

Public Health Data Modernization Preconference Forum

March 9, 2026

WiFi
HIMSS26
MeetHeidi1453

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Agenda



Opening Remarks



Theresa A. Cullen
Public Health Director
Pima County, AZ
Member, HIMSS
Americas Board of
Advisors



**Jennifer E. Layden,
MD, PhD**
Senior Vice President
Population Health
& Innovation
Association of State
and Territorial Health
Officials (ASTHO)



**Tom Leary, MA,
CAE, FHIMSS**
Senior Vice President
& Head of
Government
Relations
HIMSS



Alana Lerer, MPH
Senior Government
Relations Manager
HIMSS

WHERE COMMUNITY MEETS INNOVATION.



Our Vision:

To realize the full health potential of every human, everywhere.



Our Mission:

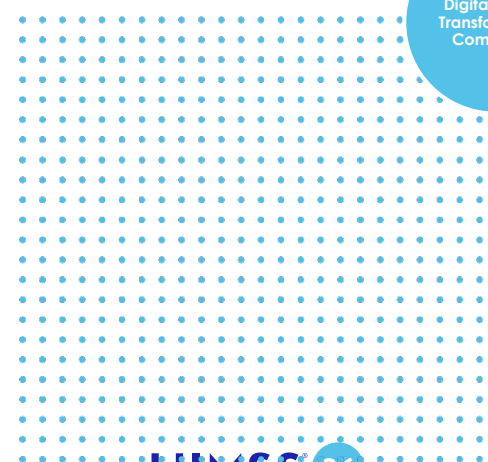
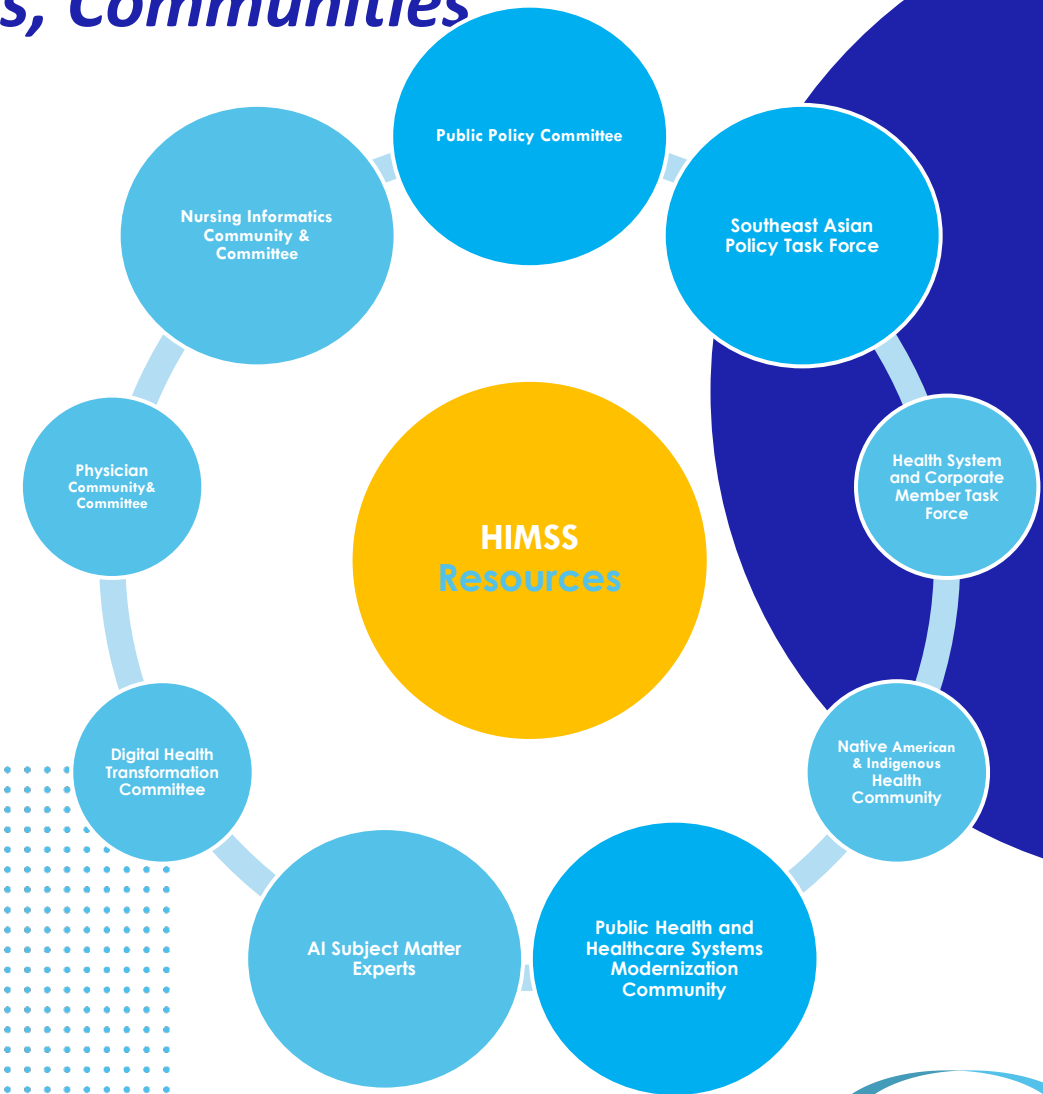
Reform the global health ecosystem through the power of information and technology.

HIMSS stands apart by bridging strategic and visionary ideas with practical execution, empowering health systems and governments globally to achieve measurable impact for the future of health and care.

Strategic Intent Across HIMSS Committees, Communities, Workgroups, & Task Forces

Key Pillars

- Digital Health Transformation
- AI
- Workforce Development
- Cybersecurity



Priorities in 2026

- Public Health Data Modernization
- Telehealth Access
- Cybersecurity and Privacy
- Maternal health
- Interoperability and Information Access
- Patient Identification and Matching
- Impact of Deregulation
- Funding



HIMSS Engagement in Public Health

- Advocate for Funding through Data: Elemental to Health Campaign
- Sustain relationships with Federal agencies (e.g. CDC, ASTP, CMS), state/local agencies, and tribes
- Leverage HIMSS membership: Public Policy Committee, Chapter Advocates, Public Health Digital Transformation Community
- Provide recommendations on public health into the Federal regulatory process
- Exchange ideas and best practices, across the globe
- Assess PH agency's digital health through Digital Health Indicator



Agenda At-a-Glance

Morning Sessions

Breaking Silos, Building Success: A New Era of Policy, Funding, and Partnerships

Federal Strategies to Modernize Public Health Data and Information Exchange

10-minute Break

From Data to Detection: Using Surveillance and EHRs to Protect Public Health

Lunch and Table Topics



← **Agenda on
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App!**

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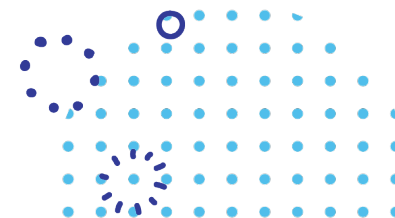
Afternoon Sessions:

Navigating the Modernization Maze: Strategies for Resilient Public Health Systems

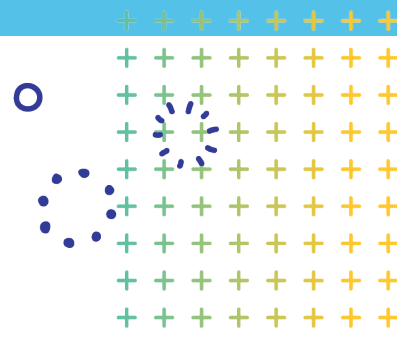
From Assessment to Implementation: Michigan's Data Driven Strategy to Advance Digital Public Health Transformation

Information Exchange (Nevada's Version): Where Public Health Meets Healthcare

Closing Remarks and Perspectives from Illinois Department of Public Health



Many Thanks to HIMSS's Forum Sponsors!



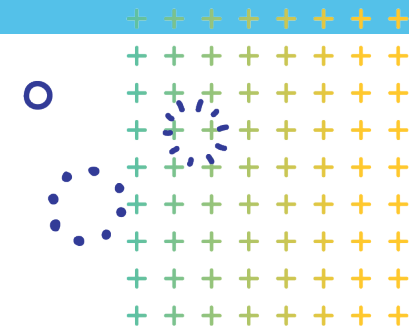
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Many Thanks to HIMSS's Planning Partners!



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HIMSS Strategic Priorities for 2026

Public Health Digital Transformation
Community Advisory Group

Theresa A. Cullen, MD, MS, FACMI
Public Health Director, Pima County, AZ
HIMSS Americas Board

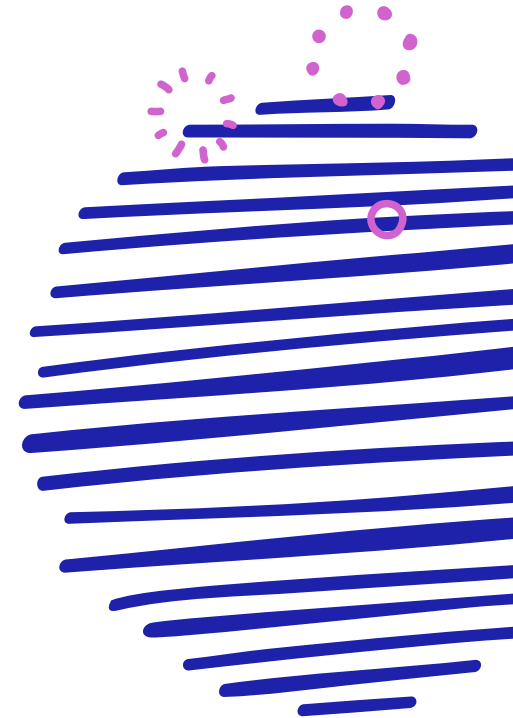
Meet Our Co-Chairs



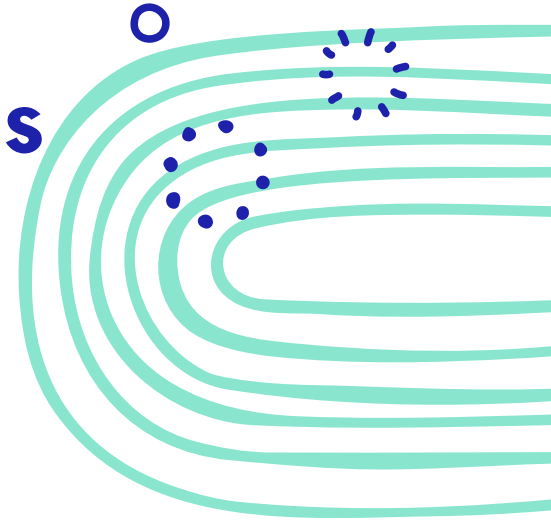
Noam H. Arzt, PhD
Founder and President
of HLN Consulting



Bryant Thomas Karras MD FACMI
Chief Public Health Informatics
Officer Washington State DOH



Priority 1 – Data actionability: opportunities for timely, equitable public health action



- **Expand access to and integration of population datasets including APCDs, vital statistics, WIC, etc**
- **Systematically evaluate, collect and publicize ROI and impact case studies**
- **Explore new ways to ensure health data returns measurable value to the communities that generate the data**

Priority 2 - Interoperability: enable seamless, privacy-preserving data flow for timely disease tracking and response



- **Standardize Data Use Agreements** with provisions that address tribal sovereignty and the needs of marginalized communities.
- **Proactively inform and engage federal consolidation efforts to ensure interoperability standards** reflecting and preserving STLT control and capacity
- **Formalize and Utilize a Minimum Viable Surveillance System** — a core, sustainably funded surveillance capability (with ECR as a likely backbone)
- **Support HIE innovation to support public health**

Priority 3 – Artificial intelligence: balance transformative potential with rigorous responsibility



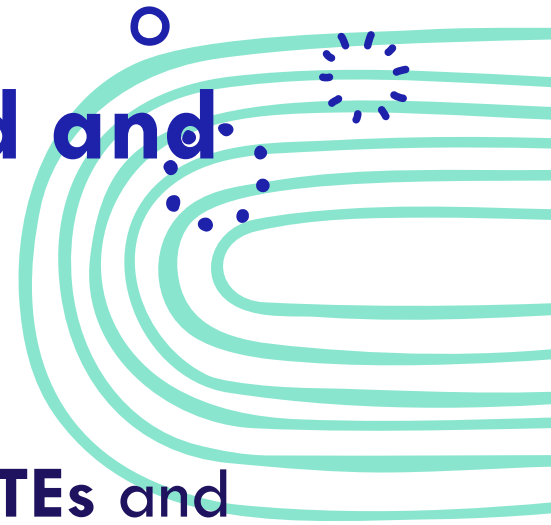
- **Understand and deploy AI and predictive analytics to move from reactive reporting to proactive interventions**
- **Accelerate responsible AI adoption** with ethical guidelines, independent oversight mechanisms, and governance frameworks
- **Advocate for federal AI investment specifically aimed at public health applications**
- **Critically inform and design AI systems to be ethical guardians** — deliberately protecting vulnerable populations, limiting harms, and making fairness transparent

Priority 4 – Policy and funding: influence funders to secure sustainable investment



- **Reframe public health as foundational to public safety and health security to broaden bipartisan support**
- **Diversify funding through aggressive public-private partnerships, creative use of community benefit and settlement funds, and philanthropic collaborations**
- **Reissue an updated Public Health Funding Gap report to reflect current realities — AI needs, Medicaid unwinding, and the implications of privacy erosion — to build urgency for legislative action**
- **Ensure federal investments intentionally benefit STLT entities and are distributed equitably**
- **Advocate for policy solutions that reconcile data solidarity with individual rights and commercial innovation**

Priority 5 – Workforce development: rebuild and future-proof informatics capacity



- **Advocate for sustainable funding to maintain required FTEs and expertise at federal and state levels**
- **Prioritize investments in specialized training** for data science, AI/ML, cybersecurity, and ethical data governance
- **Foster cross-sector partnerships** with academia and industry for mentorship, apprenticeships, and knowledge transfer
- **Ensure training embeds ethical principles** and health equity alongside technical skills

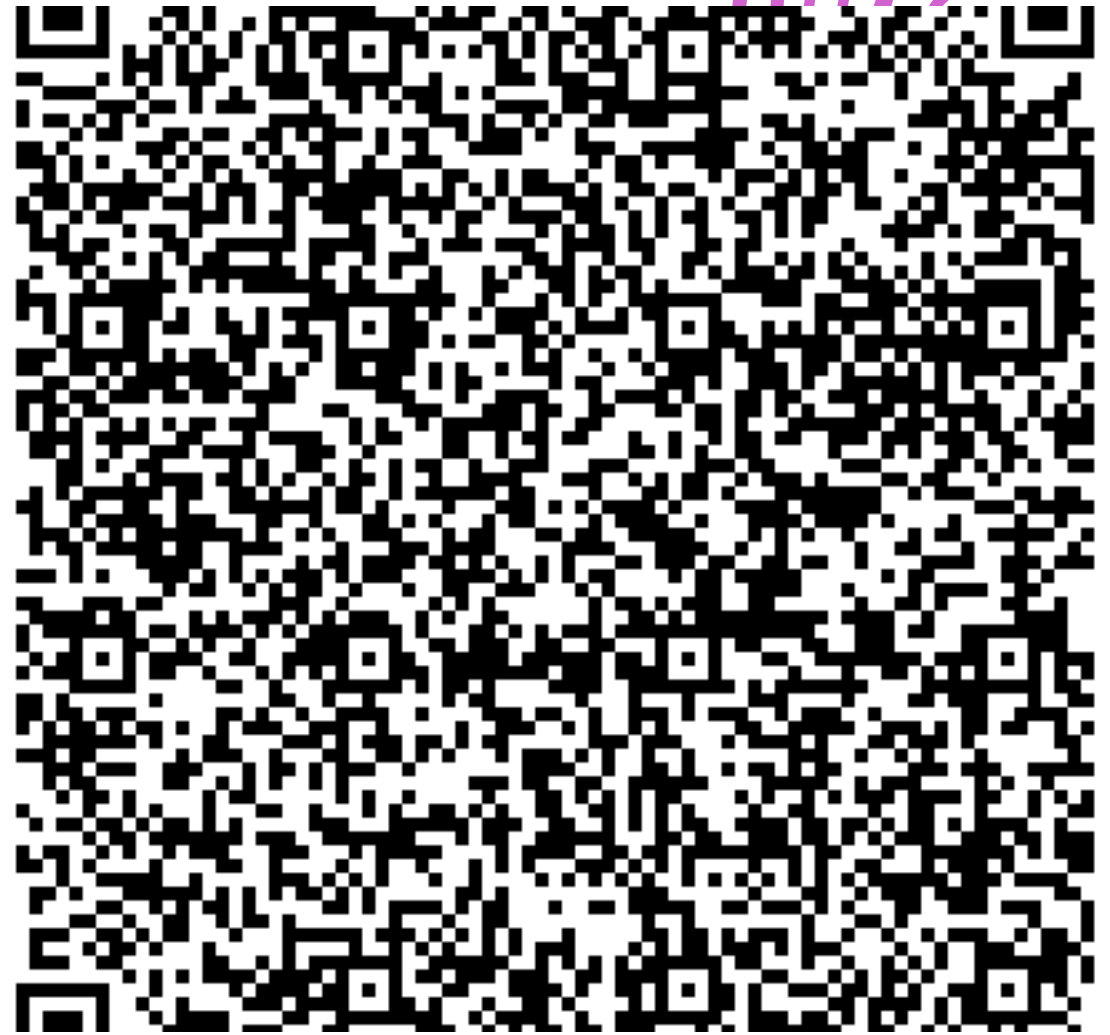
Call to Action!

Q1 2026: Three Tangible Next Steps

- **Endorse a Minimum Viable Surveillance agenda in your jurisdiction**
- **Convene a cross-sector working group to standardize DUAs**
- **Nominate regional HIEs/agencies for AI-enabled predictive surveillance pilots**

If you are not already a member of HIMSS, or the Public Health Digital Transformation Community, follow the QR code and join today!

Your voice is needed.



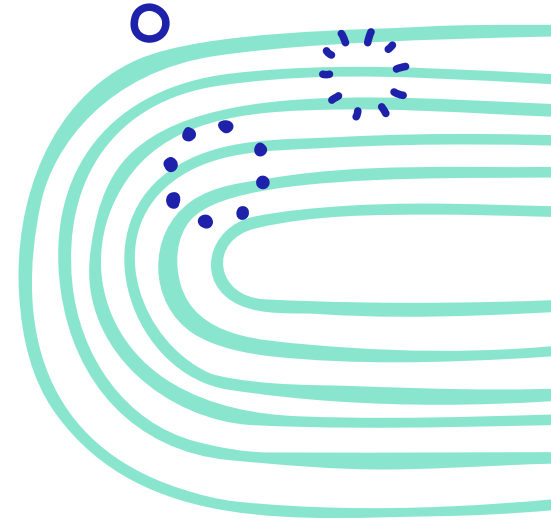
HIMSS26 Public Health Data Modernization Forum

March 9, 2026

Jennifer E Layden, MD, PhD
Senior Vice President, ASTHO

Agenda

- Introduction to ASTHO (Association of State and Territorial Health Organizations)
- Data Modernization over the last 5-6 years
- The path forward



About ASTHO

Our Mission:

To support, amplify, and advocate for the vital work of state and territorial health agencies in advancing the public's health and well-being.

Our Vision:

Optimal Health for All

ASTHO's membership is comprised of **chief health officials** from states, Washington, D.C., five U.S. territories, and three Freely Associated States.

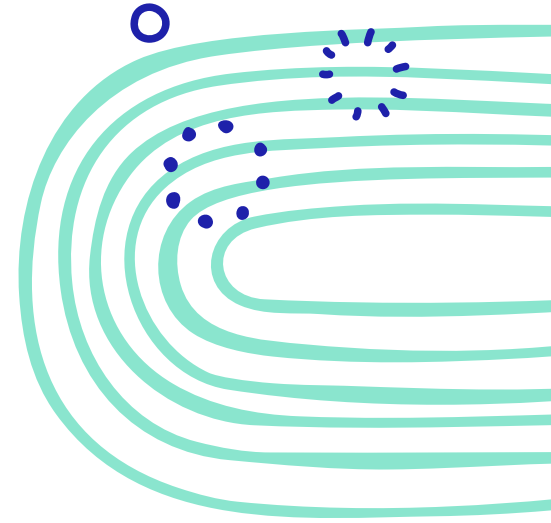


Our primary functions are to:

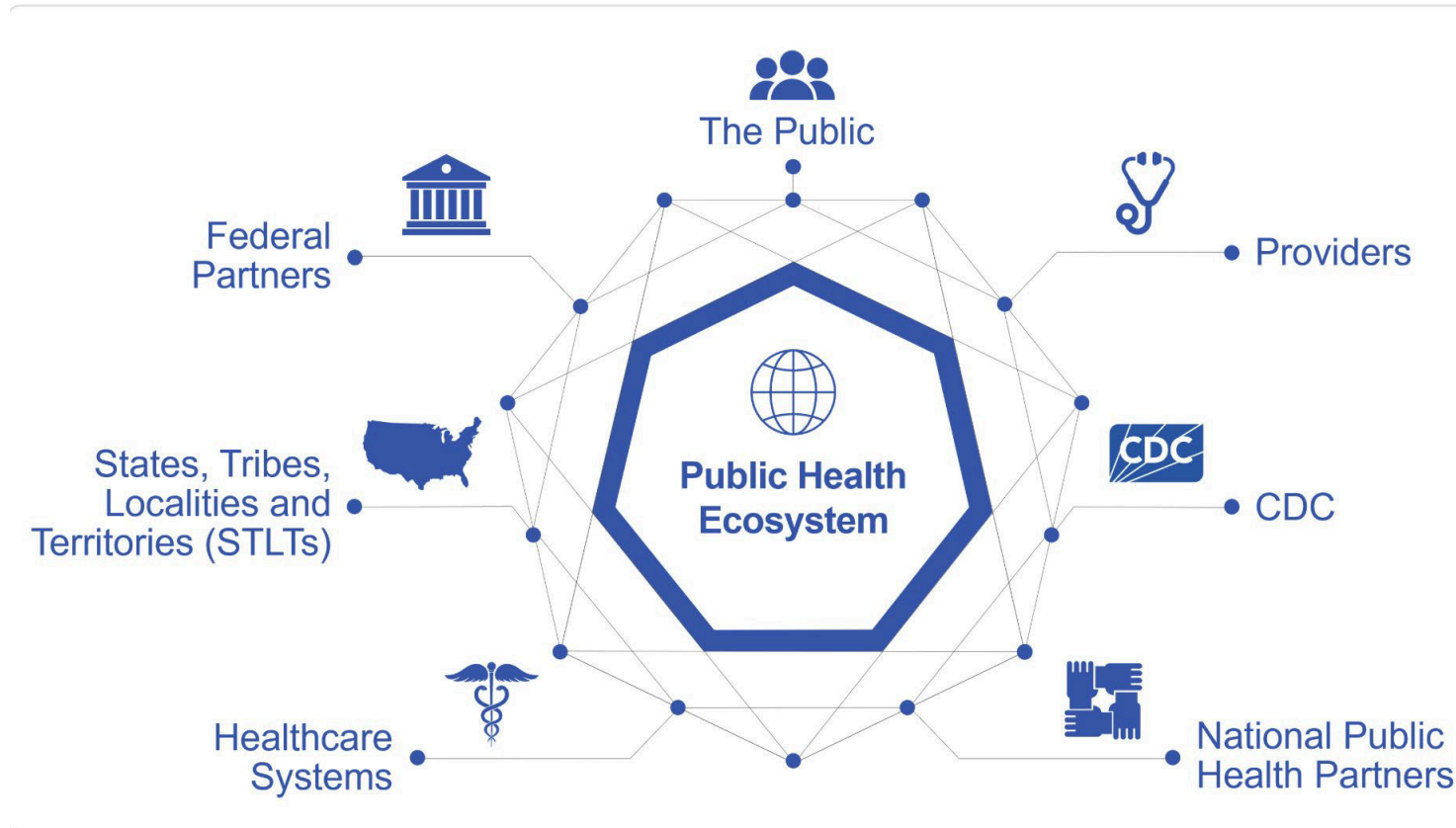
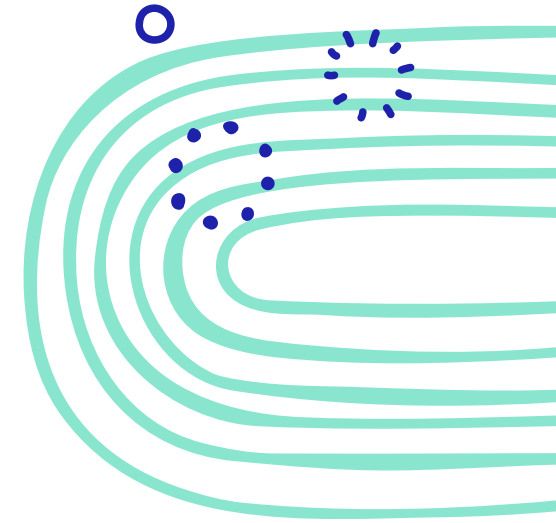
- Develop strong and effective public health leaders.
- Improve public health through capacity building, technical assistance, and thought leadership.
- Advocate for resources and policies that improve the public's health and well-being.

The Nation's Public Health Data Modernization Efforts

- Why so important
- Initial legislative funding in 2019
- Progress defined by CDC's Public Health Data Strategy
- Interconnecting healthcare and public health
- Partnerships



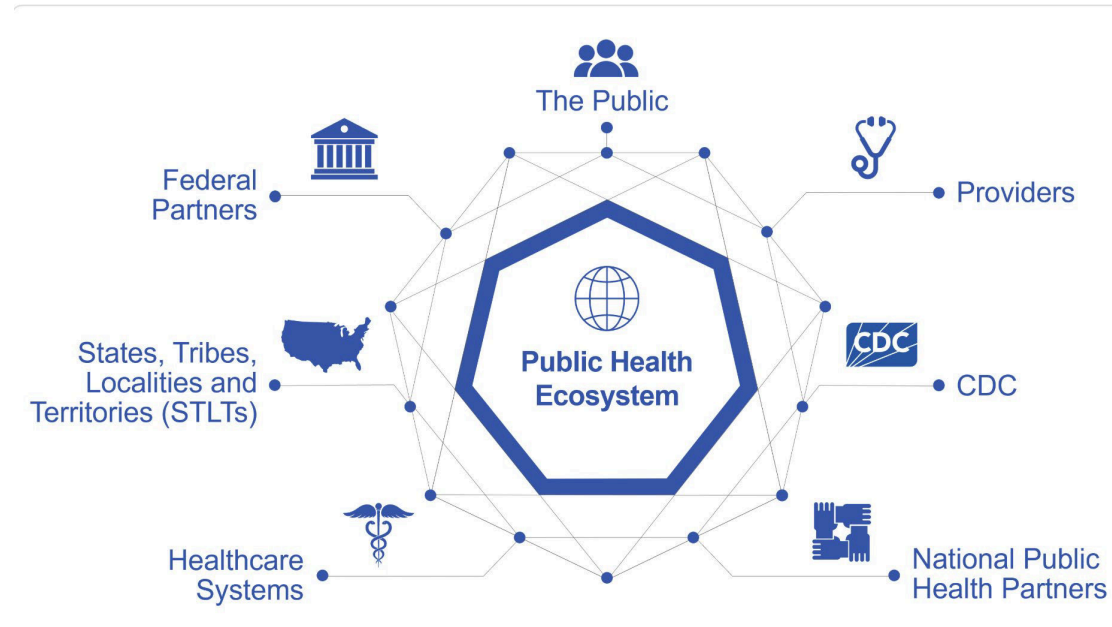
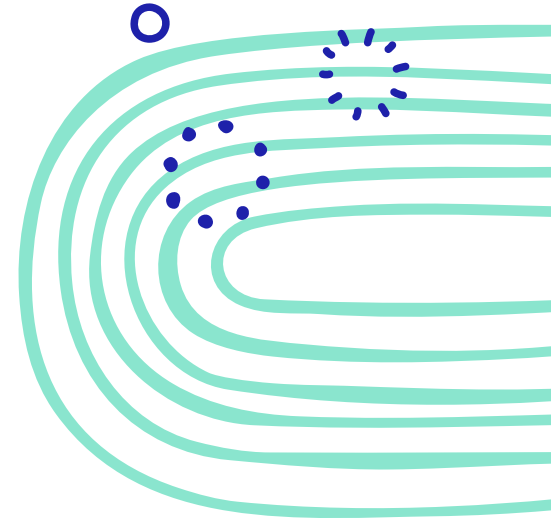
Public Health Data Ecosystem



The path forward

Continued success and progress will require:

- Sustained funding
- Thinking and working differently:
 - Embracing the digital transformation and AI
 - Public health data in context of broader ecosystem
 - Health and public health data / tech interoperability
 - Improving data access
 - Partnerships
 - Leveraging different data sources



Consortium
Convener



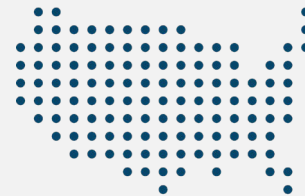
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DATA RESEARCH



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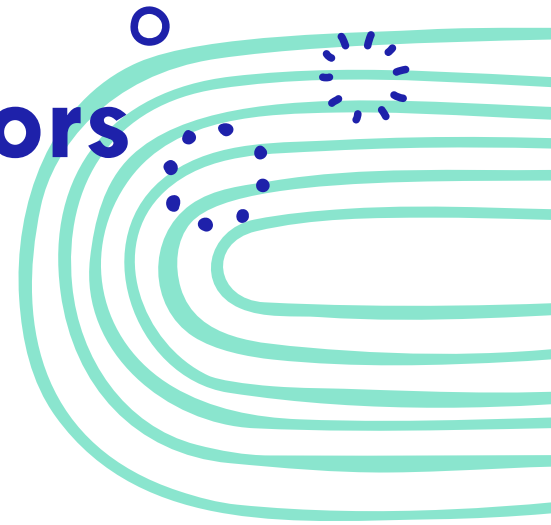


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Health Agencies**

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- Non-Profit Health Care Provider Organization
- Philanthropic Organizations
- For-Profit Health Care Provider Organization
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