



HEALTH MANAGEMENT ASSOCIATES

May the Data be with You: The Jedi Guide to Creating a Data-Driven Culture

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AGENDA

- ❑ **Introductions and Definitions**
- ❑ **Key Principles and Common Pitfalls in developing a Data-Driven Culture**
- ❑ **Interactives Small Group Work – *Aligned Accountability***
- ❑ **Small Group Report-out**
- ❑ **Next Steps in your Journey to a Data-Driven Organization**

■ DEFINING A DATA-DRIVEN CULTURE

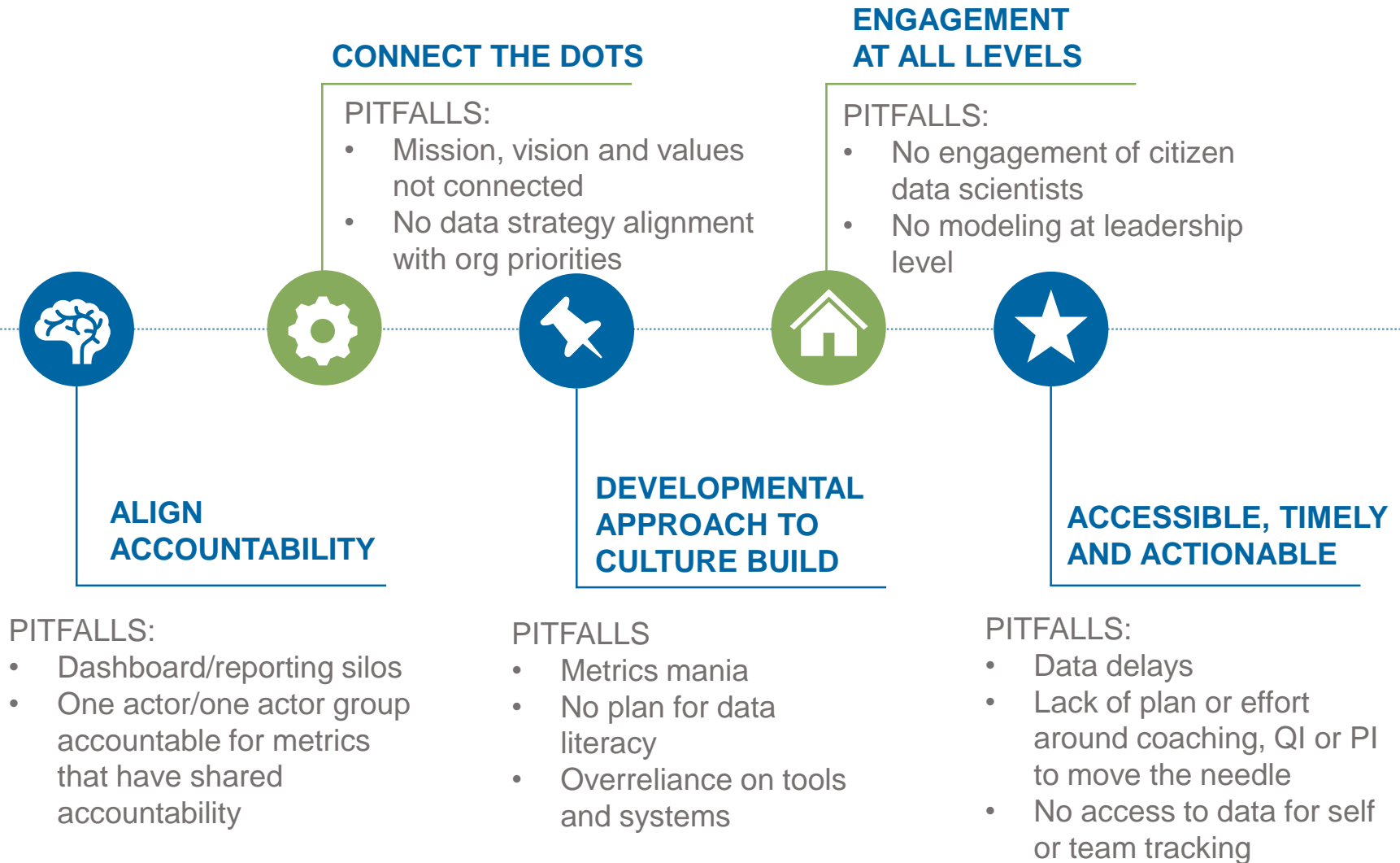
Data-drivenness is about building tools, abilities, and, most crucially, a *culture that acts on data*.

Culture is the dominant aspect that sets expectations of how far data is democratized, how it is used and viewed across the organization, and the resources and training invested in leveraging data as a strategic asset.

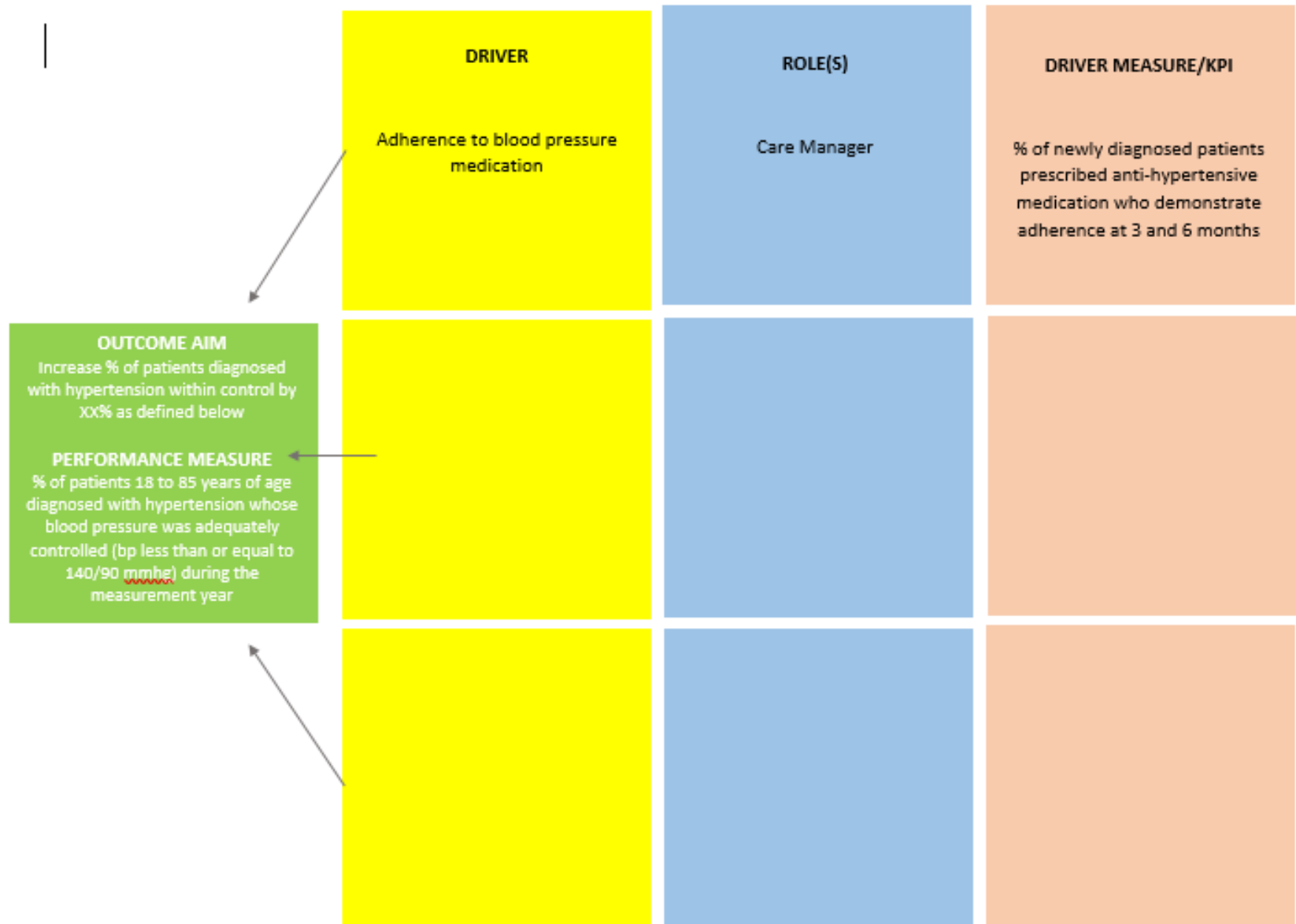
“Without data you’re just another person with an opinion.”

William Edwards Deming

FIVE KEY PRINCIPLES



ACCOUNTABILITY MAP AND DRIVER DIAGRAM





INTERACTIVE WORK

**SMALL
GROUP
WORK**



DIVIDE INTO GROUPS

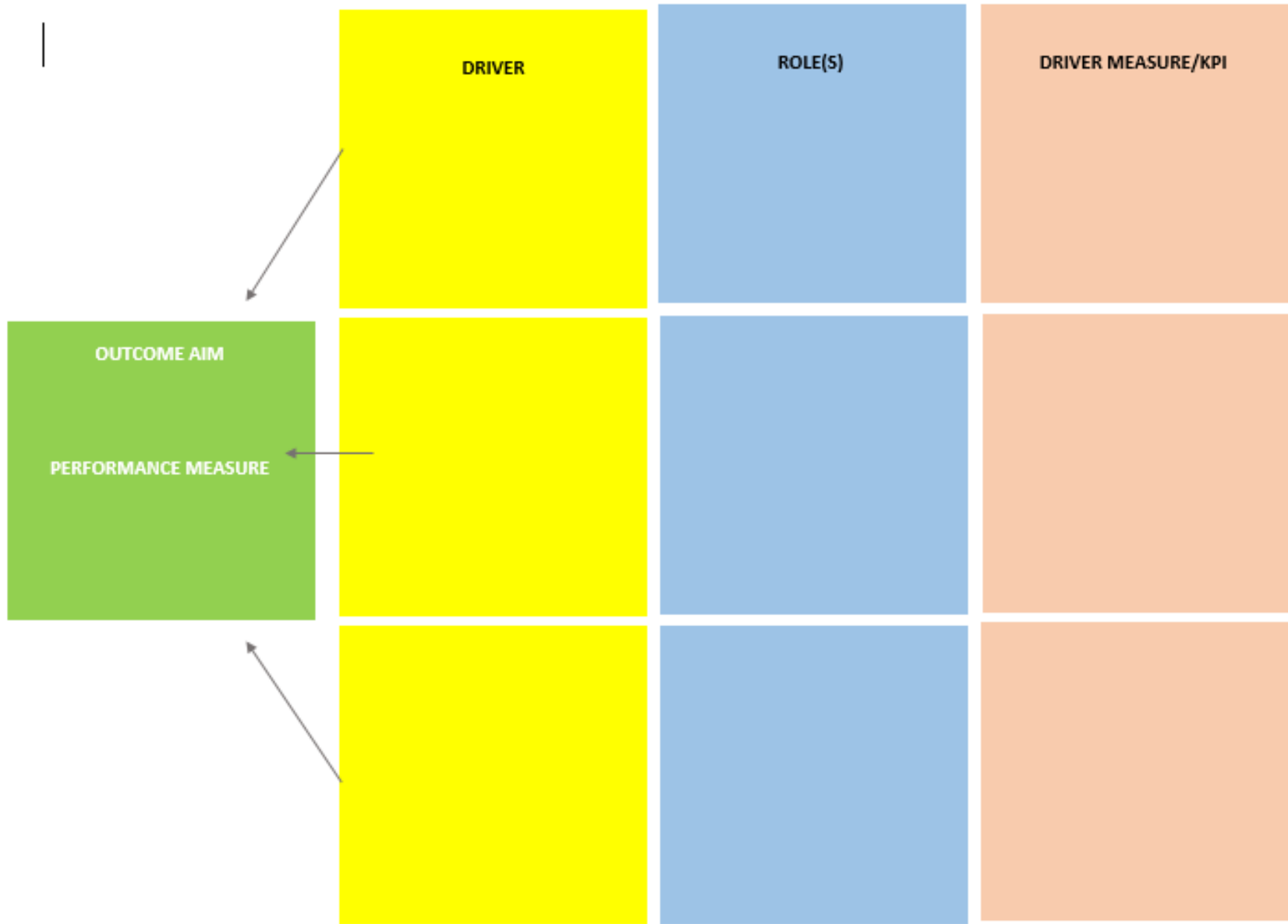


**IDENTIFY AN
OUTCOME AIM AND
PERFORMANCE
MEASURE**



**WORK THROUGH
THE DRIVER
DIAGRAM IN YOUR
GROUP**

ACCOUNTABILITY MAP AND DRIVER DIAGRAM





Share out!

NEXT STEPS

Role model data-driven decision-making in your next meeting

Develop a hypothesis and run a test

Interview colleagues and employees about how they use data to understand current culture

Build an alignment map for a key organizational metric and test

De-clutter and prioritize dashboards

Assess alignment of strategic priorities and targets with data collection, reporting and analytics efforts

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