# EXCLUSIVE INTERVIEW

## Applied Data Visualization Healthcare 2020

**IPC GLOBAL**
Data + Analytics + Cloud

### AN INTERVIEW WITH:

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### What areas within healthcare can be best supported by the power of data visualization?

"A picture is worth a thousand words." Communicating within and among the functional areas of the health system is predicated on data literacy. Data visualization extends our ability to communicate, further facilitating data literacy. All areas within healthcare benefit from the power of data visualization. Nursing, ED, Surgical, Quality, Labs, Imaging and finance staff each manage and communicate with data. I would look to the organizational strategy and key initiatives to identify and prioritize the data and analytics roadmap.

### What is the biggest challenge for healthcare companies when they're thinking about implementing data vis tools?

Adoption is the only measure of success. Implementation is easy. Data literacy is the ability to read, work with, analyze and argue with data, and is currently the biggest implementation barrier for healthcare companies. It's a skill which empowers all levels of workers to ask the right questions of data, build knowledge, make decisions and communicate meaning with others.

### What are the biggest advances being made in this field right now and how is IPC supporting this?

Rapid agile data integration coupled with Master Data Management is a game changer. Multiple data sources are systematically processed into a single source of truth and delivered consistently to stakeholders. Users have secure access to all their data, all the time, on any device. IT governs the data, its quality, and its dictionary. Bringing together the functional areas and IT by leveraging technology is our biggest advancement that IPC Global brings to our clients.

### How do you create a data governance structure within the Healthcare industry that adheres to policy such as HiPAA, but still enables the creation of meaningful visualizations to offer the most insight?

Data governance is a key discipline which dictates structure. Its role within the organization owns the dictionary of master dimensions and measures. IT catalogs all the available sources of data and gives each of them quality rankings. IT owns the ETL data processing that creates reusable data objects, meaning that data tables can be used in multiple BI application visualizations. Fields with the data objects are then defined in a dictionary along with their lineage and aliases. Certain master objects such as patient have identified and de-identified versions. HiPAA compliance is simplified and auditable when data governance is implemented.

### How critical are data management processes which enable better access and transformation of data, to drive better analytics in real-time to healthcare professionals?

Data management processes are like power lines.

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Processes must be at the highest level of capability to earn the trust of data consumers. The impact of data that is inaccurate, incomplete or not delivered on time is like a power outage. Everyone affected develops work-arounds. Then the debate over the source of truth takes its toll.

**Do healthcare organizations need to rebuild their data infrastructure to unlock more insight through data visualization and business intelligence platforms?**

Not always. Advances in data warehousing from EHR, SCM, HR, and Finance software vendors have come a long way. Utilizing the vendor data warehouse and data dictionary, extending it where it has gaps, and leveraging modern data integration and MDM solutions is an effective approach. Yes, this may mean it is appropriate to decommission a traditional data warehouse.

**What are the biggest internal data challenges the healthcare industry faces in creating effective and shareable visualizations?**

Know your audience. Know the purpose. We so often try to create a visualization, analytic story, or report to cover multiple audiences and purposes. Because of this, visualizations are often too broad to be useful to any one party. The medium of information delivery should also be considered such as a PC dashboard, mobile device work-queue, a tablet survey, an intelligent assistant status.

**How is IPC global working with the healthcare industry to overcome this?**

Advisory services at IPC Global engage in strategy and architecture. Consulting services at IPC Global engage with implementation. Managed services at IPC Global engage in on-going IT services.

**How do you anticipate data visualization will evolve in the next 5 years in healthcare?**

Embedded analytics puts data into the workflow of healthcare professionals - at the point of decision. The data will be accurate, complete, and timely. The visualization will be informative, predictive, and prescriptive with the work at hand. Data integration tools will make it easy to draw data from outside of the organization resulting in new discoveries.

**If a new healthcare organization wants to implement data vis tools, what is the one key area within data management they should focus on to obtain the best results?**

Clearly defined roles and responsibilities for data as it moves from source to screen is the best predictor of successful implementations. The business has both consumers and contributors, enabled by self-service data and analytic technology, that bring so much to the value released throughout the organization. IT has BI, ETL, DW, infrastructure, and project management to securely deliver data and analytics at scale.

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