



HFMA PRESENTATION ON BUSINESS INTELLIGENCE

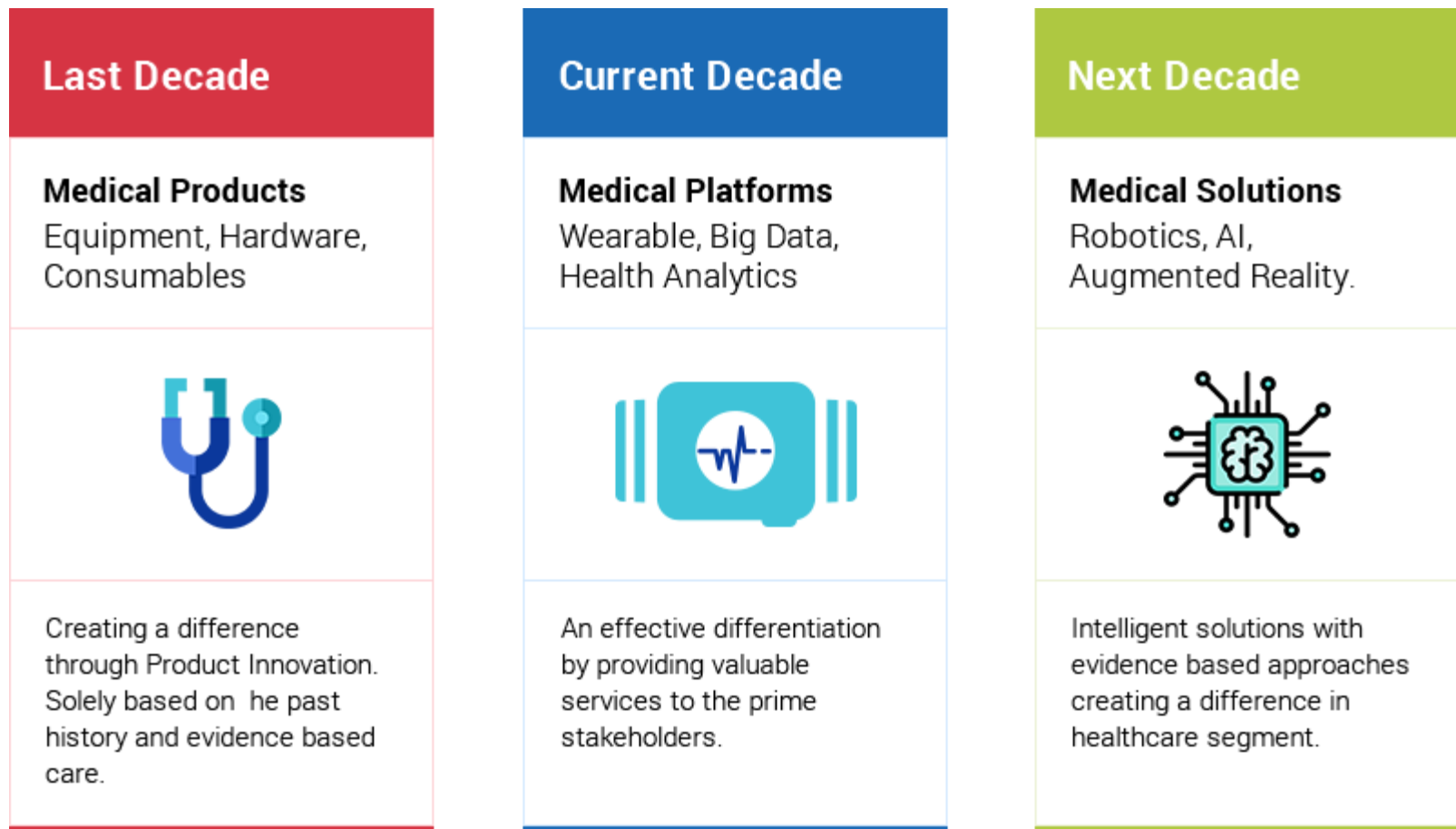
March 18, 2019



**DATA, HEALTH CARE,
BUSINESS INTELLIGENCE
MOVING TOWARDS
IMPROVED ANALYTICS**

A BRIEF HISTORY OF INFORMATION TECHNOLOGY IN HEALTHCARE

- We are in the middle of a shift in focus, from collecting data to using it to improve operations and impact patient care



A BRIEF HISTORY OF INFORMATION TECHNOLOGY IN HEALTHCARE

- ❑ For the **Last Decade**, the healthcare industry has focused on . . .
 - ✓ Collecting Data (EHRs, Ancillary Systems, etc.)
 - ✓ Securing Data (HIPAA & Awareness)
 - ✓ Automating Processes (Generally the SAME processes we have always done!)
- ❑ Establishing our “Systems of Record” (e.g., The single source of the “truth”.)
- ❑ Many industry leaders see this history as essentially a build-up to what will likely be our focus for the next decade . . .

A BRIEF HISTORY OF INFORMATION TECHNOLOGY IN HEALTHCARE

- ❑ We see the **Current Decade's** investments being focused on . . .
 - ✓ Improving Processes (Reducing waste in the system)
 - ✓ Data (Using the data we have been collecting for all these years!)
 - ✓ Driving patient Engagement & Improving Outcomes
- ❑ Investments will be driven by the need to get value from all the data currently “trapped” in our healthcare systems of record.
- ❑ Any healthcare organization (including CAH's) that does not currently have a “**Data Strategy**” is behind!

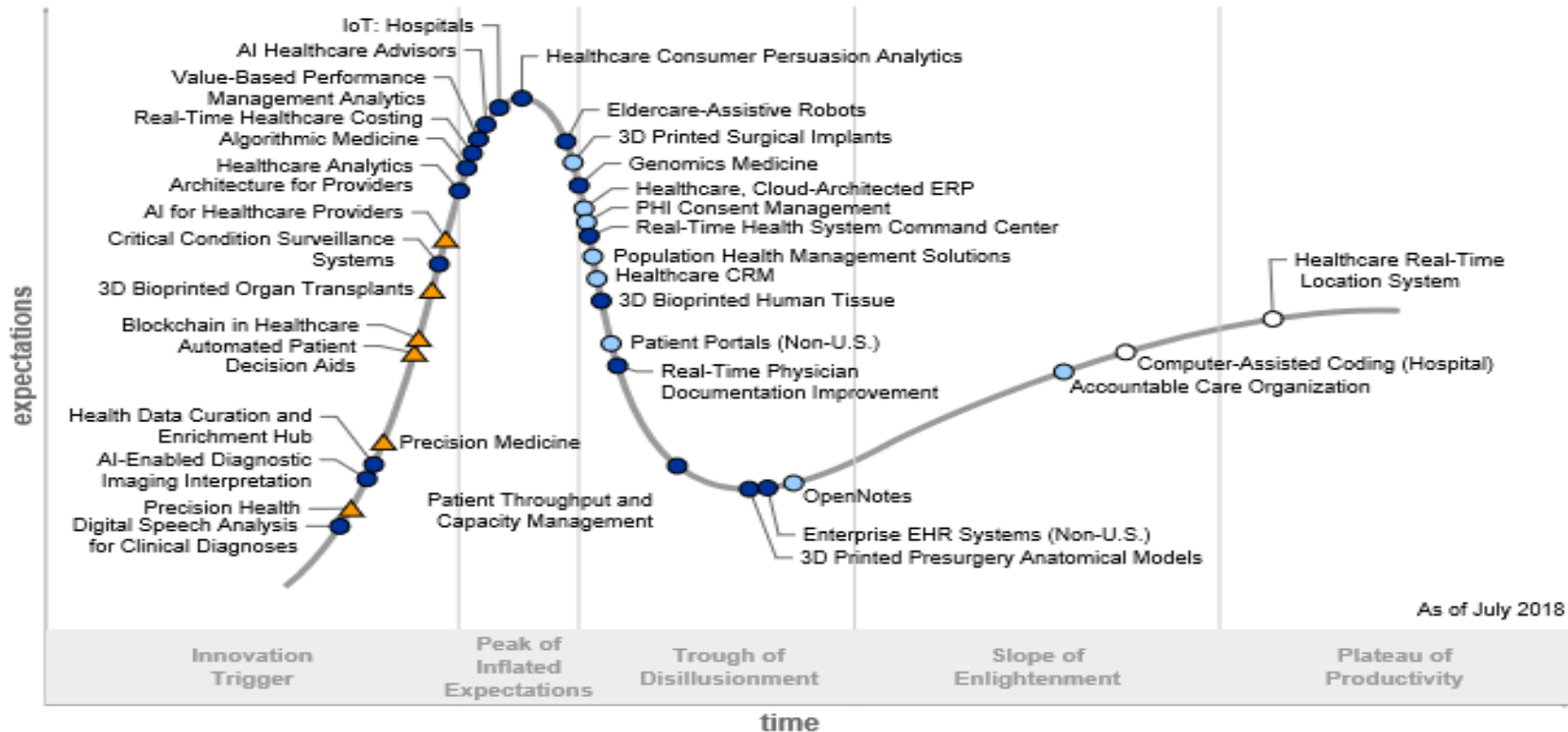
LOTS OF INFORMATION IN LOTS OF PLACES

- Tap into current reports being produced – **better yet** the structured systems producing the information
 - Healthland, PointClickCare, Great Plains, etc.
- **Operational Data**
 - Staffing, volume, productivity, efficiency
 - Department comparison, peak busy time, etc.
- **Financial Data**
 - Operating Revenue
 - Operating Margin
 - Cost per unit of service
 - Department comparison, analysis of manager performance, etc.
- **Patient Satisfaction Data**
 - “How did you hear about us?”
 - Check-in experience
 - Quality of care
 - How likely are you to recommend?
 - Understanding variance in quality of care & patient experiences

GARTNER HYPE CYCLE FOR TECHNOLOGY

HYPE CYCLE

Interactive Hype Cycle



Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

WE CAN BE SMARTER WITH BUSINESS INTELLIGENCE

- So what exactly is it?
- Gartner – “An umbrella term that includes the **applications, infrastructure and tools, and best practices** that enable access to and **analysis of information** to improve and optimize decisions and performance.”
- Health Catalyst – “Reporting tools that **visualize data...** and allow users to **proactively drill down** and through data sets.”
- Enables the user to ask meaningful questions and uncover information in real time
- Allows leaders to lead and not waste time analyzing, sorting and formatting data
- Tableau, Domo, Power BI, Birst, IBM, Sage, etc.

LET'S TAKE A LOOK...



Department Report

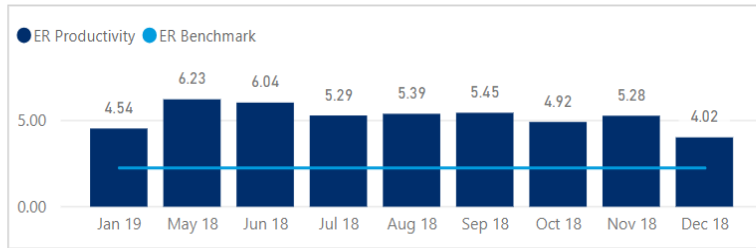
This - Year
 1/1/2019 - 12/31/2019

28 Active Employees	0 Terminations	7.65 Avg. Seniority	42.09 Avg. Age
-------------------------------	--------------------------	-------------------------------	--------------------------

2/20/2019 12:24:47 AM

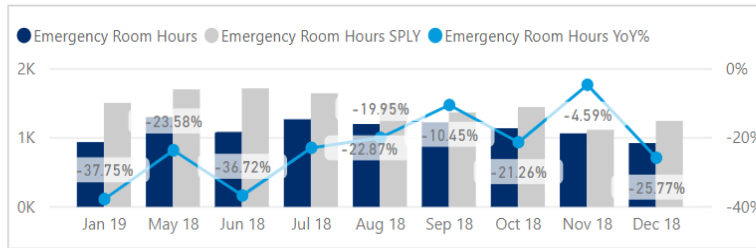
Productivity

5.31



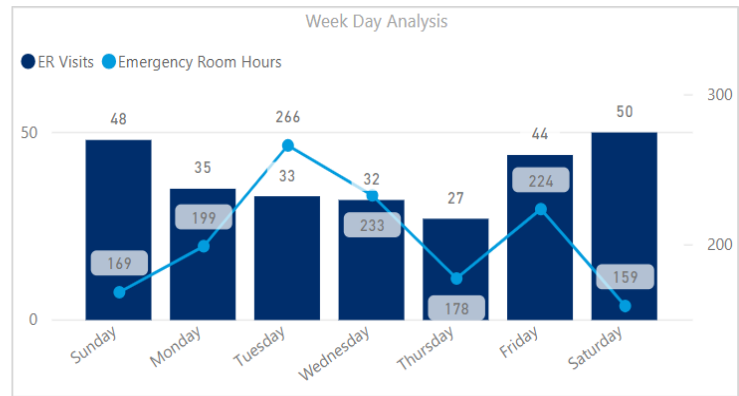
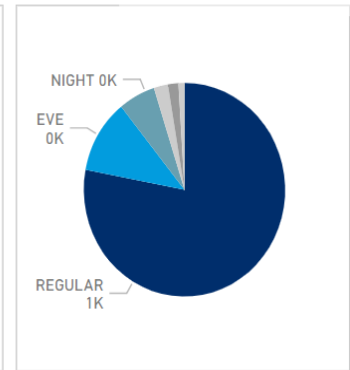
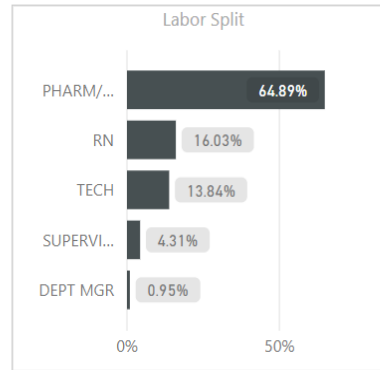
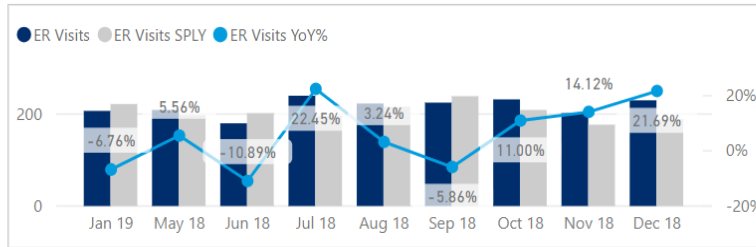
Worked Hours

1,428



Department Volume

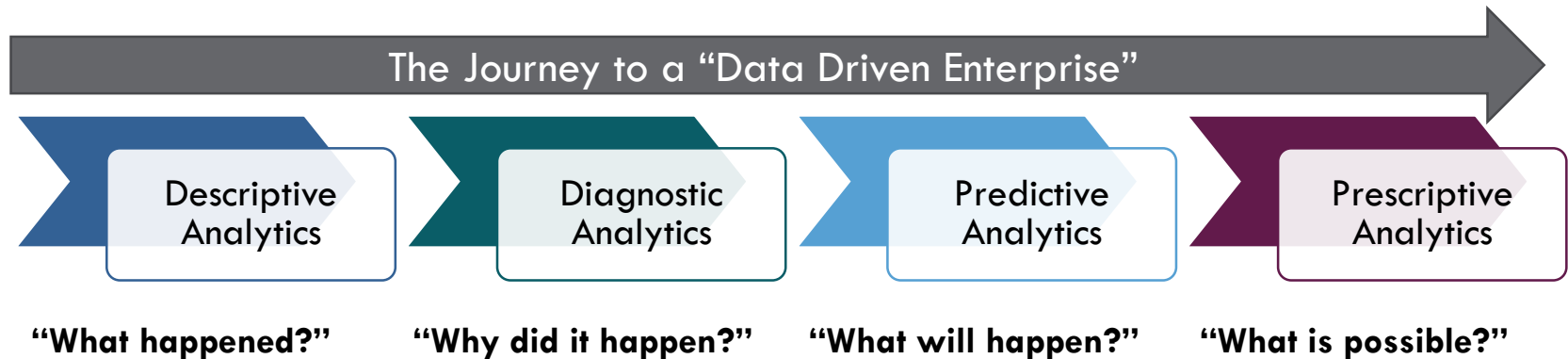
269



- ANES
- RT
- HADM
- RX
- ADM
- THRYPY
- OR
- LAB
- HSKG
- RAD
- ER**
- DIET
- HOSP
- AMB
- QA
- OB

FUTURE PROOFING WITH DATA ANALYTICS

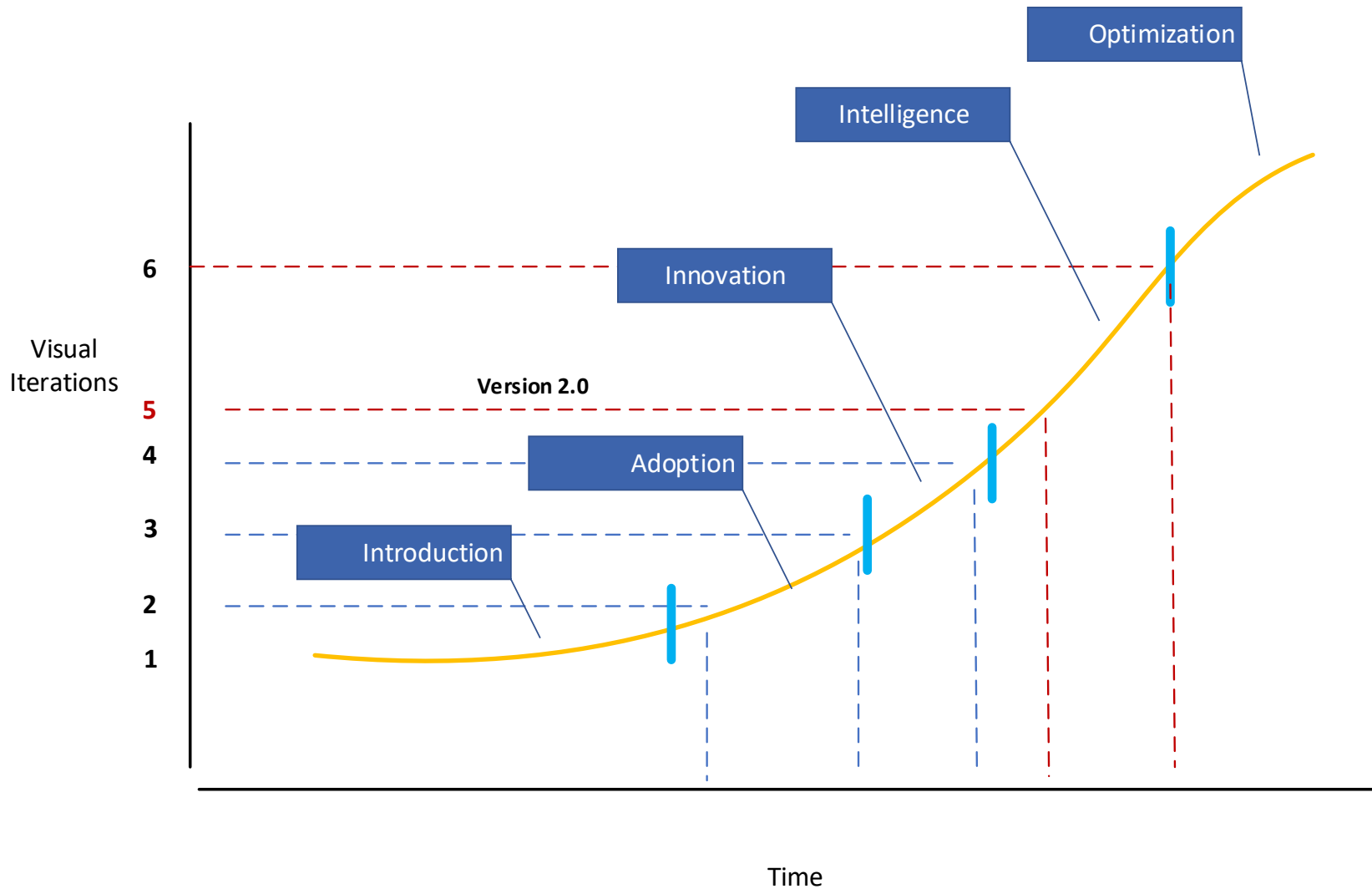
- ❑ There is no replacement for the journey!



** Adapted from Gartner’s Data Analytics Maturity Model*

- ❑ Nearly every organization has “Descriptive” and “Diagnostic” challenges that are easily solved today!
- ❑ Bottom Line: **JUST GET STARTED!!**

BUILDING OPERATIONAL INTELLIGENCE



ENGAGING THE CARE TEAM TO BUILD NEW PROCESSES

Think Cycles & Innovating Forward

- ❑ Designing processes with data as the foundation
 - Patient Flow (current state and predictive)
 - Patient Value Added Time (Pt. Experience)

- ❑ Continuous Coaching with data closer to real time
 - Change management → reduced regression

- ❑ Smarter conversations
 - Using improvement tools as the basis of conversations
“the value stream of this process is showing..”
 - Data supports the tools

ENGAGING YOUR WORKFORCE



data → **insight** → **action**

*Let's take a look at some foundational steps
when incorporating Business Intelligence tools
into your organization*

DATA AND INNOVATION

“Without investing into different tools and supplying more accurate operational information, we won’t reach a transformational stage for new phases of care and we won’t be able to pull the innovation needed to reach new goals.”

Jill Wilson, Altru Health

BI PREPARATION – DIFFERENT TOOLING SETS

1 STRIVE TO BE *DATA-LITERATE*. THAT MEANS INVESTING IN THE TOOLS YOU NEED.

BI PREPARATION – KEEP ASKING QUESTIONS

BE *CURIOUS* ABOUT THE DATA
& INFORMATION IN YOUR
ORGANIZATION.



BI PREPARATION – INFORMATION FOR ALL

3 UTILIZE DATA TO BE *ACTION-ORIENTED* BY ALIGNING IT TO YOUR STRATEGY.

BI PREPARATION – BECOMING DATA DRIVEN

“Since this project began months ago, we have come to realize how important this data is to both the leadership team and the front line staff... They now say they **better understand** the rationale behind *decision making.*”

Val Hoffman, Granite Falls
Municipal Hospital

BI PREPARATION – ENGAGING THE STAFF



**LEAN ON DATA TO DRIVE
EFFECTIVE & INTELLIGENT
*COMMUNICATION.***

BI PREPARATION – BUILDING TRUST

5 THINK LIKE A SCIENTIST & *BE SKEPTICAL*. ALWAYS VALIDATE YOUR DATA.

WHAT LEADERS CAN DO

*Ideas without action, is a waste.
Action without information can be reckless.*

Provide an environment for your team to learn, challenge and grow.



- Step Out
- Invest
- Start Knowing – Find the Data – Stop Guessing
- Mobilize Data Through a Designed Model
- Grow The Capacity of Your Teams

A CALL TO ACTION!

- ❑ What should every CAH do now?
 1. Define your Data Strategy
 2. Assess Your Operational Efficiency & Effectiveness (Processes)
 3. Define your Patient Engagement Strategy

- ❑ Our view is that success is NOT about technology, but about an effective: People, Process and Technology execution plan!

QUESTIONS?

This presentation is presented with the understanding that the information contained does not constitute legal, accounting or other professional advice. It is not intended to be responsive to any individual situation or concerns, as the contents of this presentation are intended for general information purposes only. Viewers are urged not to act upon the information contained in this presentation without first consulting competent legal, accounting or other professional advice regarding implications of a particular factual situation. Questions and additional information can be submitted to your Eide Bailly representative, or to the presenter of this session.

THANK YOU

Sam Olson and Paul Schulz
Health Care Industry

pschulz@eidebailly.com - sgolson@eidebailly.com

701-239-8596



FINANCIAL SERVICES



Financial Advisor offers Investment Advisory Services through Eide Bailly Advisors LLC, a Registered Investment Advisor. Securities offered through United Planners Financial Services, Member of FINRA and SIPC. Eide Bailly Financial Services, LLC is the holding company for Eide Bailly Advisors, LLC. Eide Bailly Financial Services and its subsidiaries are not affiliated with United Planners.