



# 2018 Megaputer Analytics Conference



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# BRIEF OVERVIEW

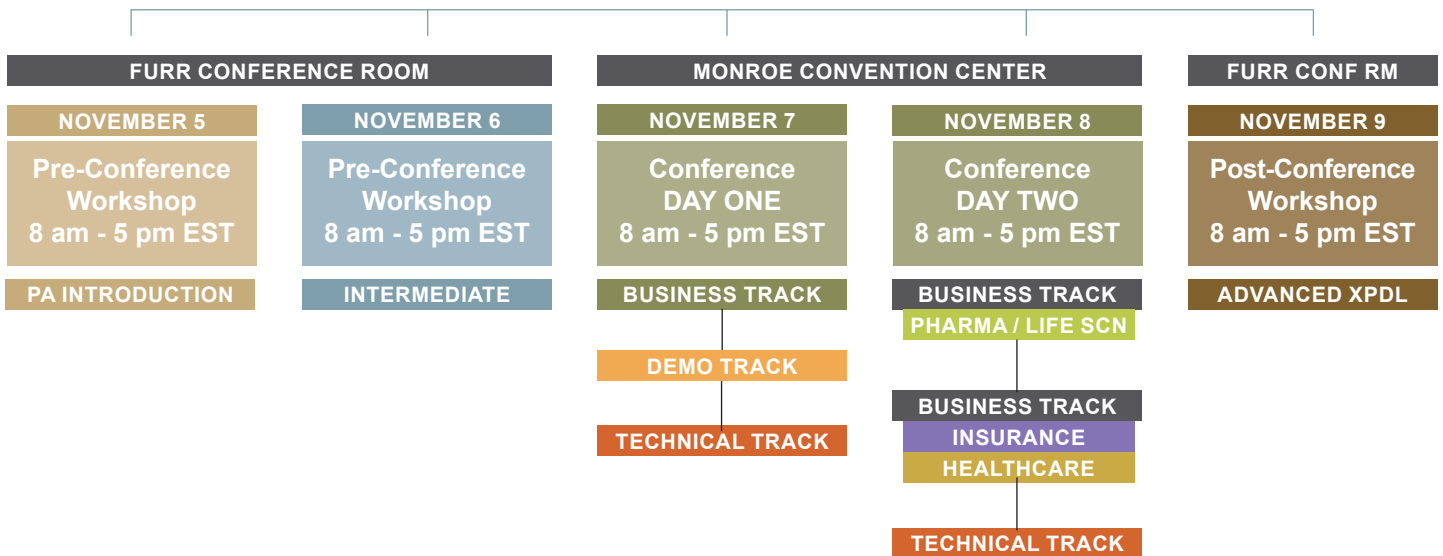
## 2018 Megaputer Analytics Conference | Bloomington, IN

**Conference:** Wednesday, November 7 through Thursday, November 8, 2018

**Workshops:** Monday & Tuesday, November 5 & 6 and Friday, November 9, 2018

Megaputer is a pioneer in providing tools, solutions and services for advanced text and structured data analysis. The annual Megaputer Analytics Conference enables industry practitioners to learn from most successful users of the PolyAnalyst™ system, including Megaputer consultants who have developed domain specific solutions, and from other analytics visionaries. You will hear about recent technological advances, see new capabilities of PolyAnalyst™ and associated industry specific solutions, and will discuss your with peers ideas, challenges and successes in business applications of analytics.

## FIVE-DAY EVENT BREAKDOWN



**Workshop Facility:**  
 Furr Conference Room  
 Megaputer Intelligence Corporate Office  
 1600 W. Bloomfield Road  
 Bloomington, IN 47403  
 812-330-0110

**Conference Location:**  
 Cook East / West Rooms  
 Hansen / Zebanon Rooms  
 Monroe Convention Center  
 302 S. College Avenue  
 Bloomington, IN 47403  
 812-336-3681



# PRE-CONFERENCE WORKSHOPS

## AGENDA & TOPICS

### NOVEMBER 5

#### DAY ONE: WORKSHOP / FURR CONF RM

TIME	PRESENTATIONS
8:00 - 8:35	Overview of PolyAnalyst™ Interface & Capabilities
8:35 - 9:10	Working with Diverse Data Sources Supported by PolyAnalyst™
9:10 - 9:45	Data Audit & Cleansing in PolyAnalyst™
9:45 - 10:20	Data Manipulation Techniques in PolyAnalyst™
10:20 - 10:30	MORNING BREAK: Refreshments & Networking
10:30 - 11:05	Dimension Reduction and Clustering Techniques, Tools in PolyAnalyst™
11:05 - 11:40	<b>DEMO:</b> Distribution Analysis and its Applications in Fraud Detection
11:40 - 12:15	Classification Tools of PolyAnalyst™
12:15 - 1:20	LUNCH BREAK
1:20 - 1:55	Best Practices for Solving Predictive Modeling Tasks in PolyAnalyst™
1:55 - 2:30	<b>DEMO:</b> Model Management and Automation in PolyAnalyst™ - Credit Risk Scoring
2:30 - 3:05	Working with Transactional Data in PolyAnalyst™
3:05 - 3:15	AFTERNOON BREAK: Refreshments & Networking
3:15 - 3:50	Social Network Analysis: Tasks, Techniques and Applications
3:50 - 4:25	Entity Resolution: Tasks Solved, Techniques and Implementations
4:25 - 5:00	<b>DEMO:</b> Finding the Most Influential Medical Researchers

### NOVEMBER 6

#### DAY TWO: WORKSHOP / FURR CONF RM

TIME	PRESENTATIONS
8:00 - 8:50	How Text Analytics Work
8:50 - 9:40	Data Cleansing and Management, Dictionaries
9:40 - 10:20	Data-driven Text Analysis Techniques with Survey Analysis
10:20 - 10:30	MORNING BREAK: Refreshments & Networking
10:30 - 11:05	Sentiment Analysis with PolyAnalyst™
11:05 - 11:40	Document Classification with PolyAnalyst™ - Part 1 - Taxonomy Setup
11:40 - 12:15	Document Classification with PolyAnalyst™ - Part 2 - Building Efficient PDL Rules
12:15 - 1:20	LUNCH BREAK
1:20 - 1:55	Techniques for Automated Extraction of Entities and Relationships from Documents
1:55 - 2:30	Working with Entity Extraction Node
2:30 - 3:05	Working with Fact Extraction Node
3:05 - 3:15	AFTERNOON BREAK: Refreshments & Networking
3:15 - 3:50	Working with Diverse Data Sources and Languages
3:50 - 4:25	Text Analysis with PolyAnalyst™ - Best Practices
4:25 - 5:00	<b>DEMO:</b> Detailed Overview of the Subrogation Prediction Solution



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# CONFERENCE DAY ONE

## AGENDA & TOPICS

### NOVEMBER 7

MONROE CONFERENCE CENTER

TIME	PRESENTATIONS		
8:00 - 8:35	Breakfast Keynote: State-Of-The-Art and Business Applications of Text & Data Analytics		
8:35 - 9:10	Overview of New Capabilities of PolyAnalyst (and Megaputer)		
9:10 - 9:45	Introducing New Versions of PolyAnalyst™ and Web Reports		
9:45 - 10:05	MORNING BREAK: Refreshments & Networking		
	<b>Track 1: Business</b>	<b>Track 2: Demos</b>	<b>Track 3: Technical</b>
10:05 - 10:40	New Fact Extraction Capabilities of PolyAnalyst™	Performing Customer Survey Analysis for an Electronic Devices Distributor	Computational Linguistics for Advanced Analytics
10:40 - 11:15	News Analysis: Monitoring Customers and Investees	Data-driven Techniques for Improving Results of a Survey Analysis Project	New Text Clustering in PolyAnalyst™: Latent Semantic Analysis
11:15 - 11:50	<b>Guest Panel Discussion:</b> Applications and Difficulties in Advanced Analytics	Best Practices for Creating a Taxonomy for Customer Survey Analysis	PDL Overview: Pattern Definition Language for Building Precise Queries
11:50 - 1:10	LUNCH BREAK		
1:10 - 1:45	Domain-specific Sentiment Analysis	Building Informative Web Reports in PolyAnalyst™ for Survey Analysis	Best Practices for Finding Important Patterns with PDL
1:45 - 2:20	Social Media Analysis: Monitoring Product Reviews	Employee Survey Analysis Results	<b>DEMO:</b> Dictionary and Ontology Use and Management in PolyAnalyst™
2:20 - 2:55	<b>JOINT SESSION (Zebendon / Hansen): Guest Speaker, Jonathan Frey</b> Analysis of Voice of Customer, Text Mining		
2:55 - 3:15	AFTERNOON BREAK: Refreshments & Networking		
3:15 - 3:50	Warranty Claims Analysis: Detecting Root Causes and Emerging Issues, Detecting Fraud	Sentiment Analysis with PolyAnalyst™	When PDL is not Enough: Introducing XPDL, the Language for Fact Extraction
3:50 - 4:25	<b>GUEST: Nobuyuki Fukawa</b> Discovering Hidden Trends in Consumer Eye-tracking Data	Social Media Analysis on Product Reviews	XPDL: New Lanaguge for Accurate Information Extraction
4:25 - 5:00	<b>DEMO:</b> Analysis of Automobile Repair Notes to Improve Engineering & Fraud Detection	Risk Management: Synching Marketing Materials and Government Regulations	XPDL Repair Notes Analysis: Extracting Relations Between Parts and Issues





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# CONFERENCE DAY TWO

## AGENDA & TOPICS

### NOVEMBER 8

MONROE CONFERENCE CENTER

TIME	TRACK 1: PHARMA / LIFE SCIENCES	TRACK 2: INSURANCE / HEALTHCARE	TRACK 3: POLYANALYST™ TECHNICAL
8:00 - 8:35	Competitive Intelligence: Tasks and Challenges	INS: Making Sense of Claim Notes: Fact Extraction	Data Cleansing and Management in PolyAnalyst™
8:35 - 9:10	Converting Pharma Documents to Standardized Form: USPI and SmPC	INS: Entity Complication and Resolution in Claims Notes	Overview: Machine Learning Tools of PolyAnalyst™
9:10 - 9:45	Gaining Insights from Customer Support Data	INS: Improving Subrogation Prediction through Text Analytics	Overview: Visualization and Reporting Tools of PolyAnalyst™
9:45 - 10:05	MORNING BREAK: Refreshments & Networking		
10:05 - 10:40	External Resources in Pharma: Ontologies and Public Data Source	<b>INS DEMO:</b> Fact Extraction for Subrogation Prediction	<b>DEMO:</b> Bubble Chart, Statistical Widget and GIS in Reports
10:40 - 11:15	Adverse Report Analysis: Verification and Classification	INS: Fraud Detection in P&C Insurance	Statistical and Distribution Analysis Tools in PolyAnalyst™
11:15 - 11:50	<b>DEMO:</b> Classifying Adverse Events to MedDRA	INS: Fraud Detection in Healthcare Insurance	Working with Document Structure and Information Extraction from Tables
11:50 - 1:10	LUNCH BREAK		
1:10 - 1:45	Medical Device Repair Notes Analysis	HC: Extracting and Interpreting Clinical Findings from Medical Records	Multi-Lingual Capabilities of PolyAnalyst™
1:45 - 2:20	<b>GUEST: Eric Su</b> <b>Techniques in Classifying Externally Acquired Documents</b>	HC: Can Medical Coding of EMRs be Automated?	Integrating analytics with a Case Management System
2:20 - 2:55	<b>DEMO:</b> Information Extraction from Medical Device Support Data	<b>HC DEMO:</b> Data Redaction: Anonymizing Personal Information	PolyAnalyst™ Scheduler and Integration with External Systems
2:55 - 3:15	AFTERNOON BREAK: Refreshments & Networking		
3:15 - 3:50	Research Literature: Extracting Entities, Relations and Emerging Trends	HC: Analyzing Employee and Customer Surveys	Working With Big Data: <b>PolyAnalyst Grid™</b>
3:50 - 4:25	Fact Finding in Pre-Indexed Standard Resources: PubMed, Patents, and More	HC: Medical Research Data Analysis	HCI/UIX: How Megaputer Designs Software
4:25 - 5:00	<b>Joint Session (Zebendon/Hanson): PolyAnalyst Roadmap for 2019-2020</b>		



# POST-CONFERENCE WORKSHOP

## AGENDA & TOPICS

### NOVEMBER 9

#### ADVANCED XPDL / FURR CONFERENCE ROOM

TIME	PRESENTATIONS
8:00 - 8:35	Advanced PDL
8:35 - 9:10	XPDL Syntax and Principles
9:10 - 9:45	Entity Extraction Tips and Tricks
9:45 - 10:05	MORNING BREAK: Refreshments & Networking
10:05 - 10:40	Improving Efficiency with Hierarchical Rules
10:40 - 11:15	Filter and Except Rules
11:15 - 11:50	Using XPDL for Developing Custom Dictionaries
11:50 - 1:10	LUNCH BREAK
1:10 - 1:45	Managing XPDL Output
1:45 - 2:20	Postprocessors in Entity Fact Extraction Nodes
2:20 - 2:55	Conflict Resolution
2:55 - 3:15	AFTERNOON BREAK: Refreshments & Networking
3:15 - 3:50	Basic XPDL Macros
3:50 - 4:25	Advanced XPDL Macros
4:25 - 5:00	Entity Unification in PolyAnalyst™: A Real-world Use Case Project)



### Registration Fees

*Group Discount:* Register 3+ Attendees and Get 20% Off

You may register online up to 5 attendees at [www.polyanalyst.com/conferences](http://www.polyanalyst.com/conferences). If you would like to register for a group with over 6 attendees, please contact **Brian Howard** by phone: 812-330-0110 or email: [bhoward@megaputer.com](mailto:bhoward@megaputer.com).

The registration fee includes:

- Cocktail Meet & Greet at 8 p.m. EST on Tuesday, November 6
- Complimentary Breakfast, Lunch, and Dinner; plus Refreshments

CURRENT PRICING

# Attendees	Registration Options	UNTIL JULY 20	FROM JULY 21- OCT 1	FROM OCT 2 - NOV 7
		Early Bird Discount	Professional Discount	General Registration
ONE	All Access (Five Days)	\$900	\$1020	\$1200
	Conf + Pre-Workshops	\$840	\$952	\$1120
	Conf + Post-Workshop	\$750	\$850	\$1000
	Conference Only	\$615	\$697	\$820
TWO	All Access (Five Days)	\$1800	\$2040	\$2400
	Conf + Pre-Workshops	\$1680	\$1904	\$2240
	Conf + Post-Workshop	\$1500	\$1700	\$2000
	Conference Only	\$1230	\$1394	\$1640
THREE	All Access (Five Days)	\$2160	\$2448	\$2880
	Conf + Pre-Workshops	\$2016	\$2285	\$2688
	Conf + Post-Workshop	\$1800	\$2040	\$2400
	Conference Only	\$1476	\$1673	\$1968
FOUR	All Access (Five Days)	\$2880	\$3264	\$3840
	Conf + Pre-Workshops	\$2688	\$3046	\$3584
	Conf + Post-Workshop	\$2400	\$2720	\$3200
	Conference Only	\$1968	\$2230	\$2624
FIVE	All Access (Five Days)	\$3600	\$4080	\$4800
	Conf + Pre-Workshops	\$3360	\$3808	\$4480
	Conf + Post-Workshop	\$3000	\$3400	\$4000
	Conference Only	\$2460	\$2788	\$3280
SIX	All Access (Five Days)	\$3780	\$4284	\$5040
	Conf + Pre-Workshops	\$3528	\$3998	\$4704
	Conf + Post-Workshop	\$3150	\$3570	\$4200
	Conference Only	\$2583	\$2927	\$3444