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August 8, 2019 | 8:30 am - 4:00 pm

CMS Central Office | Grand Auditorium 7500 Security Boulevard | Baltimore, MD 21244

www.fbcinc.com/cmsconvergence @CMSGov #CMSConverge #CMSConvergence19



Welcome to the Centers for Medicare and Medicaid Services (CMS) 5th Annual IT Conference – "Convergence 2019!"

We are excited to announce the 5th Annual IT conference – Convergence 2019.

IT Modernization is happening at the Centers of Medicare & Medicaid (CMS) on many levels. For CMS, IT Modernization means finding innovative ways to improve efficiency in operations and reducing costs while improving the quality of service delivery and simplifying the way we engage with our stakeholders. At Convergence 2019, you'll get some insight into the improvements that are occurring and what we anticipate going forward.

The Office of Acquisition and Grants Management (OAGM), Center for Program Integrity (CPI), Office of Communication (OC), and Office of Information Technology (OIT) will be featured this year. You'll hear what's going on with our API Strategy, what's new with the Medicare Plan Finder, how our mainframe data architecture is changing, as well as the continuing effort to build acquisition agility at CMS. And, again this year, several senior technology executives will participate as panelists to answer questions and share their insight into how they think our Agency's technologies are evolving.

Come learn how CMS is planning on using or is already executing the latest technological advances!

Sincerely,

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George Linares Chief Technology Officer Centers for Medicare and Medicaid Services



Conference Agenda

All sessions will take place in the Auditorium.

Vendor exhibits will be located both upstairs and downstairs outside of the cafeteria.

8:00 - 8:45	Registration
9:00 – 9:05	Welcome
	George Linares Chief Technology Officer (CTO), Centers for Medicare and Medicaid Services (CMS)
9:05 – 9:15	Keynote Speaker
	Rajiv Uppal Director of the Office of Information Technology and the CIO, Centers for Medicare and Medicaid Services (CMS)
9:15 – 10:00	OAGM Building Acquisition Agility
	Melissa Starinsky Director Office of Acquisition & Grants Management, Centers for Medicare and Medicaid Services (CMS)
	Donald Knode Senior Technical Advisor, Office of Acquisition & Grants Management (OAGM), Centers for Medicare and Medicaid Services (CMS)
	Ryan Kooy Senior Contracting Officer, Centers for Medicare and Medicaid Services (CMS)
10:00 - 10:15	Networking Break
10:15 - 11:00	OC
	Medicare Plan Finder
	Jon Booth Director of the Web & New Media Group, Centers for Medicare and Medicaid Services (CMS)
11:00 - 11:45	
	API Strategy
	Raymond Wedgeworth Director of the Data Analytics and Systems Group in the Program Integrity, Centers for Medicare and Medicaid Services (CMS)
11:45 - 1:00	Lunch / Visit Vendor Exhibits
	Cafeteria
1:00 - 1:45	ΟΙΤ
	Beneficiary in the Cloud
	Cathy Carter Group Director, Office of Information Technology, Centers for Medicare and Medicaid Services (CMS)
	Lakshmi Manambedu IT Solutions Architect, Northrop Grumman
1:45 – 2:30	Executive Roundtable
	Melissa Starinsky Director Office of Acquisition & Grants Management, Centers for Medicare and Medicaid Services (CMS)
	Rajiv Uppal Director of the Office of Information Technology and the CIO, Centers for Medicare and Medicaid Services (CMS)
	Jon Booth Director of the Web & New Media Group, Centers for Medicare and Medicaid Services (CMS)
	Raymond Wedgeworth Director of the Data Analytics and Systems Group in the Program Integrity, Centers for Medicare and Medicaid Services (CMS)
2:30 - 4:00	Visit Vendor Exhibits
	Located both upstairs and downstairs



OAGM – Building Acquisition Agility

One of the OAGM's FY19 strategic priorities is to Build Acquisition Agility. This presentation will discuss the importance of procurement design in achieving a successful acquisition and will review some of the on-going efforts and accomplishments in building acquisition agility at CMS.

OC – Medicare Plan Finder

To educate conference attendees about the development of the redesigned Medicare Plan Finder, including lessons learned from system modernization, API-first development, mobile optimization, and fully integrated consumer research throughout the development process.

CPI – API Strategy

The Center for Program Integrity (CPI) is conducting a pilot that uses an API-Based approach to integrate and streamline the growing number of information systems and improves data sharing with program integrity stakeholders. The API strategy is to use an approach that enhances data sharing with CPI stakeholders and implements an API management platform that offers full lifecycle capabilities. The pilot will test an established API management platform that can best supports the API strategy.

OIT – Beneficiary in the Cloud

Beneficiary Information on the Cloud (BIC) is a strategic CMS initiative to minimize and eventually eliminate redundancy, latency and inconsistency in beneficiary information used by systems and business partners supporting the Medicare Program. This is the first step towards modernizing and migrating to the cloud of the Medicare Enrollment and Premium Billing Systems (MEPBS).

The goal of the project is to utilize a highly available and scalable cloud based platform to make Medicare Beneficiary Information available in real time to various Medicare systems and business partners. Changes to beneficiary information during MEPBS transaction processing will be propagated to a cloud based data repository in real time thereby eliminating latency. The beneficiary information in the cloud based repository will be accessible to authorized partners via an Application Programming Interface (API).

Conference Reminders

- Please remember to silence your cell phone during conference sessions.
- Please make sure to visit the vendor area during breaks. Vendors are located upstairs and downstairs outside of the Cafeteria.
- Refreshments and Lunch will be in the Cafeteria.
- Don't forget to use **#CMSConverge** and **#CMSConvergence19** when posting about the conference on social media.



Keynote Speaker



Rajiv Uppal

Director of the Office of Information Technology and the Chief Information Officer Centers for Medicare and Medicaid Services (CMS)

Rajiv Uppal is the Director of the Office of Information Technology and the Chief Information Officer for the Centers for Medicare and Medicaid Services (CMS). In this capacity, Rajiv provides leadership across the enterprise in all areas of information technology, including security and privacy, enterprise architecture, and IT investment planning. Rajiv is a visionary technology executive with 25+ years of experience in enterprise software, leading development from concept to launch of software applications, managing large, complex IT programs, steering IT strategic planning and applying best practices in IT management. Prior to joining CMS, Rajiv served as part of the US Digital Service team at the Department of Homeland Security, working on transformation

initiatives such as the Trusted Traveler and Single Window projects.

Over the course of his career, Rajiv has fostered highly effective leadership teams and developed relationships with major investors including venture capital firms, government entities and Fortune 500 companies, and has created multiple technology platforms acquired by industry leaders such as IBM.

Rajiv holds a Master's degree in Systems Science from Louisiana State University and a Bachelor's Degree from the Indian Institute of Technology.

Speakers



Jon Booth

Director of the Web & New Media Group Office of Communications (OC) Centers for Medicare and Medicaid Services (CMS)

Jon Booth is the Director of the Web & New Media Group in the CMS Office of Communications (OC). In this position, Jon oversees the CMS public websites program, which includes Healthcare.gov, Medicare.gov, MyMedicare.gov, CMS.gov, Medicaid.gov, InsureKidsNow.gov, and other websites. Most recently, Jon has overseen the migration of the Healthcare.gov website from HHS to CMS and the relaunch of that website focused on the Health Insurance Marketplace program. Jon is leading a team consisting of internal CMS staff and contract developers that are building the Marketplace 2.0 systems for the next Marketplace open enrollment period.

Through April 2010, Jon served as the Deputy Director of the Creative Services Group in the CMS Office of External Affairs and Beneficiary Services (OEABS) in Baltimore, MD. In this position, he worked on a variety of communication initiatives, including: CMS' new media resources, including YouTube and Twitter; the Medicare & You Web project; and the insurekidsnow.gov Web site. Jon also worked closely with the Department of Health and Human Services on implementing the initial version of the Healthcare.gov website. Before moving to OEABS in 2009, Jon worked in CMS' Office of Information Services on IT governance and standards. Prior to that, Jon spent over 10 years supporting CMS' public Web sites, cms.gov and medicare.gov.



Cathy Carter

Group Director, Office of Information Technology Centers for Medicare and Medicaid Services (CMS)

Cathy Carter is the Director, Enterprise Systems Solutions Group (ESSG) in the Office of Information Technology. She manages systems that support 1) Enrollment and Eligibility information for over 100 million current and deceased Medicare beneficiaries, 2) Twenty billion dollars in monthly payments to 800 Medicare Advantage and Drug Plans, 3) Operations for 500 Accountable Care Organizations, and 4) Enterprise identity management for over 50 business applications with 500,000 users, and identity verification for Marketplace consumers. Cathy also manages the enterprise shared services program for CMS. Cathy has many years of business and IT experience in CMS working in Medicare fee for service and managed care.





Donald Knode

Senior Technical Advisor, Office of Acquisition & Grants Management (OAGM) Centers for Medicare and Medicaid Services (CMS)

Mr. Knode is the Senior Technical Advisor in the Office of Acquisition & Grants Management (OAGM) at the Centers for Medicare and Medicaid Services (CMS). In this role, he is responsible for leading several strategic projects and initiatives to improve and transform acquisition at CMS. Prior to his current position, Mr. Knode served as the Director of the IT Contracts Group where he lead and managed the acquisition of over \$2.4B annually for Information Technology (IT) products and services.

Mr. Knode started his career as an intern with the U.S. Department of Air Force and has over 34 years as an acquisition professional. Prior to joining CMS in 2005, he served as the Operations Group Director for the

Defense Contract Management Agency – Maryland. Mr. Knode holds a Master of Business Administration (MBA) degree from the University of Baltimore, a Bachelor's degree in Business Administration from Towson State University, and is a graduate of the Federal Executive Institute.



Ryan Kooy Senior Contracting Officer Centers for Medicare and Medicaid Services (CMS)

Ryan is a Senior Contracting Officer in the Information Technology Contract Group of CMS OAGM. Ryan has ten years of contracting experience in the Government. His contracting experience in the IT group, working with CMS program components such as OIT, OC, CCSQ, OEADA, CMCS, CPI and CCIIO enables Ryan to readily adapt in order to meet the changing CMS IT needs. Ryan has significant experience strategically structuring acquisitions given the rise in agile IT development implemented among the CMS components. He has conducted phased solicitations in order to streamline the evaluation process, executed various structuring techniques to align with the agile methodology, and has improved upon the performance based nature of these acquisitions.



George Linares

Chief Technology Officer (CTO) Centers for Medicare and Medicaid Services (CMS)

George Linares is the Chief Technology Officer (CTO) for the Centers for Medicare and Medicaid Services (CMS). As CTO, George serves as one of the Agency's principal officials responsible for information technology (IT) at CMS in the following areas: systems architecture & security, platforms and networks. George advocates the optimization of CMS' IT investments and proposes enhancements to CMS IT and information technology practices to maintain cost-effective offerings, with an emphasis on the ever evolving and maturing of CMS' technical environment.

Additionally, George fosters the introduction of innovative technologies in the areas of Service Architectures,

Enterprise Shared Services, Cloud Computing and Data Management, and practical opportunities to balance program needs with technology advancements. He has also made it a priority to further engage and enable staff by promoting technology infusion opportunities through a number of parallel initiatives, which includes industry outreach and internal forums to share emerging technologies. In tandem, he is working to establish a continuous technical development program.

George has worked at CMS since 2003, assuming the responsibility of various roles, including Technical Advisor and Application Architect, where he managed and provided the overall guidance and structure for creating and maintaining enterprise software solutions that aligned with CMS and Federal architectural standards and policies.

Prior to joining CMS, George worked as a software developer and lead in multiple industry settings where he developed, implemented, and maintained large-scale banking, manufacturing, and financial IT initiatives. George also served in the U.S. Army and he earned a Bachelor of Science in Computer Science from Towson University.





Lakshmi Manambedu IT Solutions Architect

Centers for Medicare & Medicaid Services (CMS)

Lakshmi Manambedu is an IT Solutions Architect supporting CMS on Modernization initiatives since 2006. As Chief Architect for the Medicare Enrollment and Premium Billing Systems (MEPBS), he currently leads the implementation of the Beneficiary Information on the Cloud (BIC) initiative.

Prior initiatives led by him for CMS include the implementation of the Common Medicare Environment (CME); Streamlining Part D Low Income Subsidy & Auto-Enrollment processing; Redesign & Modernization of the Medicare Advantage & Prescription Drug (MARx) system and the Eligibility Enrollment Medicare Online (ELMO) User Interface and Application Programming Interface (API).



Melissa Starinsky

Director, Office of Acquisition & Grants Management Centers for Medicare & Medicaid Services (CMS)

Melissa Starinsky is the Director and Head of the Contracting Activity for the Office of Acquisition & Grants Management within the Centers for Medicare & Medicaid Services. She is responsible for overseeing the execution of the Agency's contracting, discretionary grant, and interagency agreement activities. Ms. Starinsky began her career as an acquisition intern in 1989 with the U.S. Department of the Navy. Since then, she has held various acquisition, policy, and programmatic leadership positions within the Federal Government and the private sector—including Deputy Director of the Office of Acquisition & Grants Management, Director of the Federal Acquisition Institute at the U.S. General Services Administration, and the Chancellor for the U.S. Department of

Veterans Affairs Acquisition Academy. She holds a Bachelor's degree in Business Management from the University of Maryland and is a graduate of the Federal Executive Institute.



Raymond Wedgeworth

Director of the Data Analytics and Systems Group in the Center for Program Integrity Centers for Medicare & Medicaid Services (CMS)

Raymond Wedgeworth is the director of the Data Analytics and Systems Group in the Center for Program Integrity at the Centers for Medicare & Medicaid Services. He has more than 20 years of experience in both the private and public sectors in health care research, finance, and health information systems. As a result, he has had the opportunity to lead many ambitious efforts to advance the performance of health care programs and systems.

Throughout the course of his career, Mr. Wedgeworth has developed several comprehensive research techniques, tracking systems, and databases to ensure the integrity of health care systems. In recent years, he has overseen the continued development and implementation of systems and predictive analytics techniques related to the

detection and prevention of fraud, waste, and abuse. His group serves as the focal point for analytics and systems associated with combating fraud, waste, and abuse. In January 2017, Mr. Wedgeworth was appointed as a Senior Executive Service member.

Conference Moderator



Cody Rutherford

Senior Technical Consultant and Solutions Architect Noblis

Cody D. Rutherford, MBA is a technologist and healthcare researcher/data scientist with wide-ranging experience across consulting, software development management, and project management. He has worked in the healthcare and tech space for the past seven years and is currently a Senior Technical Consultant and Solutions Architect at Noblis, where he researches the application of advanced machine learning and artificial intelligence to healthcare data for improved predictions in Medicare claims, hospitalizations, and entity resolution.

His endeavors with CMS include experiences within Data Services Hub's Marketplace Electronic Data Interchange (MPEDI), Medicare EDI Compliance, System Census Analysis, Agile Project Management, Customer Satisfaction

Analysis, Customer-Centered Design, and is currently liaising for Master Data Management (MDM) to the Center for Medicare & Medicaid Innovation (CMMI) for Overlaps Model Operations.



Vendor Information

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11





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Index Analytics LLC is an established 8(a) and HUBZone small business based in Baltimore, Maryland. Since 2012, we have supported multiple CMS Components including CCSQ, CM, CPI, CCIIO, OC, OHI, and OIT using Agile, Lean, and other best practices. We provide analytics and data visualization, strategy, and management services; and we develop cutting-edge applications and websites using cloud-based Salesforce tools. Our award-winning solutions support our clients' missions objectives. Index is appraised at CMMI-DEV ML3 and ISO:9001.

Booth: 115

Intelleq

Chandra Sabbavarpu (443) 761-0655 Chandra@intelleq.io intelleq.io

Intelleq provides tools and custom solutions that make A.I. simple for business people by automating complex data science work. Imagine a business process with unstructured information like research documents and e-mail messages each document has many important data points that need to be identified such as a user number and address or a client account. But this data is scattered in different places and thousands of different templates which makes writing rules impossible. Intelleq's RPA and AI solutions put a subset of different templates through an automated process and machine learning algorithms and watch people identify data points. It learns the patterns of different formats which is called feature extraction. This teaches the software the important characteristics of the information. It then uses that pattern data to train a machine learning model to identify and extract the same data points from new formats within the same business process which automates the manual work of structuring information. Automation rates increase as data volumes rise to deliver greater speed and efficiency to the operation.

Booth: 110

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Booth: 212

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Booth: 220

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Booth: 204

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Booth: 215



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Booth: 105

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Booth: 224

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RavenTek is a Small Disadvantaged Native Tribal Organization 8(a) that works exclusively with the federal government to design and implement end-to-end Enterprise IT solutions from the Data Center to the end user.

Booth: 106



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Booth: 104

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Table: 113

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Booth: 107

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Booth: 202

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Booth: 114

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Booth: 231





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Afternoon Break Sponsor Booth: 222

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Strategi Consulting (pronounced "strategy") is an advanced technology consulting firm that specializes in providing enterprise architecture, data analytics, software development, and technology advisory services to both public and private sector clients. Strategi Consulting ranks number 228 on the 2014 Inc. 500's List of America's Fastest Growing Private Companies. CMS SPARC: HHSM-500-2017-000481.

Booth: 108





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TISTA Science and Technology Corporation is a Health IT organization and trusted CMS, HHS, and VA partner, specializing in agile development, data science, cloud services, and health informatics. Our singular focus is to increase the value of public healthcare programs through innovation, efficiency and exceptional performance, offering AI & analytics, health data standards & interoperability, clinical innovation and program integrity. Booth: 208

1 N TANTUS

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Booth: 223

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- 205. NCAM Woodlawn Chapter
- 206. NewWave
- 207. Microsoft Corporation
- 208. TISTA
- 209. Sparksoft Corporation
- 210. Select Computing
- 211. C-HIT
- 212. KPMG
- 213. Tantus Technologies, Inc.
- 214. Next Phase Solutions
- 215. National Government Services
- 216. Amazon Web Services
- 217. Appian Corporation
- 218. Attain, LLC
- 219. MarkLogic
- 220. MAXIMUS Federal
- 221. Analytica
- 222. SoftDev Incorporated
- 223. UiPath
- 224. Optum Serve
- 225. VMware
- 226. Chickasaw Nation Industries (CNI)
- 227. Splunk, Inc.
- 228. CTAC
- 229. CNSI
- 230. Swish Data Corporation
- 231. Snowflake, Inc.



Vendor Floorplan (Lower Level)



Vendors by Booth:

- 101. Sydan Tech
- **102. DRT Strategies**
- **103. TVAR Solutions/Veritas**
- 104. RELI Group
- 105. Optiv
- 106. RavenTek
- 107. Scope InfoTech
- 108. Strategi Consulting

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