

executive summary

7 qualities of an authentic 'culture of analytics'

Establishing analytics as a culture—not just a trend—enables leaders and staff at every level to:

- ▶ align people, processes and systems around a shared source of data and KPIs
- ▶ solve difficult operational challenges
- ▶ track and communicate meaningful information
- ▶ quickly identify and address performance issues
- ▶ close gaps in quality care and expand patient access
- ▶ adapt effectively in the face of disaster (e.g. COVID-19 pandemic)
- ▶ understand cash flows and pinch points to drive revenue increases
- ▶ derive the maximum value out of your data and analytics initiatives

With the unpredictability of healthcare today, organizations are sharpening their focus on analytics to make more data-informed decisions. Though this represents meaningful progress, a chasm still exists between analytics as an initiative or strategy and analytics as a culture.

To realize the true potential and power of analytics to move healthcare forward, successful leaders are pivoting their approach from tactical to holistic. Rather than sewing data on as an extra patch, they are weaving it into the fundamental fabric of the organization.



"You can't move forward if you can't forecast the future."

- Dave Schweppe, National Vice President, Customer Analytics & Reporting, Kaiser Permanente



"Powerful data analytics tools allow us to break down clinician performance, provide precise feedback and drive better patient care – and that is invaluable."

- Dr. Beth Wolf, Medical Director, Health Information Management, Roper St. Francis Healthcare



"Educating employees of all levels on analytics drives daily, data-based decision-making and gives us a chance at wiping out some of the waste and inefficiency in healthcare."

- Michael Duke, Principal, Healthcare Consulting Practice, Baker Tilly U.S.



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MedeAnalytics hosted a webinar with **Fierce Healthcare** on this topic, featuring industry experts from **Kaiser Permanente**, **Roper St. Francis Healthcare**, and **Baker Tilly U.S.** From this compelling discussion, we extracted seven core attributes that distinguish an authentic 'culture of analytics.'

1. Purpose-built

Analytics practices are centered around specific goals and thorough plans. Technologies are implemented to strengthen and support work processes – not to force fit those processes into a rigid, restrictive structure. Departments are united around shared objectives. The end-in-mind mentality is pervasive, and each component is built in such a way that the next piece can be integrated with ease. Decisions are sustainable, not slapdash; intentional, not impulsive; deliberate, not directionless.

2. Aligned

The organization's overarching mission is the north star – and data is collected and utilized to further it. The analytics architecture is built to support this mission with timely, reliable insights. Leadership can powerfully articulate how chosen platforms, structures and metrics are enabling and advancing organizational values and vision.

3. Enterprise-wide

Data-based decision making is integrated into the daily habits and tasks of individuals at all levels of the organization. From clinicians to consultants, marketing assistants to medical leaders, coding specialists to chief executives, account managers to aides and everyone in between – people of all roles and responsibilities harness the strength of analytics to enhance productivity, improve outcomes and drive excellence.

4. Collaborative

No department, project or individual exists in a vacuum. Information and insights are shared responsibly. Teams across the organization work together, employing data to identify successes and shortcomings, enact meaningful changes, guide performance improvement initiatives and pave the way for smooth patient journeys.

5. Prescriptive

Forecasting the future is essential to moving forward. Rather than looking only at past situations, analytics are used to get a glimpse down the road. The question expands from simply, 'what information *did we want* to know before?', to 'what information *will we need* to be successful in new situations?' As value-based care models mature and population health grows increasingly crucial, AI, machine learning and related innovations are employed to equip and prepare the organization for success.

6. Empowering

Data and analytics are only as good as how they are used. Early adopters are trained as 'analytical ambassadors' and encouraged to guide and support more tentative teammates on the path to adoption and implementation. An environment of education enables staff at all levels to learn best practices for interpreting information, generating insights and applying takeaways quickly and effectively. As value is demonstrated, trust is cultivated, buy-in is achieved and behavior is evolved.

7. Agile

Platforms are expected – and designed – to adapt and flex in order to meet new needs and situations. Processes shift and progress. Data is interoperable and integrated. Skill sets are expanded and diversified. Important questions and pressing issues are evaluated in real time, fueling rapid cycle change. Feedback is encouraged and innovation is celebrated.

MedeAnalytics equips healthcare organizations nationwide to create this authentic culture of analytics. Our robust, user-friendly platforms and dynamic, comprehensive solutions can help you unlock the value of data and provide the insights you need to inform your most important decisions.

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