Hadoop, ditching its proprietary platform
Wired, November, 2011



Oracle Taps Cloudera for Hadoop Distribution of Big Data Appliance
TechCrunch, January, 2012



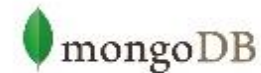
Hadoop-based startup Cloudera raises \$40M from Ignition Partners, Accel, Greylock
Deals & More: November 2011



Big data: The next frontier for innovation, competition, and productivity
Mckinsey Global Institute: June, 2011

Is Watson Playing Sherlock? Artificial Intelligence In Diagnostic Medicine

News Headlines



An Embarrassing Economic Data Error Rocked Wall Street Today - Here's How It Went Down

BUSINESS INSIDER

NSA PICKING DRONE TARGETS BASED ON BAD DATA: 'DEATH BY UNRELIABLE METADATA'

INFOWARS.COM

Bad Data in Grocery Supply Chain to cost Australian Retail Grocery Industry over AU\$1 Billion, says GS1 Australia

ferret

Australia's Manufacturing,
Industrial and Mining Directory



QuerySurge

built by



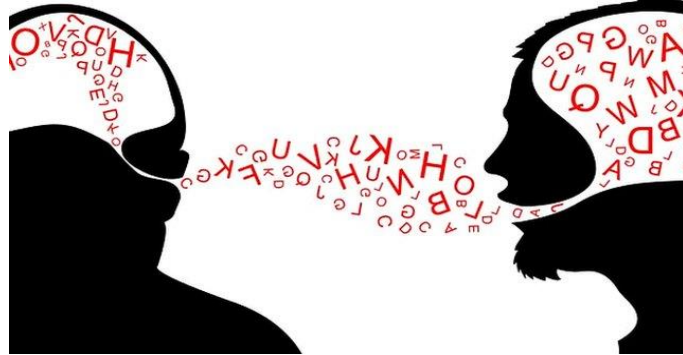
Goals of Session

- **What is big data in the context of CNS clinical trials?**
- **How do we glean value from the noise?**
- **How do we manage privacy concerns?**
- **Who are the stakeholders?**

Morning Big Data Projects and Applications



Time	Speaker	Topic
5m	Larry Alphas	Introduction
20m	Gayle Wittenberg	The 'Big Data' transformation of drug development: From promise to practice
20m	Patrick Ryan	Generating reliable evidence from real-world data: Lessons from the Observational Health Data Sciences and Informatics (OHDSI)
20m	Peter Zandi	A model of virtual learning health system for mood disorders
20m	Vaibahv Narayan	Harnessing mobile and sensor technology to help patients with diseases of the brain and central nervous system
20m	Steven Potkin	ADNI as a model of 'Big Data' collaboration
20m	Craig Lipset	Improving research access and patient participation with remote clinical trials
20m	Andrew Kress	Data Linkage Methods and Challenges



Afternoon Translational Feedback

Time	Speaker	Topic
5m	Larry Alphas	Review morning
20m	Robert Temple	Challenges/opportunities in the use of 'Big Data' for the FDA
20m	Luca Pani	Regulatory opportunities and challenges in Europe: From registries to PRIority Medicines (PRIME) and return
20m	Robert Bossarte	Optimizing use of 'Big Data' for patient identification and disease management—An example from the department of Veterans
20m	Alex Contreras	Challenges/opportunities in the use of 'Big Data' in health care services setting (pharmacy/insurer)
20m	Anirban Basu	Public policy around 'Big Data'
20m	Larry/all	Panel Discussion
5m	Gayle Wittenberg	Summary/adjourn