

# DATA AND BI STRATEGY MOVES A MEDICAID AGENCY CLOSER TO A MODERN DATA EXPERIENCE

## Confidential Client

Our client is a state Medicaid Agency that provides healthcare and social service funding to its residents.

## Company Size

With six care divisions, this enterprise organization administers services to over one million residents. It addresses family resources, Medicaid, policy planning, disability and rehabilitative services, mental health and addiction, aging, and early childhood and out-of-school learning.

## Technologies

Tableau (data visualization of survey data)

SQL Assistant (build custom queries to answer ad hoc questions of the data stored in a Teradata data warehouse)

Qualtrics (survey tool)

## Services

Data Strategy

Data Management

Data Integration

Business Intelligence

## Challenge

A state's Medicaid Agency hadn't gauged their enterprise data warehouse (EDW) and BI experience for a few years, so they had no real measure of success. Nor did they have a method to understand if they were accomplishing their goal of delivering information to all their respective consumers.

With many moving parts and layers of complexity, they wanted to build a data- and insights driven-culture and modernize the Medicaid data experience to make it more efficient.

That would mean removing barriers to data access so users could easily access data in their EDW and build reports that provide the business intelligence needed for decision making.

What they needed was a holistic strategy so they could focus on initiatives that furthered their progress toward a goal state, rather than working on one-off projects that didn't fit the overall vision for the data environment or their overall strategy.

We rolled up our sleeves and partnered with our client's various stakeholders to get the job done.

## Solution

In a nutshell, we helped our client **develop an actionable data and BI strategy** to reach all these goals. We accomplished this by assessing the Medicaid Agency's current state, defining the capabilities they were looking to deliver, and reviewing their needs and gaps.

With that, we could develop a strong data strategy that focused on driving public health and operational outcomes, which included technical and process improvements.

Our work could be broken down into a combination of assessments, analysis, and recommendations. The **assessments** we performed were as follows.

ASSESSMENT	VALUE TO THE INITIATIVE
Analytics/BI Experience Assessment	Understand ease of use or tools, as well as ability to access and use data for job functions.
Analytics Organizational Assessment	Evaluate organizational challenges with people, processes, and technology.
BI Maturity Assessment	Measure maturity of the organization against a broad analytics maturity model.
Training Assessment	Evaluate the efficacy of existing training.

Then we conducted an **analysis of** the mandated managed care entity (MCE) **reporting process**, where we supplied several **recommendations in automation** that would reduce the need for the massive amount of manual data manipulation.

All of these **assessments produced data** from which we could derive insights to develop overall recommendations.

Using the data, we were able to perform a **gap analysis** of the maturity and data experience at the agency. That allowed us to identify the priority areas of improvement that would impact the organization the most.

Building on this body of work, we designed a **strategic framework** to capture the essence of how the agency approaches data, which included identifying the strategic pillars: data as an asset, data quality, and infrastructure and tools.



We then formalized all aspects of the framework into the **agency's first data strategy**. That activity continues to serve as a foundation for all activities of the client's data and analytics team.

To provide another degree of depth, here are the **critical skillsets** we brought to the table in this initiative:

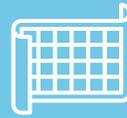
- Project management
- Business analysis
- Process analysis
- Process engineering and improvement
- Data analysis
- Data strategy
- Data management
- Business intelligence development
- Data integration
- Organizational change management

## Results

The client's new data and BI strategy helped improve the overall use, experience, effectiveness, and adoption of analytics and EDW data throughout the state Medicaid agency.

The outcomes of this initiative were all focused on developing a foundation that could be built upon with future efforts.

### OUTCOMES



Defined the agency's first data strategy and strategic framework, which serves as a foundation for how the agency prioritizes and views data.



Set the groundwork for a self-service data platform and training using Tableau.



Established a data governance organization.



Helped implement a data catalog to allow for more consistent definition of data across systems and divisions.



*Illustrations throughout this content provided by storyset (storyset.com)*