Improve Strategic Performance with Accelerated Insights

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Today’s Speakers

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Healthcare leaders are continuously pressed to make accelerated, high-stakes decisions without always having data at the ready to inform them.

How can you accelerate speed to insights delivery?
Healthcare leaders strive to keep informed on key strategic growth questions.

<table>
<thead>
<tr>
<th>How to better provide services where people live</th>
<th>Build urgent care facilities that feed into expanded care clinics as they are put in place</th>
<th>Grow in geographies where [competitor] has little presence</th>
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<tbody>
<tr>
<td>Grow in geographies where there are employment centers</td>
<td>Grow in areas where there is or will be a lack of primary care providers or [competitor] presence</td>
<td>Maintain balanced approach to payor mix for economic sustainability across primary care</td>
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<tr>
<td>Grow in geographies where there are increasing family populations</td>
<td>Consolidation of smaller site to maximize efficiency and costs</td>
<td>Avoid commute times as much as possible when considering access</td>
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The approach to create insights that address key strategic questions is simple and widely applied.

1. Define the key strategic objectives and criteria that informs success

2. Gather data and develop models that helps evaluate objectives against criteria

3. Prioritize solutions and perform validation / due diligence

4. Validate, pilot, execute, scale, and iterate
However, deciding which method to execute your vision with can feel challenging and limiting.

**Pre-Packaged Applications / Data Vendors**
- Speed to Value
- Depth of Data Sources
- Industry Adoption
- Lack of Customization
- Expensive
- Business Integration

**Consulting and Service Providers**
- Customizability
- Differentiation
- Business Integration
- Domain Contextualization
- Ease of Use
- Speed to Value
- Depth of Data Sources

*Gartner “Servware” research*
There is another way to accelerate insights and create differentiation.

Pre-Packaged Applications / Data Vendors

Consulting and Service Providers

Accelerated Insights = Platform + Data + Software + Services

- Speed to Value
- Depth of Data Sources
- Customizability
- Differentiation
- Business Integration
- Domain Contextualization
Point B’s Insights Generator™ platform creates accelerated insights tailored for specific business needs.
One key principle that guides our platform development:

Product Mindset

Developing solution capable of growing and evolving as the business does – a solution that is cohesive, loosely coupled, testable and maintainable

Mindset allows team to swim upstream on strategy and downstream on execution – opportunity to understand, synthesize, and craft solutions that are desirable
Apply a **Product Mindset** to solve for platform challenges.

### Data Lifecycle

**Source & Ingest**
- How do we address the demand for variety of data and multiple data sources?

**Store**
- How can we deliver more self-service insights to the organization?

**Share**
- How can we address more and solve for our most challenging analytics needs?

**Analyze**

### Approach

- Don’t treat each data source as a “one-off”, evaluate cost and benefit making data source part of the platform
- Use automation where appropriate for scale and repeatability
- Design and apply appropriate models to enable loose-coupling
- Create visualizations for each data source to enable self-service exploration; eliminate / reduce need to service data pull requests
- Rely on the underlying data model to ensure most up-to-date data flows through with minimal to no changes to visualization
- Focus your most skilled resources in this area for highest value activities
- Leverage platform of available data sources and analytical methods to gain efficiency

### Benefits

- Develops a growing and rich repository of data sources that is readily available for analysis
- Lowers the barrier of insight democratization across the organization and improves service efficiency
- Increases analytical capabilities to solve for ever increasing challenging questions
How we designed and built Insights Generator™ to create fast, flexible and scalable insights

Gather at scale using Adaptive Data Ingest

Our data ingest processes make available the latest and freshest data from each data source. Our library of data sources grows in response to client and market needs.

Democratize insights using Data Layer Visualizations

Each data source is presented in its own visualization to enable self-service exploration. The breadth and capability of visuals enables users to self-service across a gamut of topic areas.

Act using Custom Integrative Dashboards

Integrative dashboards can be created to reflect the needs of your business’ strategic needs, and to integrate into your business workflow for faster decision making.

Illustrative visuals

- Housing starts
- Population projection
- Demographics

Illustrative visuals

- Market sector KPIs
- Network sufficiency
- Site selection

Illustrative visuals

National population demographics
State-level data sources
National business entities
National healthcare providers
Claims data
Housing start forecasts
… and more
Our platform has helped address a spectrum of use cases

**Population Demographics**
Gain understanding of your target market population demographics. Access and explore population demographics across dimensions of age, sex, race, household and income.

**Provider Organizations and Locations**
Deepen your understanding of competitive dynamics. Identify and summarize healthcare locations, providers and service lines within a specific geographic area.

**Claims Insights**
Analyze claims data to shed insights on utilization, payments, market share, and other market indicators by organization and geographies of interest.

**Population/ Provider Ratio Analysis**
Drive deeper insights into key service indicators. Obtain a quantifiable measure of population-to-provider ratios based on user-defined population segments and provider specialties.

**Commute, Drive Time, and Traffic Patterns**
Measure the population inflow and outflow behaviors across different sites. Determine peak and valley times and measure any demographic shifts that occur during different periods of time.
1. Develop a product mindset to make answering strategic questions an organizational capability, not an annual activity.

2. Explore how to combine your technology and your intellectual know-how into a platform to accelerate insights delivery.

3. Build connectivity to data sources and automate data ingestion to enrich your platform and data assets.

4. Focus on aligning your analytical capabilities with your organization’s most strategic questions.
About us.

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We deliver the insights you need in the way you need them delivered

Point B’s Insights Hub deploys the right combination of applied analytics talent and technology-enabled solutions you need to provide insights that drive fast, flexible and scalable outcomes.

Whether you need a team to solve a specific business problem or an analytics platform that powers your whole organization, Point B’s Insights Hub possesses the team and the tools to deliver the insights and outcomes you seek.

On-Demand Analytics
Flex your capacity and get help with the complex projects by having ready access to analytics talent when you need it.

Custom Insight Solutions
Build the tools to produce the continuous insights you need to run your business. Create custom solutions in a matter of weeks, not months or years.

Managed Insight Services
Leverage an analytics team that can flex and scale with your business, providing on-demand insights and ready access to analytics technologies and talent.

Automation Solutions
Streamline the way you operate and leverage data by making key functions repeatable, scalable and economical.
Data & Analytics at Point B

Point B helps our clients across their journey to become Insight-Driven. Our teams and solutions are tailored for every engagement, blending experience, tools and execution know-how to drive our clients towards outcomes that change the trajectory of their business.

Our Expertise

15+
Years average consultant experience

550+
Engagements delivered

175+
Clients served

How We’re Different

Lead with business outcomes, not technology
Technology agnostic to focus independently on your needs
Build our team and your strategy “right fit” to your needs
Experienced team of practitioners
Homegrown Advanced Analytics platform to accelerate insight delivery

Industry-savvy leaders who offer a business transformation point of view

How We Work

• Pragmatic Business Focus
• Independent Point of View
• Collaborative Approach
• Cross Industry Knowledge & Perspectives

DATA & ANALYTICS CONSULTING
INSIGHTS GENERATOR
ANALYTICS HUB
Get there.