The Data Expedition

A path to a clear starting point
and valuable insight.

MLT

Author:

Wilco Van Ginkel
Data & Analytics Lead

Brief Company Overview

The customer from the healthcare sector with a mission to simplify access to specialty care. They employ a diverse team of hundreds of employees and operate nationwide.

The challenge

Like most organizations, the customer had challenges with their sheer amount of data:

Employees and departments had access to data but **didn't always get the results and insights they want.**

They **lacked the expertise** to apply advanced data analytics, which they believed would lead to better and new insights.

They **didn't know how or where** to take their data analytics to the next level.

In other words, they needed help how and where to take the next steps in their data journey.

The approach

To help the customer with this challenge, MLT Data & Analytics and the customer embarked on a data expedition, using MLT's **Data Expedition Methodology.**

First...

we organized a workshop with different business stakeholders to talk about:

- Their most critical business processes.

- The challenges they faced with their data and insights.

- What the potential Cost of Inaction (CoI) was (i.e., the CoI represents the quantitative and qualitative cost of not doing/changing anything).

- Initial data analytics ideas to explore (e.g., looking at prediction models).

Then...

This was then followed by a second workshop with domain experts. During this workshop, we talked in more detail about the ideas, the available data, the expected business outcomes, and how the insights could be used by the end users.

The Result

The result of this exercise was two-fold:

1. The definition of two clear starting points:

- Did Covid-19 have an impact on the treatment plans of their patients?

- Can we predict when patients (and why) are going to drop-off from their treatment plan 3 months ahead?

2. The support of all relevant business stakeholders, which tied these starting points to concrete business challenges they cared about.

The reason why the customer wanted to explore the Covid-19 impact was to quantitatively show (the 'data speaks') that patients and their treatment plans were hardly, if at all, impacted by Covid-19. In other words: *separate fact from fiction.*

The second starting point was of interest for the customer because patients dropping off their treatment plan (e.g., due to lack of insurance coverage) could have life threatening consequences. The customer wanted to explore whether it was possible to go from their current reactive mode ('After the fact') to a more pro-active approach ('Intervene before it is too late').

Where are they now?

After the Data Expedition Journey, MLT helped the customer with the execution of the two starting points and provided the customer with the results and insights they needed.

Intersted in doing a data expedition?

APPLY TODAY

Want to know more?

If you like to hear more about the data expedition, please contact Data & Analytics Lead, Wilco van Ginkel:

wvg@mlt.ca