



Cassie Kozyrkov

Chief Decision Scientist

Talk Synopsis

The field of data science has exploded and now includes machine learning, programming, analytics, statistics and more. Learn how to build intuition for data science and pick up new skills quickly.



Becky Tucker

Senior Data Scientist

Talk Synopsis

The field of data science has exploded and now includes machine learning, programming, analytics, statistics and more. Learn how to build intuition for data science and pick up new skills quickly.

 Maryam Fazel-Zarandi

Machine Learning Specialist

Talk Synopsis

Speech-based virtual assistants (VA) such as Amazon Alexa, Apple Siri, and Google Assistant, are becoming increasingly popular as a convenient way for people to interact with machines. Such human-like interfaces create a rich experience for users by enabling them to complete many tasks in a conversational manner. Designing robust dialog policies for VAs is challenging since choosing an appropriate response to the user depends on the context and is often hindered by the presence of speech recognition and language understanding errors. This talk gives an overall overview of VAs and presents a data driven approach for dialogue management in these systems.



Laura Chaibi

Head of Market Intelligence and Syndicate Digital
Data

**Talk
Synopsis**

This session will focus on sharing loads of examples of data pitfalls that come up with digital data, where digital and offline are coming together and the trends for commerce, and finish with looking at some of the darker issue that future practitioners will face and need to think about - from both a moral, business and technical point of view.



Hearts & Science

Dana Sarkis

Head of Marketing Science

**Talk
Synopsis**

The New world order has a new business order engrained in a triopoly of data, technology, and transformative digitization. Applying data analytics is a new age thinking yet it's a never-ending journey as it accelerates with a fast paced digital disruption. Businesses today have been discussing data and big data for the past 5+ years however adoption has been slow, in MENA more so than other parts of the world.

Dana will be discussing the journey across several key industries in the region and outlining the barriers to faster adoption while shedding light on key success stories where adoption has been quicker.

Hearts & Science is a data driven marketing agency which has marketing science at its core in order to drive clients' business growth with data driven strategies. The new agency model has been successful in shifting mindsets to a new business order where automation, measurement, & addressability constitute the key ingredients for businesses of the future.



Katherine Wilson

CEO – Digital Alliance at United Nations Foundation

Talk Synopsis

Media reports warn us daily of the danger of sharing our data. These are valid concerns and yet the same data can literally save millions of lives. This talk will discuss what data is most critical to health, how it can be safely used, and discuss the impact on patient outcomes that are possible from new data source being harnessed around the world.



Leela Vaughn

Sales Executive and Director of Sales and Accounts for the Middle East

Talk Synopsis

AUBMC recently went live across all of AUBMC with Epic as its core comprehensive health record and analytics platform. Leela Vaughn, a senior employee at Epic, will share the history and the inside scoop of the company which was founded in 1979 by Judy Faulkner, a computer scientist and mathematician.



Jutta Williams

Senior Program Manager

Talk Synopsis

Why hasn't technology already made us healthier? This presentation explores the data life cycle within an integrated health ecosystem, challenges and opportunities for data scientists in the health industry and how data are used to build ML/AI models that have the potential to transform how our health is managed at home and in the care setting.



Maria Gabrani

Research Staff Member

Talk Synopsis

While we are all unique, disease is complex and multifactorial. The way our organisms respond to changes, the way the changes are phenotyped and the way we perceive and respond to these changes is very different. A one-size-fits-all treatment is not necessarily the most optimal solution, particularly with complex diseases, like cancer.

To address this problem, we at the IBM Research-Zurich, are studying at plethora of different data types. We are developing novel AI technologies that digest electronic documents, understand diagrams, read and analyze images and molecular data to understand disease patterns, their causes and progressions.

The technologies that we develop enable the identification of subgroups and patient similarities and are significantly contributing to the progress of healthcare and life science fields, particularly in the areas of disease diagnosis and prognosis, drug development and treatment selection.

By further integrating different data types we can get into predictive medicine, which allows for example to predict to which treatment a patient best will respond to. By further analyzing individual data collected and monitored through time, we detect individual behavioral patterns and understand pattern changes of pathogenic character. Our goal is to use AI to enable explainable, quantitative, personalized health.

Jumana Antoun, MD, MS, ^{CPHIMS}

Associate Professor

Family Medicine

Talk Synopsis

Electronic health records (EHRs) are more than just digitalized paper charts. It is a powerful tool that will transform the delivery of health care. We will explore some of the EHR tools that will empower both the physician and the patient, mainly decision support and patient portal. However, EHRs will not be beneficial if it was not used by the physicians and patients; thus the importance of training of the users and usability of the software will be highlighted. The presentation will be backed up by research findings that were done at the

department of family medicine with its electronic record for the past 10 years and recently at AUBMC, at large, with Epic implementation.
