



CDO PARTNERS

DATA DRIVEN CARE

PUTTING DATA AT THE HEART OF CARE





DATA DRIVEN CARE

CASE FOR DATA

JEFF IMMELT - CEO OF GE



“We want to treat analytics like it’s as core to the company over the next 20 years as material science has been over the past 50 years”

McKinsey Quarterly October 2016 - Straight talk about Big Data

COMPANIES WHO ARE DATA DRIVEN

“Output and productivity
are 5-6% higher than what
would be expected”

MIT Technology Review

6%

BUT...

4%

“Only 4% [of organisations] are really good at data and analytics”

Bain Brief “The Value of Big Data”

IT ISN'T FOR LACK OF TRYING...

"Have state of the art tools
and dedicated teams in
place"

Bain Brief

"The Value of Big Data"

40%

ONLY...

20%

“Have a clear data strategy and...high quality, consistent data”

Bain Brief

“The Value of Big Data”

DATA CAPITAL

- ▶ As important as financial capital
 - ▶ Data comes from activity
 - ▶ Data generates data
 - ▶ Platforms tend to generate the most value
- ▶ Look where the data doesn't exist

WHAT ARE THE POSSIBILITIES?

disruption



DATA DRIVEN CARE

WHAT DO WE MEAN?

WHAT DO WE MEAN - CARE EXAMPLE



- ▶ Manual entry of a wide range of data



- ▶ Cleaned and collated by analysts into spreadsheets



- ▶ Turned into reports



- ▶ Reports sent to line of business



- ▶ Analysed by line of business then turned into more reports



- ▶ Turned into board packs or regulatory packs



REPORTING PROCESS

- ▶ Intensely manual burden
- ▶ Time consuming
- ▶ Expensive
- ▶ Liable to error
- ▶ Backwards looking
 - ▶ 3-4 weeks late
- ▶ Implication is the business could be flying blind



DATA DRIVEN CARE

EXAMPLE

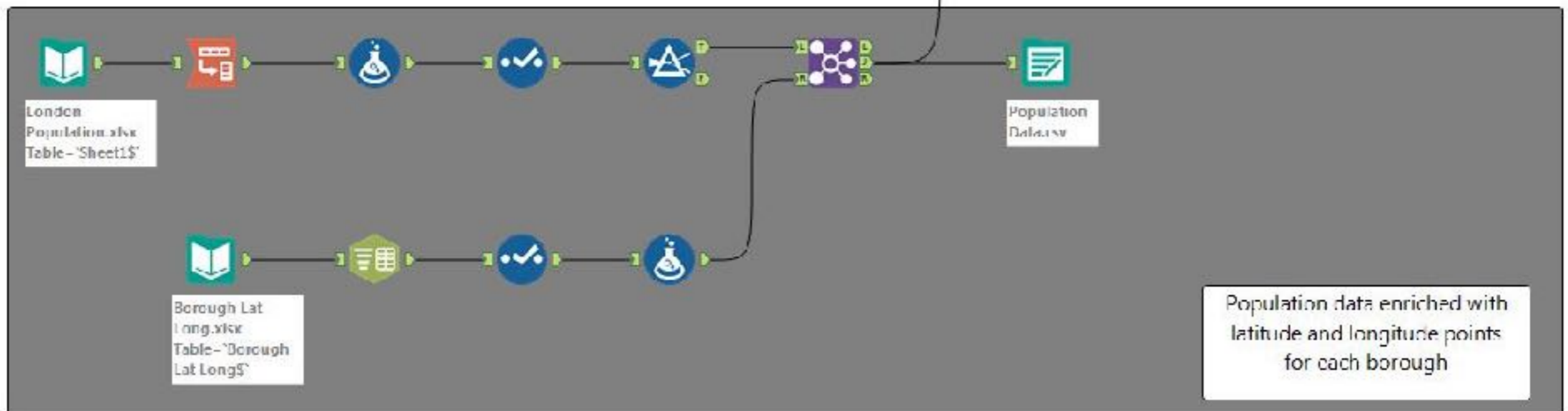
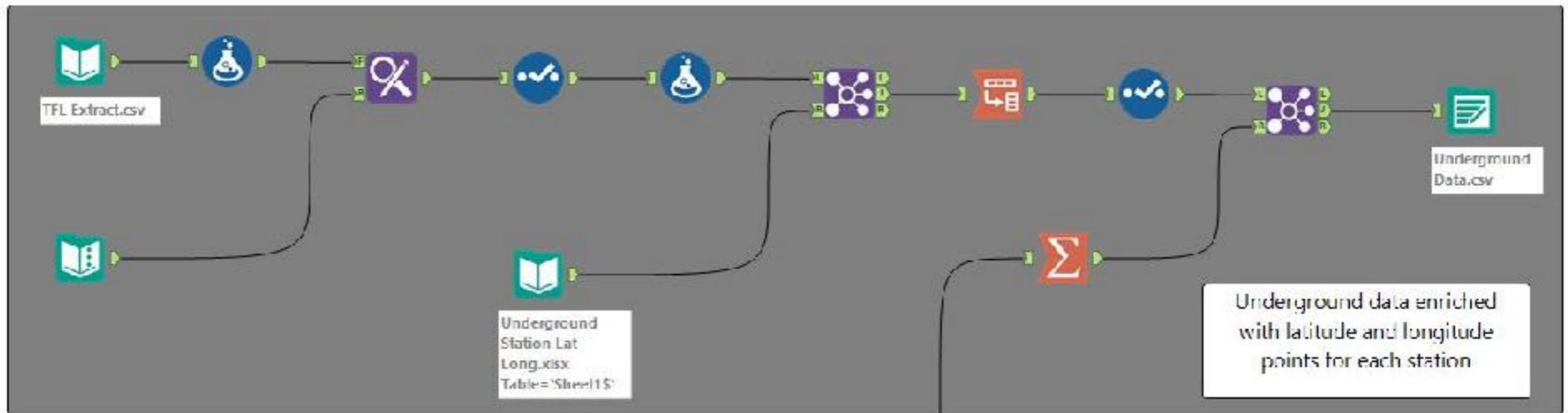
DATA AND ANALYTICS EXAMPLE

- ▶ As a TFL planner in the London, I need to see where to allocate resources to tube stations using population growth and usage both day-to-day and predicting future trends
- ▶ I need to be able to interact with the data and collaborate with a wide range of audiences
- ▶ **I need it yesterday...and we have no money to spend on it**

SOLUTION

- ▶ Rapidly built
- ▶ Cloud based
- ▶ Automated data capture
- ▶ Data preparation and modelling
- ▶ Data visualisation
- ▶ Interactive dashboards and storytelling

CAPTURE, CLEAN AND COMBINE DATA



DASHBOARDS AND VISUALISATIONS

WRAP UP STORY

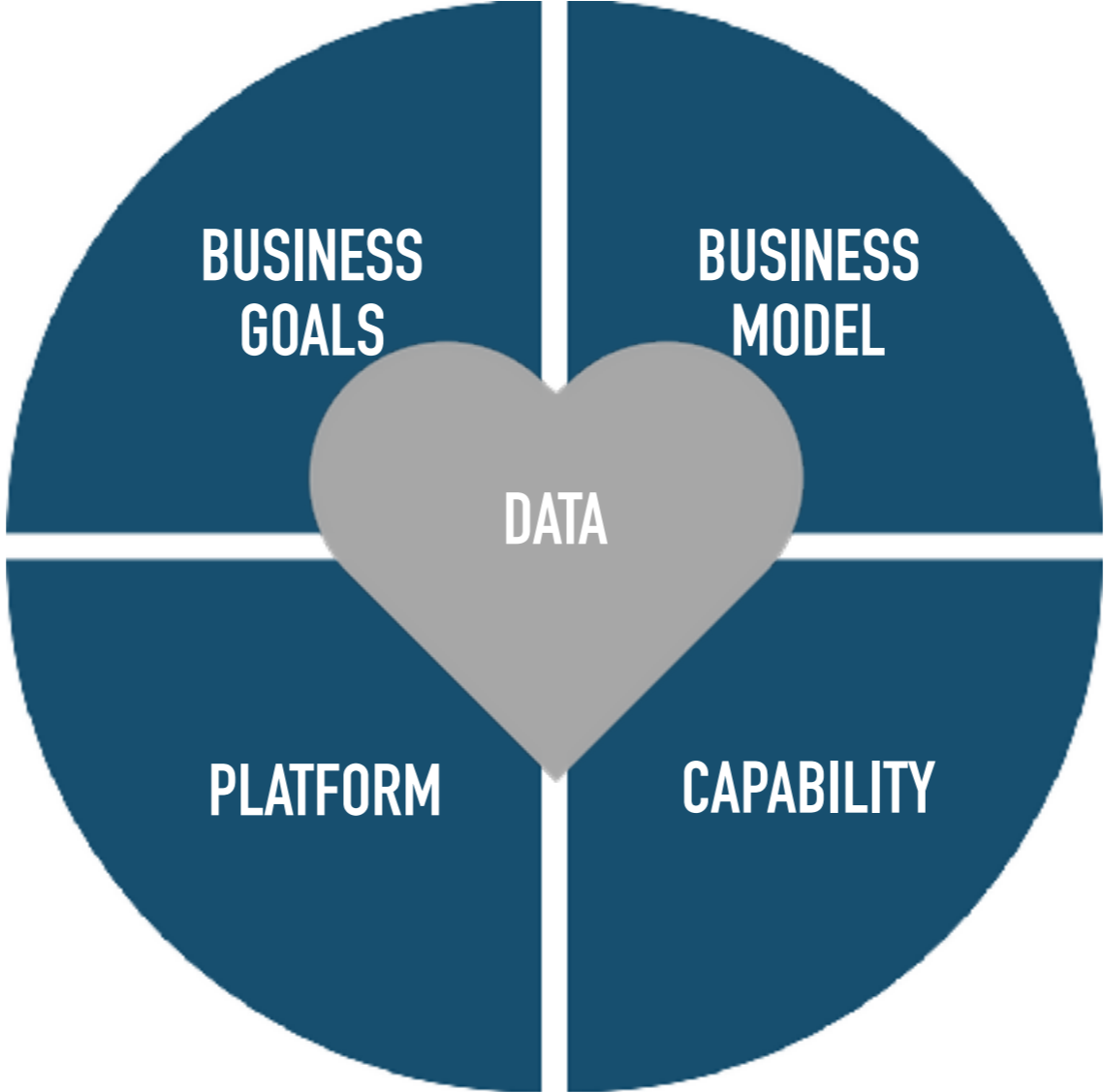
- ▶ Took a manual process
- ▶ Automated the data capture, cleaning and integration
- ▶ Built some simple interactive visualisations
- ▶ Built a data story
- ▶ Predicted the future...kind of...



DATA DRIVEN CARE

HOW DO YOU START?

DATA DRIVEN



DATA AND ANALYTICS LANDSCAPE – BUSINESS MODEL

Business

Data

Goals

What do we
use/not use?

Process

What do we
have/not have?

Applications

What
processes
could we/
should we
datafy?

DEFINE YOUR USE CASE

- ▶ As a _____ (who)
- ▶ I need to _____ (what)
- ▶ So that I can _____ (why)
- ▶ Using _____ (how)
- ▶ By _____ (when)
- ▶ It's finished when _____ (success)

UNDERSTAND YOUR BUSINESS CASES

- ▶ Efficiency
 - ▶ Doing the things we do better
- ▶ Effectiveness
 - ▶ Doing the right things
- ▶ Transformation
 - ▶ What could we do?

WHAT ARE WE LOOKING FOR

- ▶ Situation
- ▶ Issues
- ▶ Implications
- ▶ Solutions
- ▶ Approach

DATA AND ANALYTICS LANDSCAPE - 10 POINT FRAMEWORK

Business

Goals

Process

Applications

Capability

Users

Change and
governance

Delivery and
support

Platform

Architecture

Tools and
technology

Infrastructure

Data

What do we
use/not use?

What do we
have/not have?

What processes
could we/
should we
datafy?



DATA DRIVEN CARE

WORKSHOP

WORKSHOP

- ▶ Business model
 - ▶ Goals, key processes, applications of data
- ▶ Data
 - ▶ What do we have, not have, should have to support those?
- ▶ Example use case
 - ▶ As a _____, I need to _____ so that I can _____
- ▶ Business case
 - ▶ Efficiency, effectiveness, transformational
- ▶ Capability



DATA DRIVEN CARE

MAKING DATA WORK

BUILD ROADMAP

- ▶ Understanding of
 - ▶ Business model
 - ▶ User stories
 - ▶ Business cases
 - ▶ Data and analytics landscape
- ▶ Begin to prioritise and build a roadmap

ASK THE RIGHT QUESTIONS

FULLY REVISED AND UPDATED

JASON JENNINGS

author of the National Bestsellers *Less Is More* and *Hit the Ground Running*

THINK BIG ACT SMALL



How America's Best Performing Companies
Keep the Start-up Spirit Alive

BE ENTREPRENEURIAL (OR INTRAPRENEURIAL)

- ▶ Get creative!
- ▶ Look for opportunities for data capital
- ▶ Shake the tree a bit - doesn't have to cost a lot of money



THINK LIKE A STARTUP...



A grayscale image of a human brain in profile, facing right. A complex network of black lines and dots is overlaid on the brain, representing a neural network or data structure. The lines connect various points across the brain's surface, creating a mesh-like pattern. The background is a light, hazy gray.

DATA DRIVEN CARE

TAKEAWAYS

TAKEAWAYS

- ▶ Understand the place data has in your organisation
- ▶ Understand how you can start to look into use cases
- ▶ Understand the business case behind the use case
- ▶ Understand the capability required to deliver
- ▶ Understand the technology you will need
- ▶ Understand the data you need to have