



The Tableau Healthcare Show

Your Third Thursday Skill Pill

Skill Pill 5

Tableau Blueprint: Healthcare Edition

Thursday, February 20, 2020

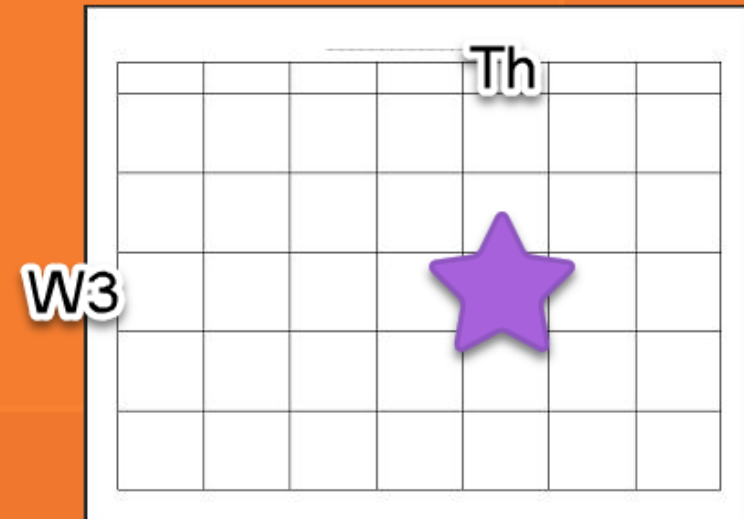




Derek Cyr

Senior Solution Engineer
Tableau Healthcare





For Healthcare
Providers, Payers, Admins and Data fans

*Information, News and Info Applicable to the
Healthcare Analytics Community*



Tableau works with **20** out of 20 of the Top Hospitals (US News & World Report)

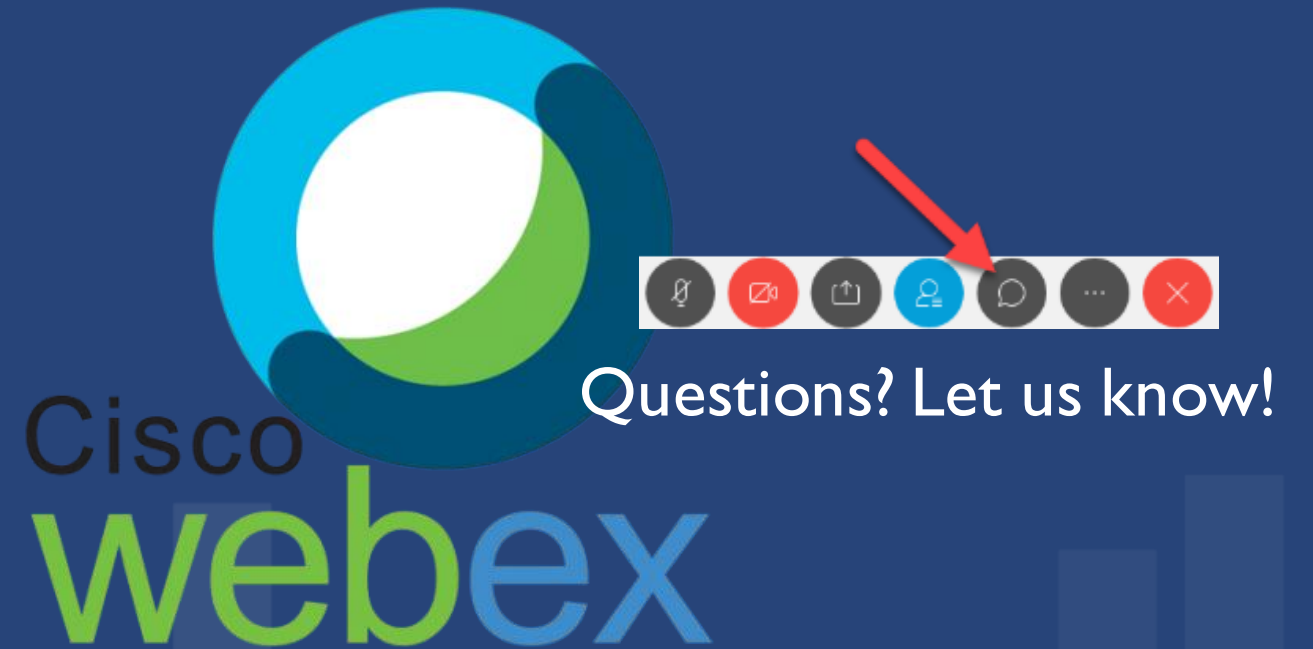
Tableau has a **dedicated** Healthcare Team for Payers and Providers

Tableau works with **all** major Payers

Tableau works with **over 2,200** healthcare organizations in the USA

Feedback, questions, comments

Email us!



tableauhealthcareshow@tableau.com

We are listening and want your input!

Agenda

- Our Guests Today
- Tableau Blueprint: Healthcare Edition
 - Intro to Data Culture
 - Blueprint Overview
 - Analytics Strategy
 - Executive Advocacy & Project Teams
 - Trusted and Governed
- Q&A

Derek Cyr



Senior Solution Engineer
Provider Analytics SME
Lakeland, FL

Eric Veal



Customer Success Manager
Seattle, WA

Dave Powell



Services Enablement Manager
Greensboro, NC

CJ Callender



Solution Engineer
Denver, CO

Today's Presenters



Introduction to Data Culture

Derek Cyr



Sr. Solution Engineer –
Healthcare Specialist

Data is the foundation that Healthcare is Built Upon

Diagnosis and Treatment

Evidence Based Care

Clinical Trials

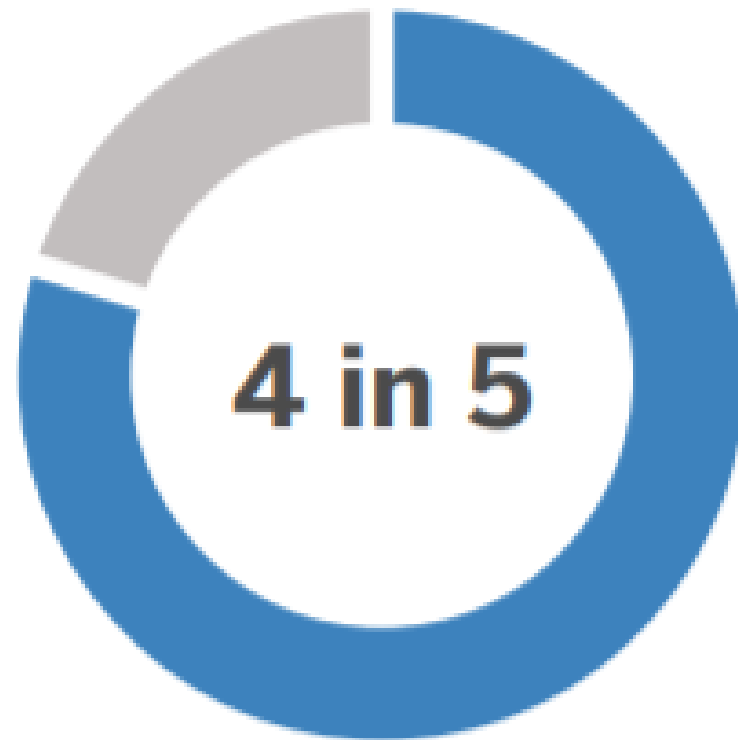
Research and Education

To what end? Saving and Improving Lives

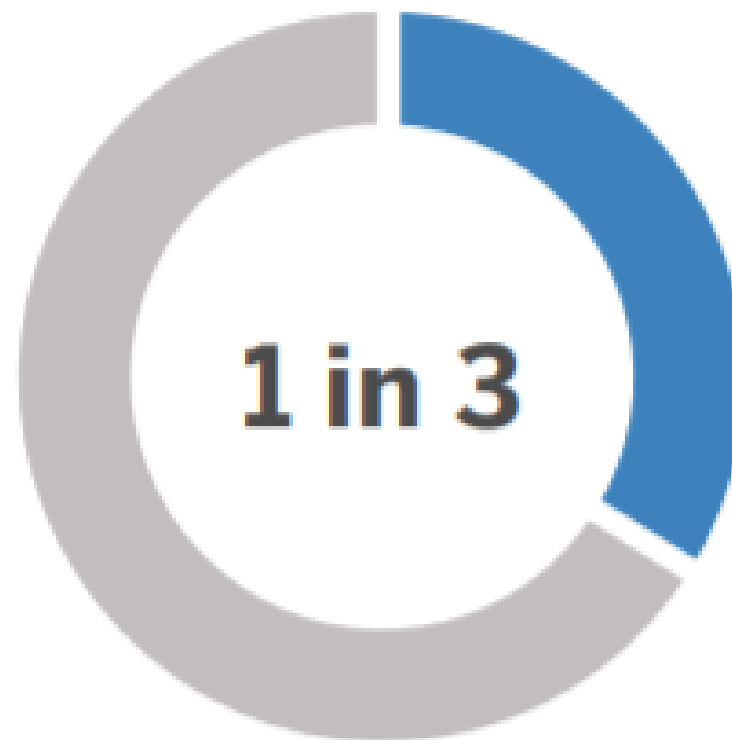


Lack of effective data management strategies

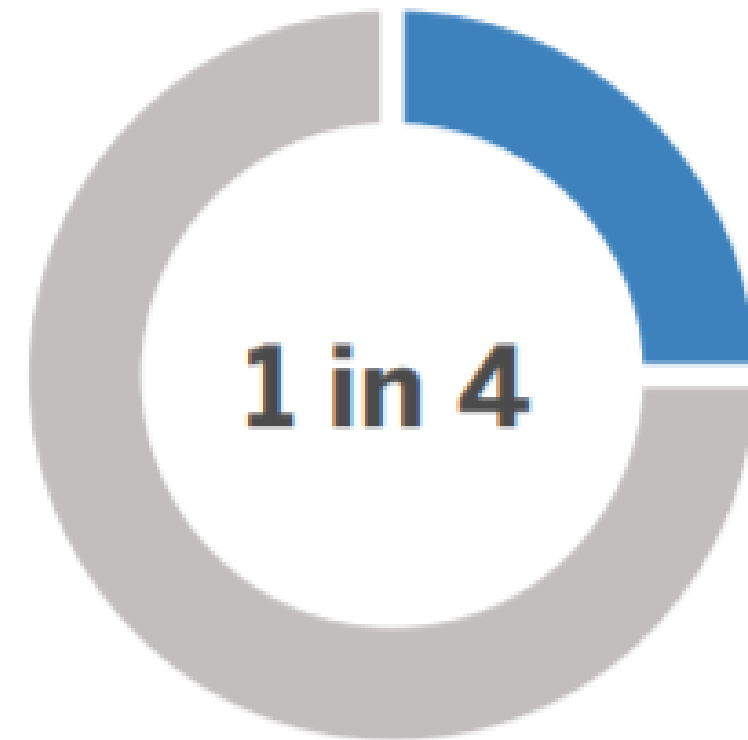
Source: Deloitte



Organizations surveyed
do not have an
integrated strategy
for using analytics



Health systems report
that they do not know
their organization's total
spending on analytics



Health systems report
that they do not have
a data governance
model in place

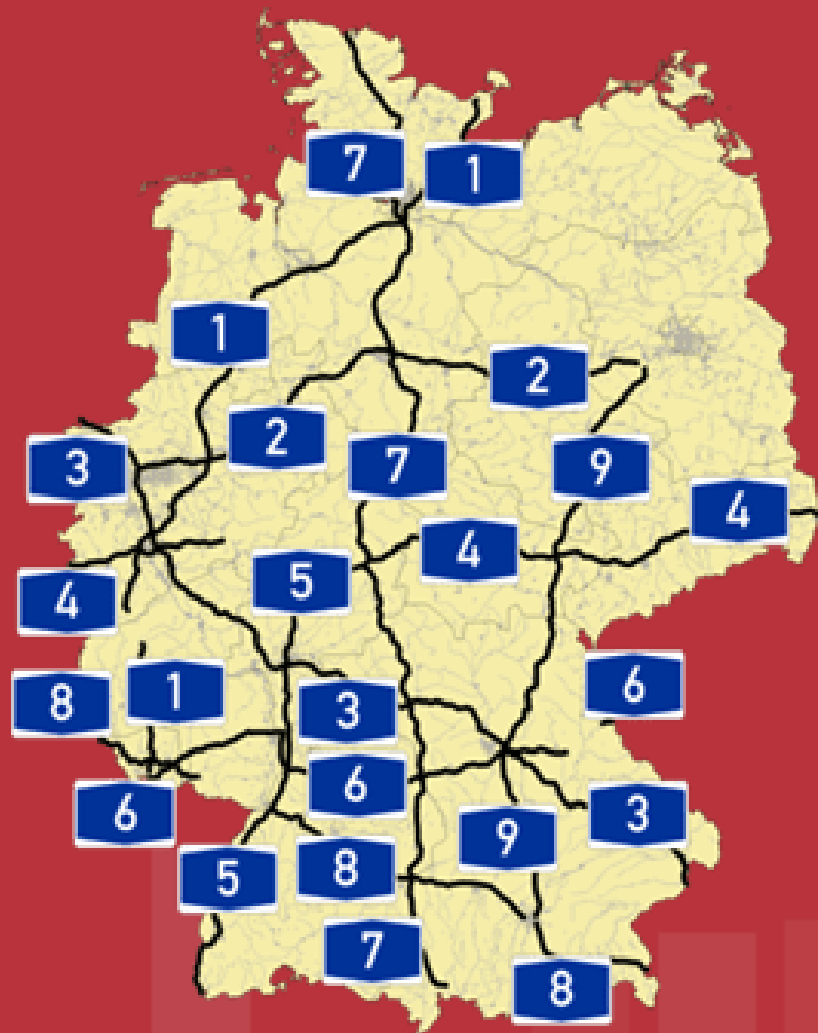
Wait... Did you say Data Governance?



It shouldn't be a 4-letter word.

Balance Security with Accessibility

Leverage and Manage Data as an Asset



Autobahn



VS



All in the context to being asked to constantly do more with less.

How do we achieve the quadruple aim?

Insanity:

doing the same thing
over and over again
and expecting
different results



ADOPTION MODEL FOR ANALYTICS MATURITY



STAGE 7	Personalized Medicine & Prescriptive Analytics	
STAGE 6	Clinical Risk Intervention & Predictive Analytics	
STAGE 5	Enhancing Quality Of Care, Population Health, And Understanding The Economics Of Care	
STAGE 4	Measuring And Managing Evidence Based Care, Care Visibility, And Waste Reduction	
STAGE 3	Efficient, Consistent Internal And External Report Production And Agility	
STAGE 2	Core Data Warehouse Workout: Centralized Database With An Analytics Competency Center	
STAGE 1	Foundation Building: Data Aggregation And Initial Data Governance	
STAGE 0	Fragmented Point Solutions	

The Data Culture.

Success comes down to culture

In a Data Culture, people ask the hard questions and challenge ideas. They come together with a shared mission, to improve the organization and themselves with data. Leaders inspire through action, basing decisions on data, not intuition.

Data Cultures share five common elements



TRUST



COMMITMENT



TALENT

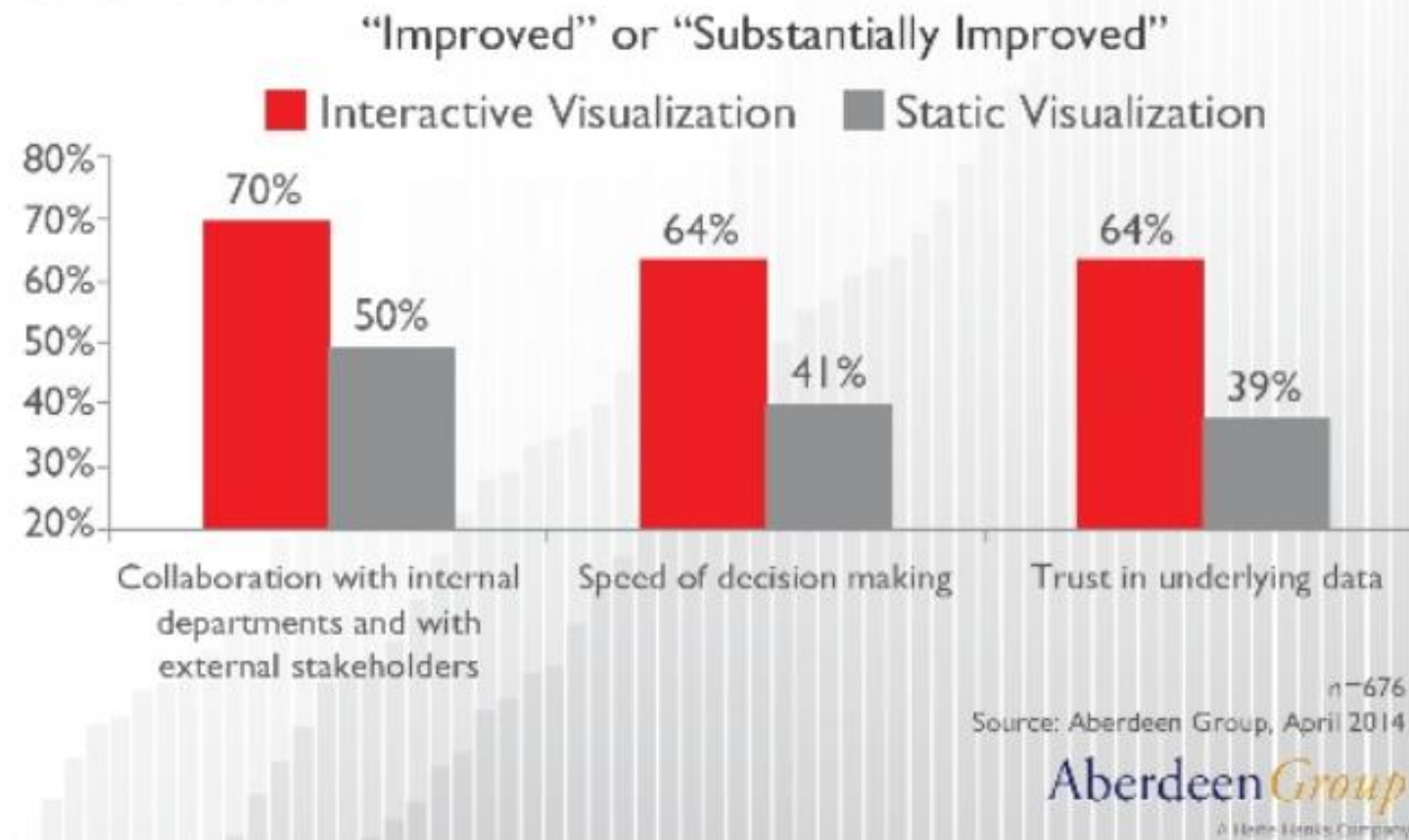


SHARING



MINDSET

The benefits of self-service analytics are clear



2003: Tableau

2014: Tableau Drive

2020:

BLUEPRINT



It takes more than just technology

Becoming truly data-driven requires changing mindsets, attitudes, and habits—embedding data into the identity of the organization. People have to want to use data and encourage others to do the same.

*IN THE
DATA ERA,
LEADERS
HAVE A
NEW
CALLING*

BLUEPRINT



Blueprint Overview

Eric Veal

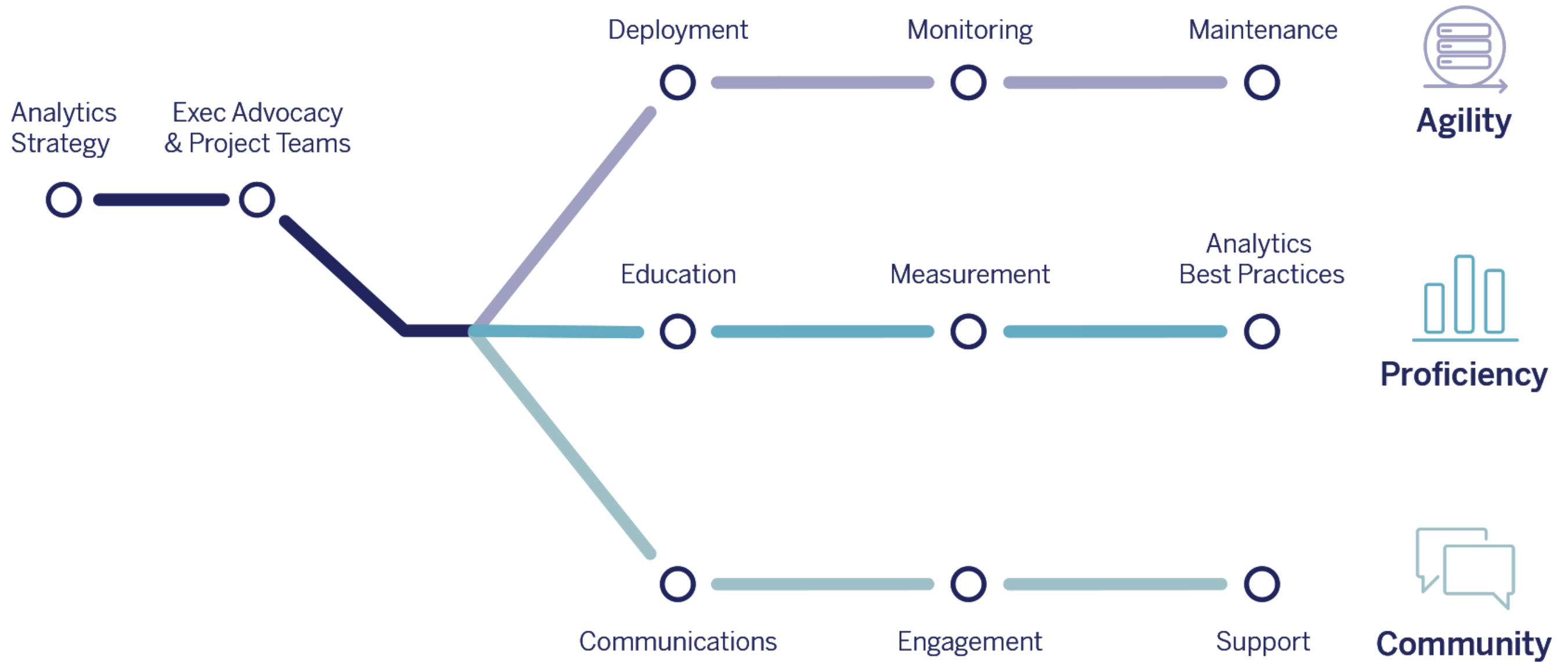


Customer Success Manager
Seattle, WA



BLUEPRINT

← Trusted & Governed →





Agility



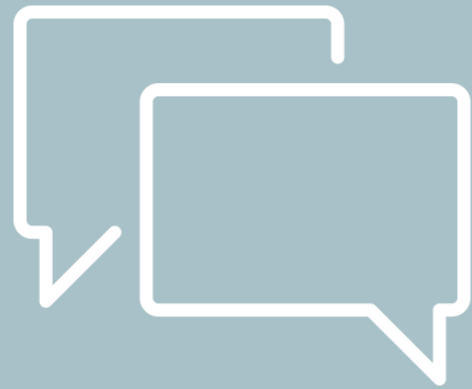
Proficiency



Community



TRUSTED & GOVERNED



Community

Network of users within your organization that will continue to drive enthusiasm, adoption, and learnings around analytics



Join us for Tableau Conference 2020

October 5-8 at the Mandalay Bay, Las Vegas

[JOIN US FOR TABLEAU CONFERENCE 2020](#)



Join us for Tableau Conference Europe 2020

29 June - 1 July 2020 in London

[LEARN MORE](#)

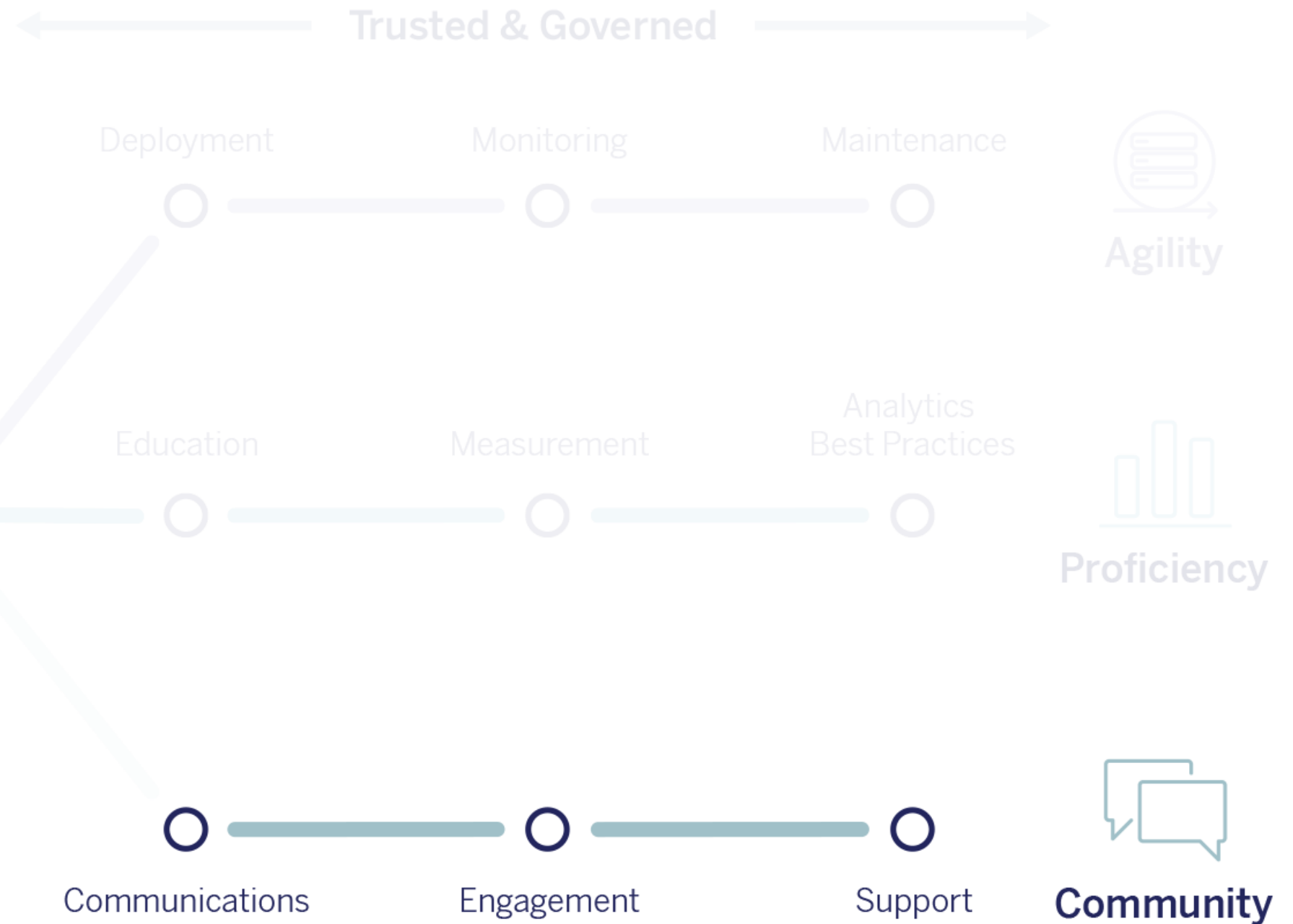


Tableau at Dreamforce 2019

Tableau's #datafam showed up at Dreamforce 2019 in a big way. See more about the busy week we had.

[LEARN MORE](#)

- + **Establish easy communication channels**
- + **Design opportunities for your community to engage and collaborate**
- + **Put processes in place to support your people**



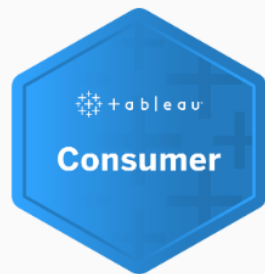


Proficiency

People see and understand data and know how to apply it to make informed business decisions

Tableau eLearning Paths

Provide insights and develop visualization solutions



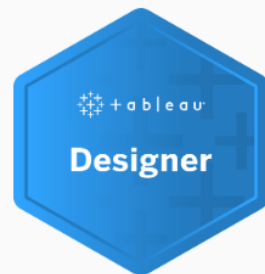
As a **Consumer**, you use data to make more informed decisions for your line of business.

[CONSUMER PATH DETAILS](#) →



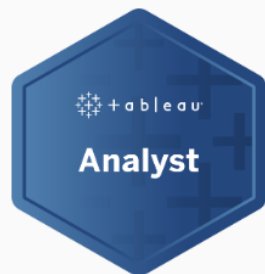
As an **Author**, you leverage your foundational Tableau skills to make smarter business decisions more quickly by digging into available data sources to create visualizations and dashboards mostly for your own consumption.

[AUTHOR PATH DETAILS](#) →



As a **Designer**, you create beautiful, functional and impactful visualizations that help stakeholders across your organization absorb information quickly and easily.

[DESIGNER PATH DETAILS](#) →



As an **Analyst**, you are responsible for supporting your organization's lines of business to deliver valuable insights from data.

[ANALYST PATH DETAILS](#) →



As a **Data Scientist**, you are an expert at deriving valuable insights for large and varied data sets.

[DATA SCIENTIST PATH DETAILS](#) →



As a **Developer**, you are responsible for supporting your organization's lines of business to deliver valuable insights from data.

[DEVELOPER PATH DETAILS](#) →

Enable a data culture in your organization



As an **Executive Sponsor**, you are responsible for driving the decisions and strategies that enable your organization's continued growth and success.

[EXECUTIVE SPONSOR PATH DETAILS](#) →



As a **Community Leader**, you are responsible for coordinating efforts related to user enablement around communications, engagement, and support.

[COMMUNITY LEADER PATH DETAILS](#) →



As a **Data Steward**, you ensure there are documented procedures and guidelines for data access and plan enterprise-wide data governance, control and compliance policies.

[DATA STEWARD PATH DETAILS](#) →

Deploy and manage an optimized environment



As a **Server Architect**, you plan Tableau Server deployments and ensure their success.

[SERVER ARCHITECT PATH DETAILS](#) →



As a **Server Admin**, you ensure that your installation of Tableau Server runs smoothly.

[SERVER ADMIN PATH DETAILS](#) →



As a **Site Admin**, you manage, monitor, and maintain sites on Tableau Server or Tableau Online.

[SITE ADMIN PATH DETAILS](#) →

Trusted & Governed

+ **Design education program specific to job roles**

+ **Measure user engagement and adoption**

+ **Develop organizational best practices**

Deployment

Monitoring

Maintenance



Agility

Education

Measurement

Analytics
Best Practices



Proficiency

Communications

Engagement

Support



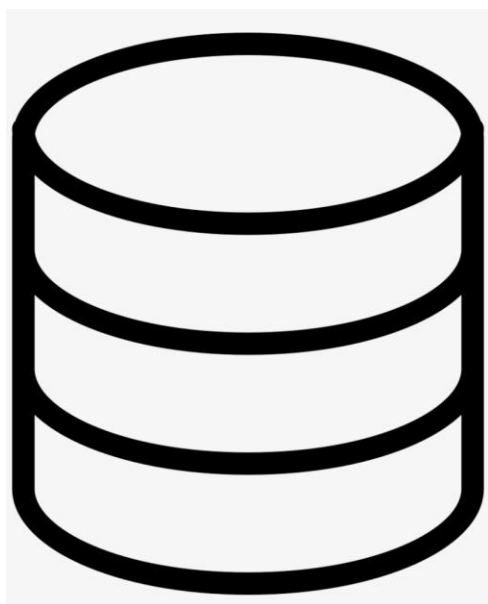
Community

BLUEPRINT



Agility

Secure and stable from the beginning, but can also scale, evolve, and grow as the organization changes



BLUEPRINT

← Trusted & Governed →

Deployment

Monitoring

Maintenance



Agility

- + Establish right-sized, secure deployment environment

- + Be responsive and scalable to use of analytics

- + Develop ongoing change management to continue to upgrade and evolve

Education

Measurement



Proficiency

Communications

Engagement

Support



Community

BLUEPRINT

← Trusted & Governed →

Dave Powell — CJ Callender

Analytics
Strategy

Exec Advocacy
& Project Teams



Services Enablement Manager
Greensboro, NC



Solution Engineer
Denver, CO



Agility



Proficiency



Community



Analytics Strategy

Dave Powell

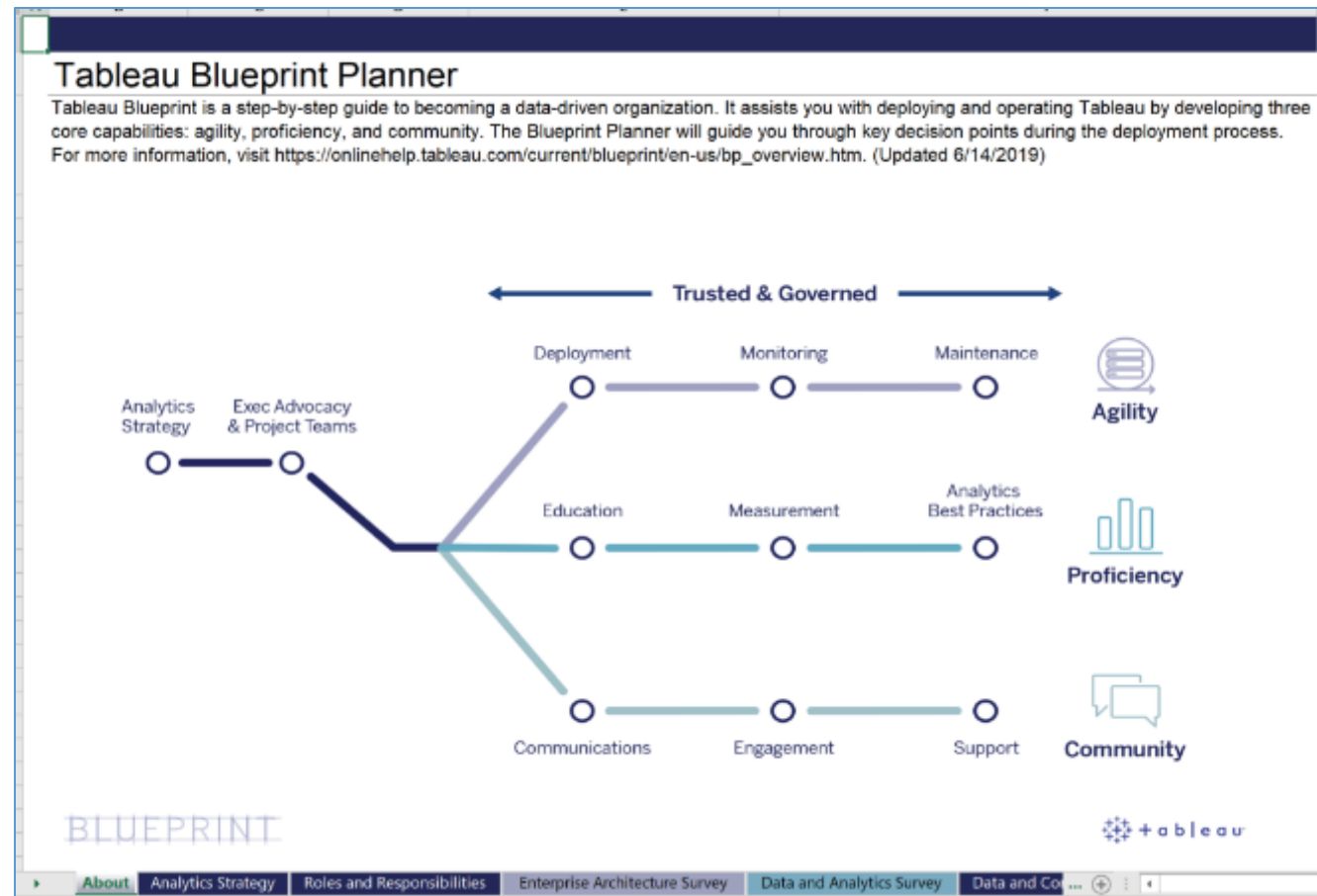


Services Enablement Manager
Greensboro, NC



Discovery Process | Blueprint Planner

- Start with the Blueprint Planner - Identify business objectives, decompose into goals, determine key performance indicators to measure and monitor goals, and establish desired outcomes or targets.



- Analytics Strategy
- Roles and Responsibilities
- Enterprise Architecture Survey
- Data and Analytics Survey
- Use Cases
- Users
- Community

	A	B	C	
1				
2		<h1>Analytics Strategy</h1> <p>To define your analytics strategy, you should start with your organization's strategic initiatives and KPIs, metrics, or desired outcomes. By linking these to your business strategy, you can use them as a driver of change. Next, document any challenges or risks to the process. Suitable metrics—especially for measuring behavioral changes—should be evaluated at regular intervals as analytics practices evolve. Finally, establish your Tableau-specific goals. Reference the Discovery and Executive Ad Hoc for more information.</p>		
3				
4		Strategic Initiatives	Description	KPIs/Metrics/Outcomes
5				
6				
7				
8				
9				
10		Challenges or Risks	Description	Mitigating Factors
11				
12				
13				
14				
15				
16		Tableau Business Goals	Description	KPIs/Metrics/Outcomes
17				
18				
19				
20				



LIMITED EDITION

BIG MAC[®]
Special Sauce





Discover, don't require.





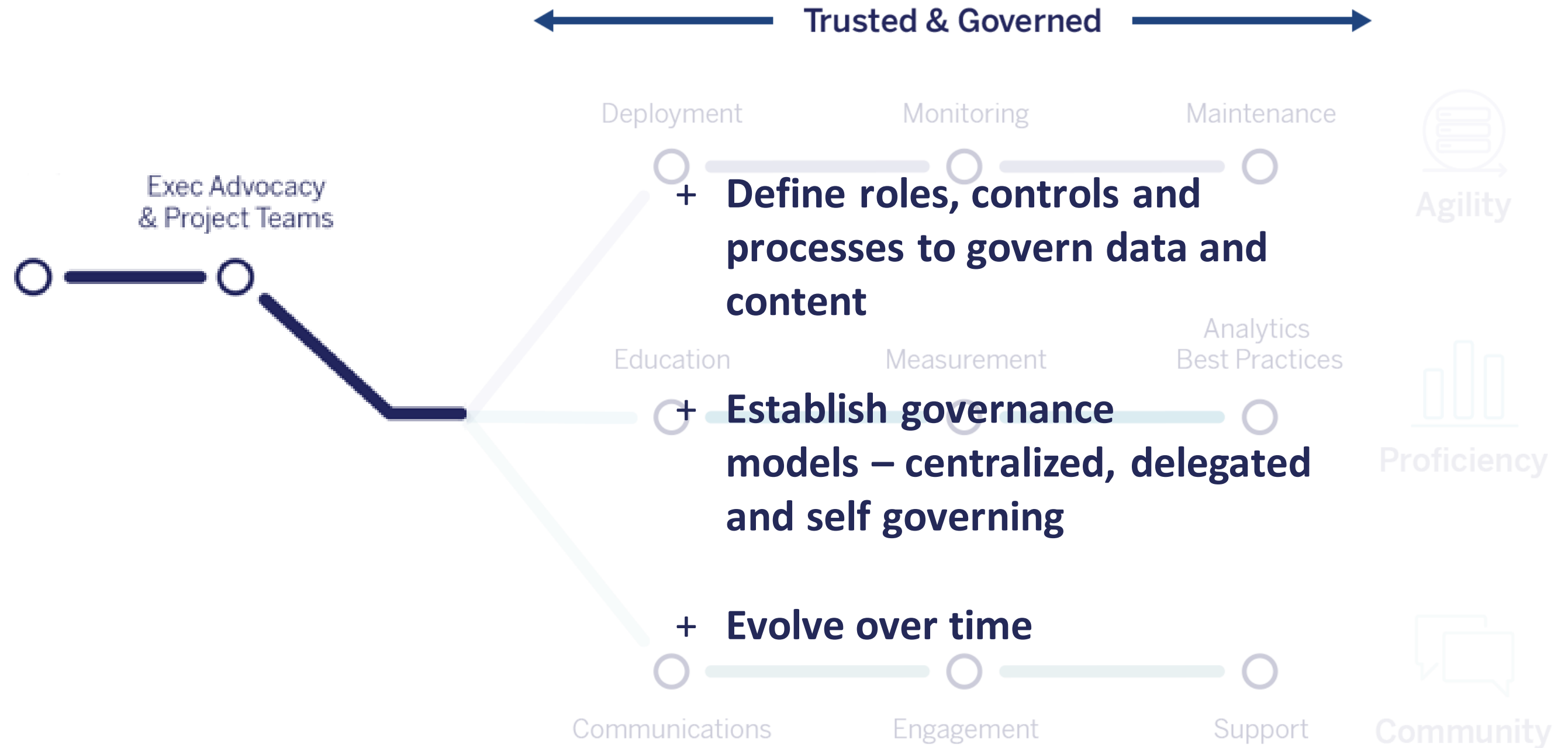


Executive Advocacy & Teams Trusted & Governed

CJ Callender



Solution Engineers
Denver, CO



Executive Advocacy and Project Teams



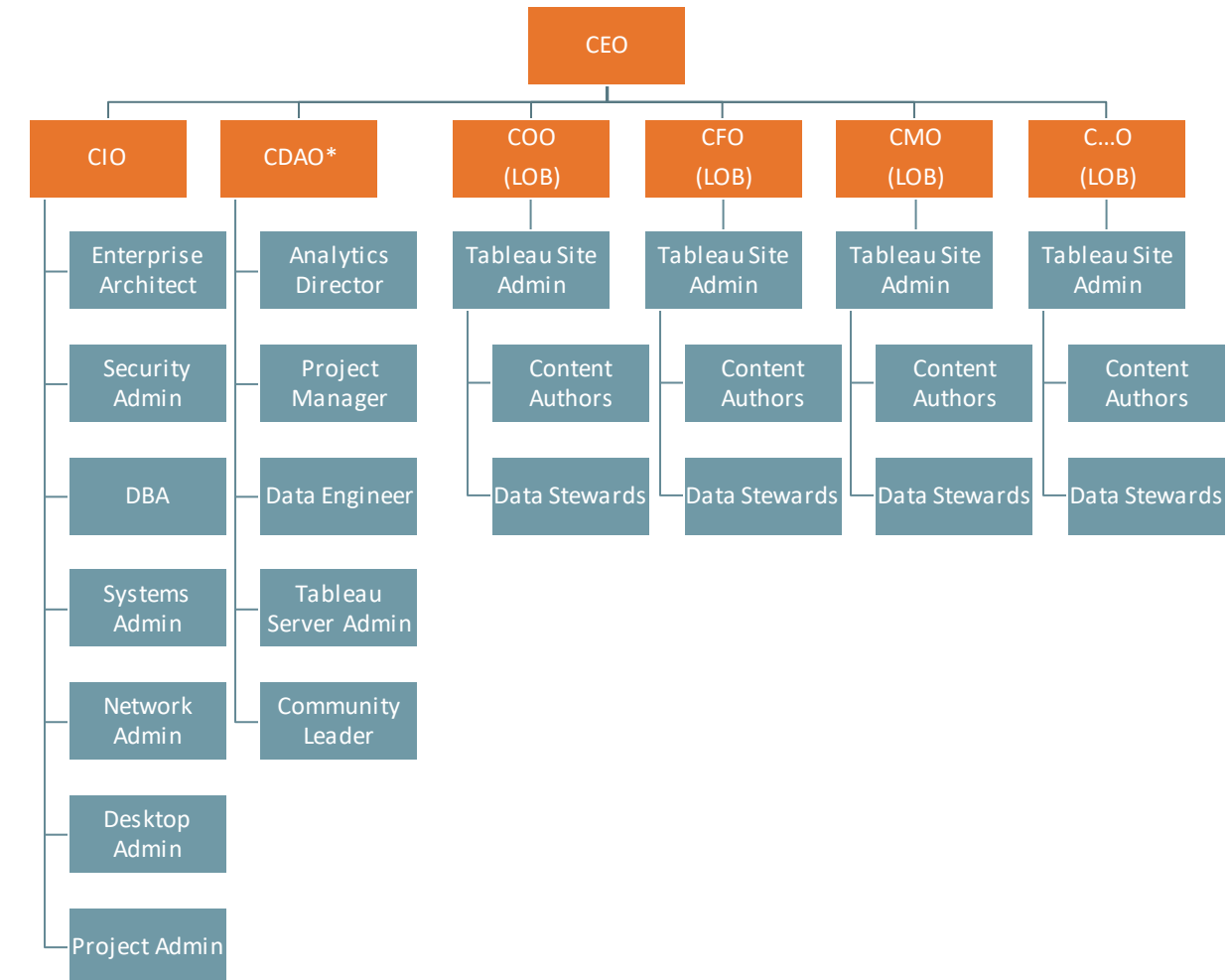
Becoming a data-driven organization requires more than just choosing the right technology platform.

- It requires new skillsets, new processes, and a change in behaviors from all users within your organization.
- Enterprise deployment requires effort and coordination across multiple stakeholders and users with different and sometimes opposing viewpoints and interests
- Orchestrating this change, and doing it efficiently, requires buy-in, alignment, and participation from a broad set of cross-functional stakeholders

Teams | Executive Sponsors

Identify your executive sponsors who will set the vision for modern analytics, align projects to transformational initiatives

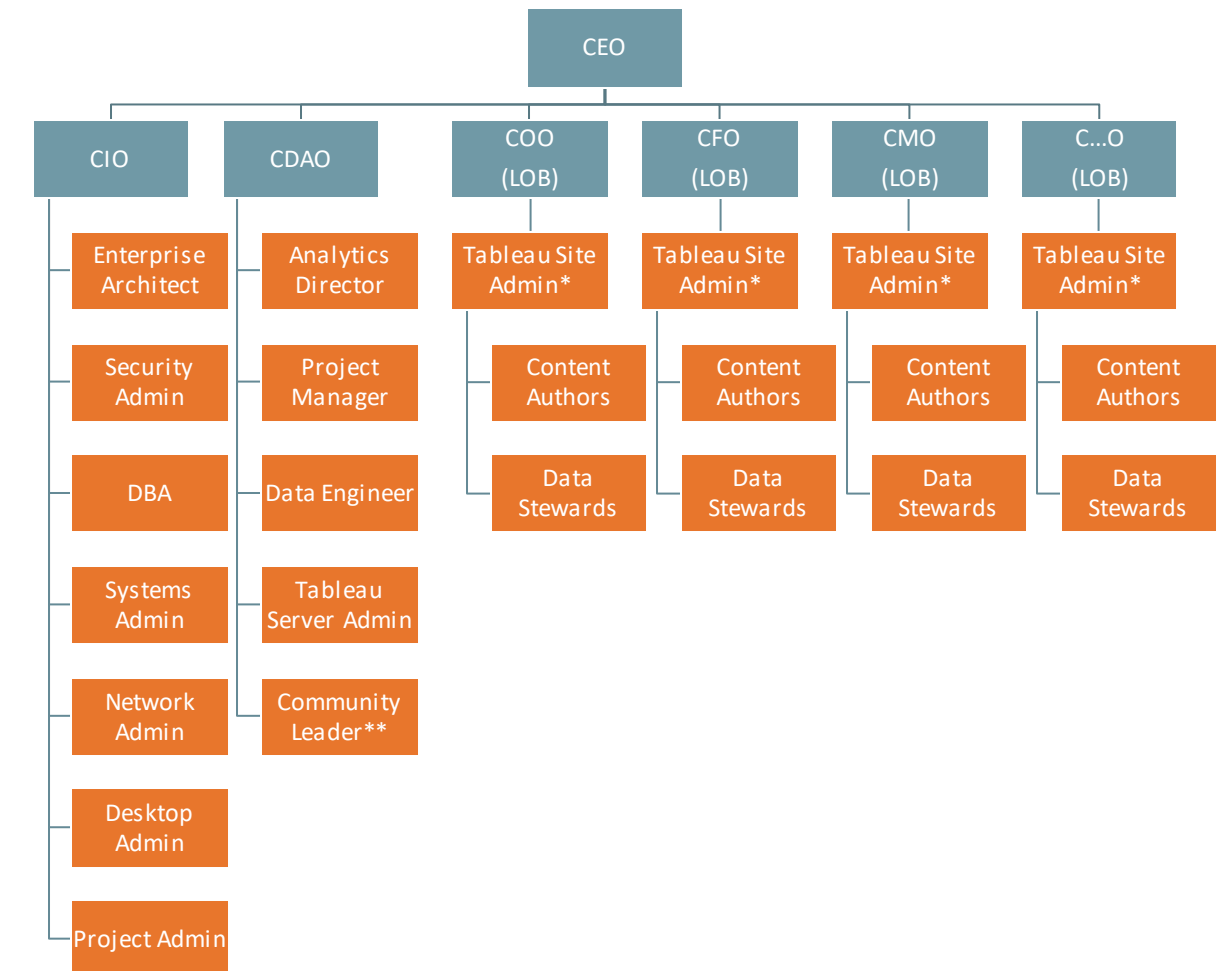
- Create a governing body for the use of Tableau
 - Represent interests to establish budget and funding
 - Align the use of with strategic initiatives
- Approve governance, processes, policies, guidelines, roles, and responsibilities for managing the organization's data in compliance with business and/or regulatory requirements identified by the project team
- Set the example of using facts over intuition by placing data at the center of every conversation in their department meetings



Teams | Project Team Roles

The cross-functional project team includes IT/BI Professionals, Tableau Server and Site Administrators, and selected Content Creators

- The IT/BI professional roles are collectively responsible for integrating Tableau with your enterprise architecture and making data available in a secure, governed manner to Tableau users
- Their involvement is critical to planning, installation, configuration, and ongoing management and monitoring of the deployment
- Initially, weekly or biweekly meetings should be held to track the progress of the deployment, server utilization, and user engagement with the full project team



*Note –Server supports multi-tenancy by allowing Server Administrators to create sites for segregating users & content & delegating responsibilities for administrative tasks

**Note – In smaller deployments, a community leader may not be a full-time role. In larger deployments, community leaders may reside in each lines-of-business

Monitoring Team Progress

The best way to monitor progress is to evaluate how deeply data is engrained in the day-to-day activities of the organization and how it impacts business decisions

- Executives (i.e., Leadership)
- IT Sponsors
- Analytics Sponsor
- Line-of-Business Sponsors



Trusted & Governed

Tableau's Governance Framework



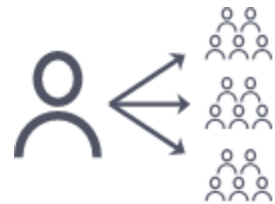
Governance Models

Centralized

Data access restricted to centralized group

Content authoring restricted to centralized group

Many view & interact with content

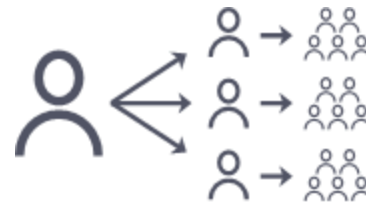


Delegated

Data access restricted to trained group

Published data sources available

Content based on published data sources, modifiable by some



Self-Governing

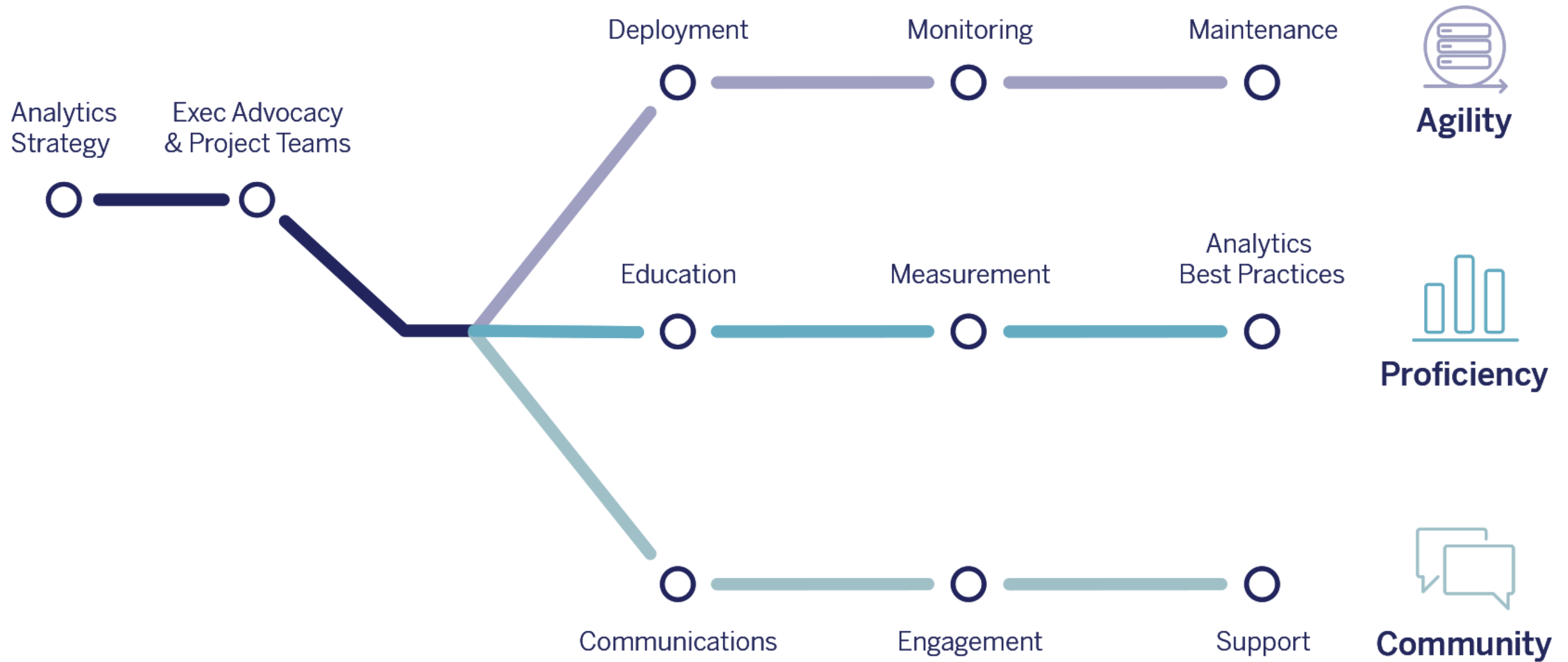
Open data access, *with certification process*

Content created by anyone, *with certification process*

Content modifiable, *with certification process*



← Trusted & Governed →





BLUEPRINT

Learning Resources

- [Tableau Blueprint](#)
- [Data Culture](#)
- [Whitepaper: Optimal Patient Experience Begins with Data Driven Care](#)

Register for the Next Show

Mar 19th 12:00 Eastern

Skill Pill 6: Tableau Blueprint: Agile Deployment

<https://www.tableau.com/learn/series/tableau-for-healthcare>



tableauhealthcareshow@tableau.com

We are listening and want your input!

Q&A

