

ASU Department of **Biomedical Informatics**

Arizona State University

SPRING 2017

Biomedical Informatics Weekly Seminar Series

Commercial Analytics in Healthcare and Life Sciences: Atria Perspective

Patrick Brundage

Senior Principal

Atria, Inc.

March 17, 2017 (2:45 p.m. – 4:00 p.m)

Room Sj 1-149 , Samuel C. Johnson Research Bldg.

Mayo Clinic Scottsdale



Speaker's Bio: Patrick Brundage Senior Principal at Atria focused on bringing data science and information management solutions to global life sciences and healthcare customers. Previously, Patrick was the Vice President for Cognizant's Enterprise Analytics Practice, managing a 500-person consulting team spread across 10 offices in the US, Europe and Asia-Pacific. Patrick's experience as a consultant has focused exclusively on working with organizations to improve the productivity of their sales & marketing strategies and tactics by blending analytics, technology and streamlined business processes. His passion lies in bringing a disciplined and scientific approach towards business problems to help client companies maximize their market performance. Mr. Brundage holds both Master's and Bachelor's degrees in Mathematics with a focus on Operations Research. He has published articles and has spoken on these topics numerous times at industry forums and as a guest lecturer at MBA programs.

Talk Abstract: This talk will provide an overview of:

1. The challenges facing life sciences and healthcare firms, particularly with respect to their ability to leverage analytics to drive improved decision-making and operations;
2. Atria as a company including our capabilities, services and people; it will also:
3. Illustrate objectives #1 and #2 through case studies highlighting work we have done and powers under various practical settings. The proposed tests have also been applied to the Normative Aging Study and identified putative DNA methylation CpG sites as mediators in the causal pathway of smoking behavior to lung functions.