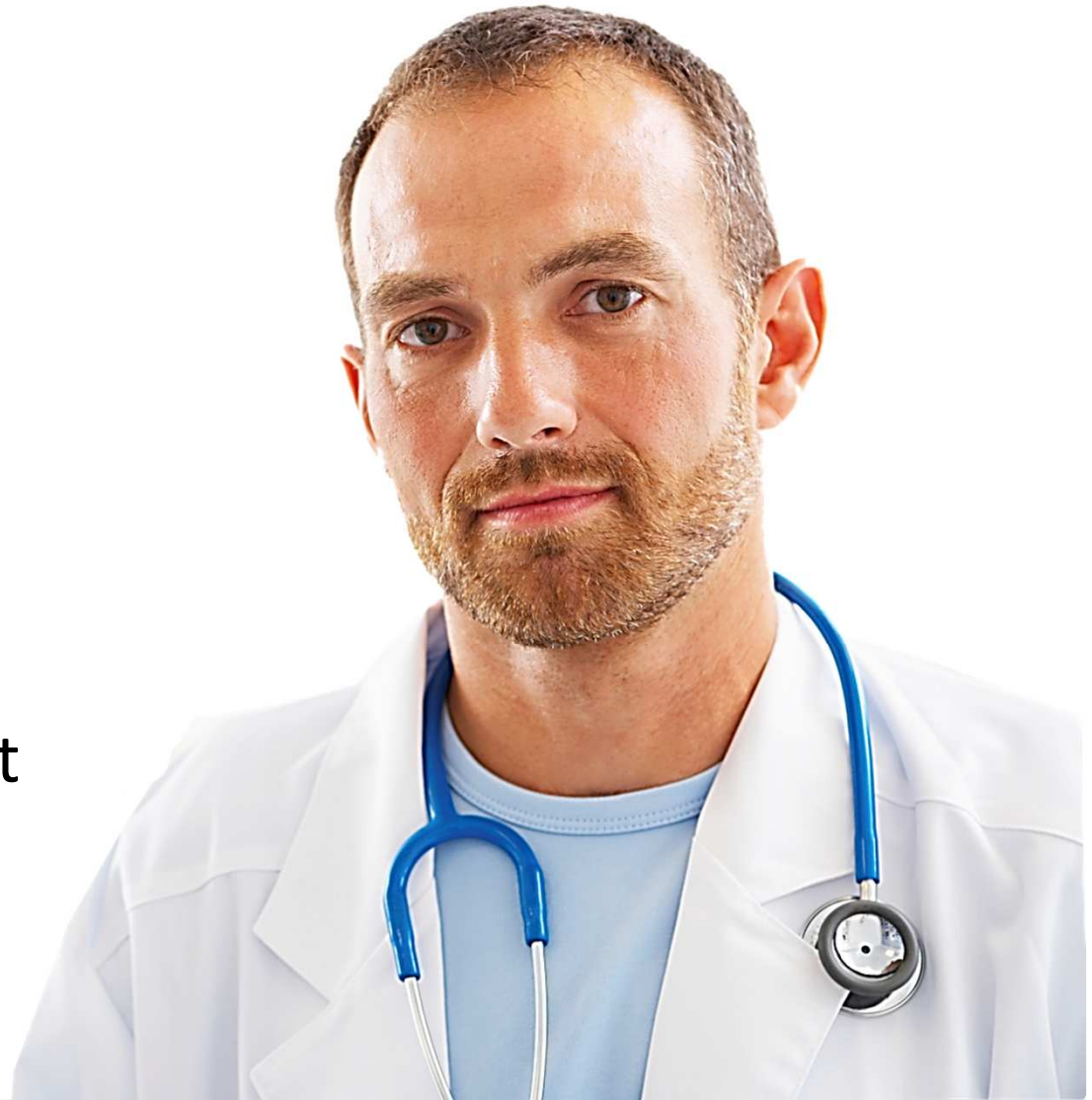


# The Data Consumption Continuum

Dalton Ruer

Data Cathedral Architect



my name is DALTON RUER  
 i'm a **BUSINESS INTELLIGENCE ARCHITECT**  
 and I construct **CATHEDRALS** out of 0's and 1's



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Dalton@Ruer.us  
 Twitter: @QlikDork  
 Linked IN: of course

I sure am certified  
 Because dealing with Big Data isn't a game

**QlikView 11**  
 Certified Designer

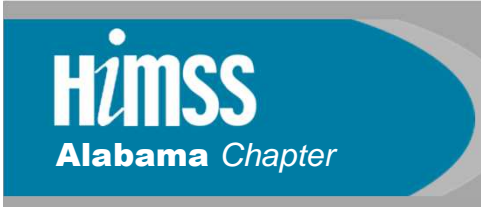
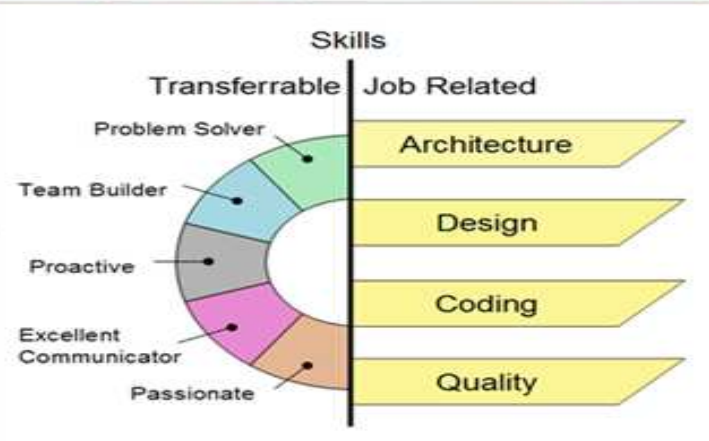
**Microsoft CERTIFIED IT Professional**  
 Business Intelligence Developer 2008  
 Database Administrator 2008  
 Database Developer 2008

**EMC<sup>2</sup>**  
**PROVEN PROFESSIONAL**

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 LinkedIn.com/in/DaltonRuer

Analytics  
 (Qlikview  
 Administration,  
 Development,  
 Design)



Trumped-Up Healthcare



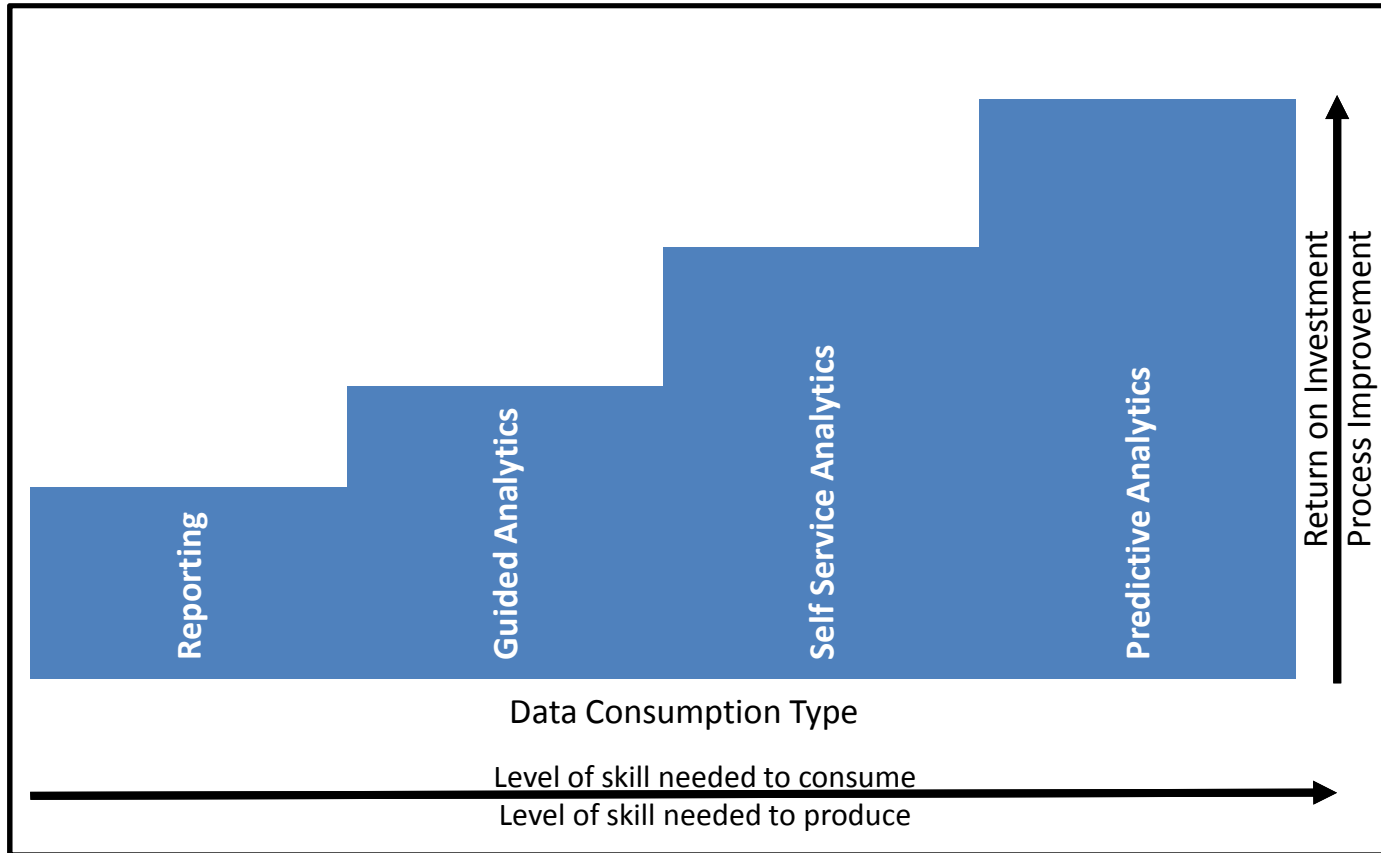
# Continuum

[*kuh n-tin-yoo-uh m*]

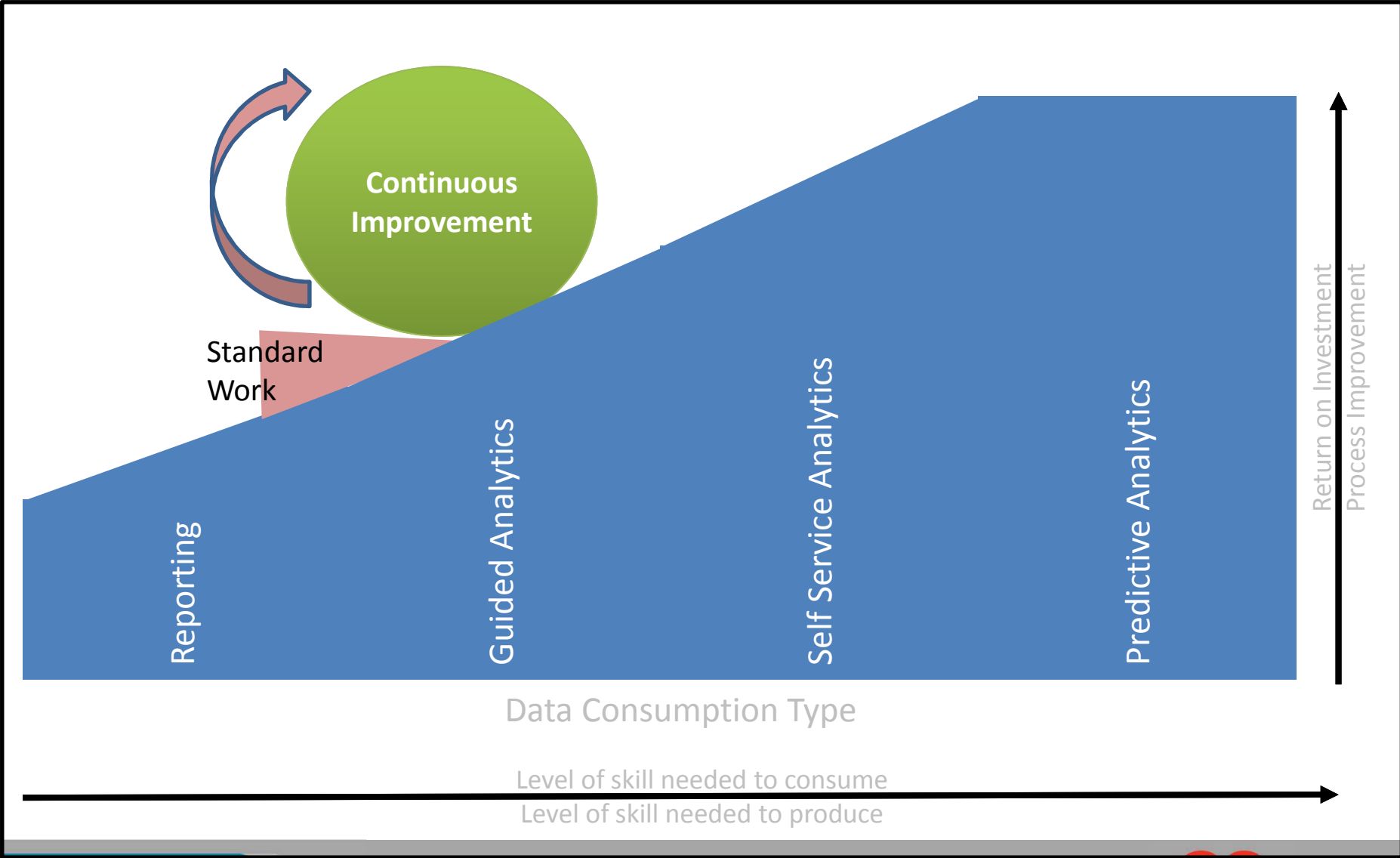
1. *“a continuous sequence in which adjacent elements are not perceptibly different from each other, although the extremes are quite distinct.”*
2. a continuous extent, series, or whole.
3. any compact, connected set containing at least two elements.

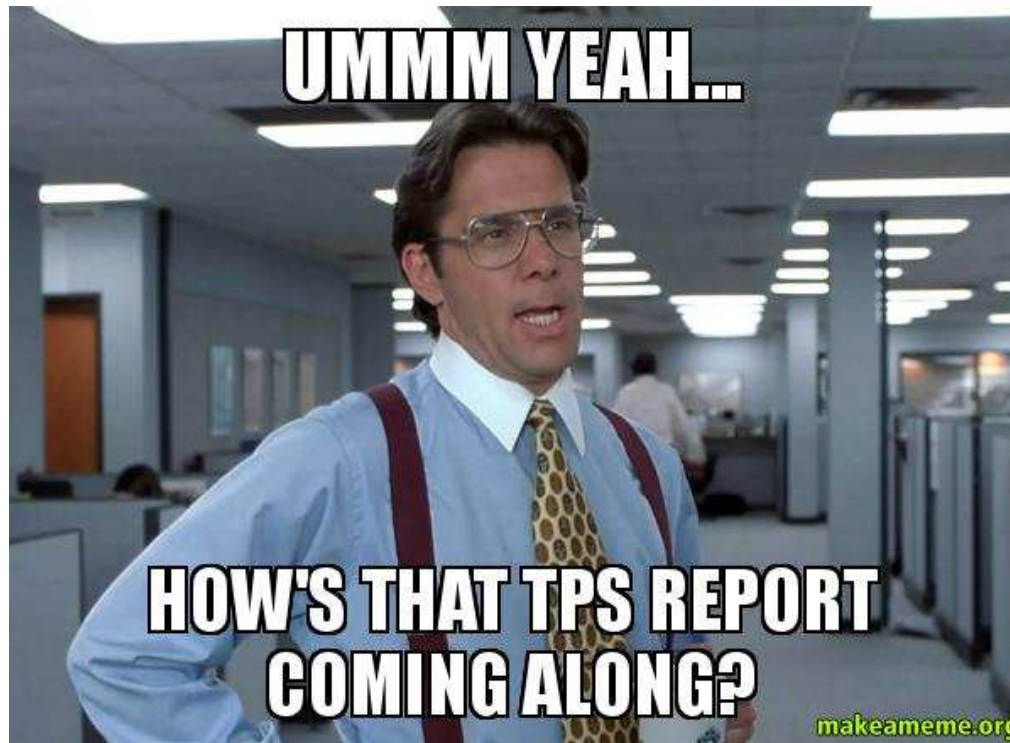


## Data Consumption Continuum



# Data Consumption Continuum

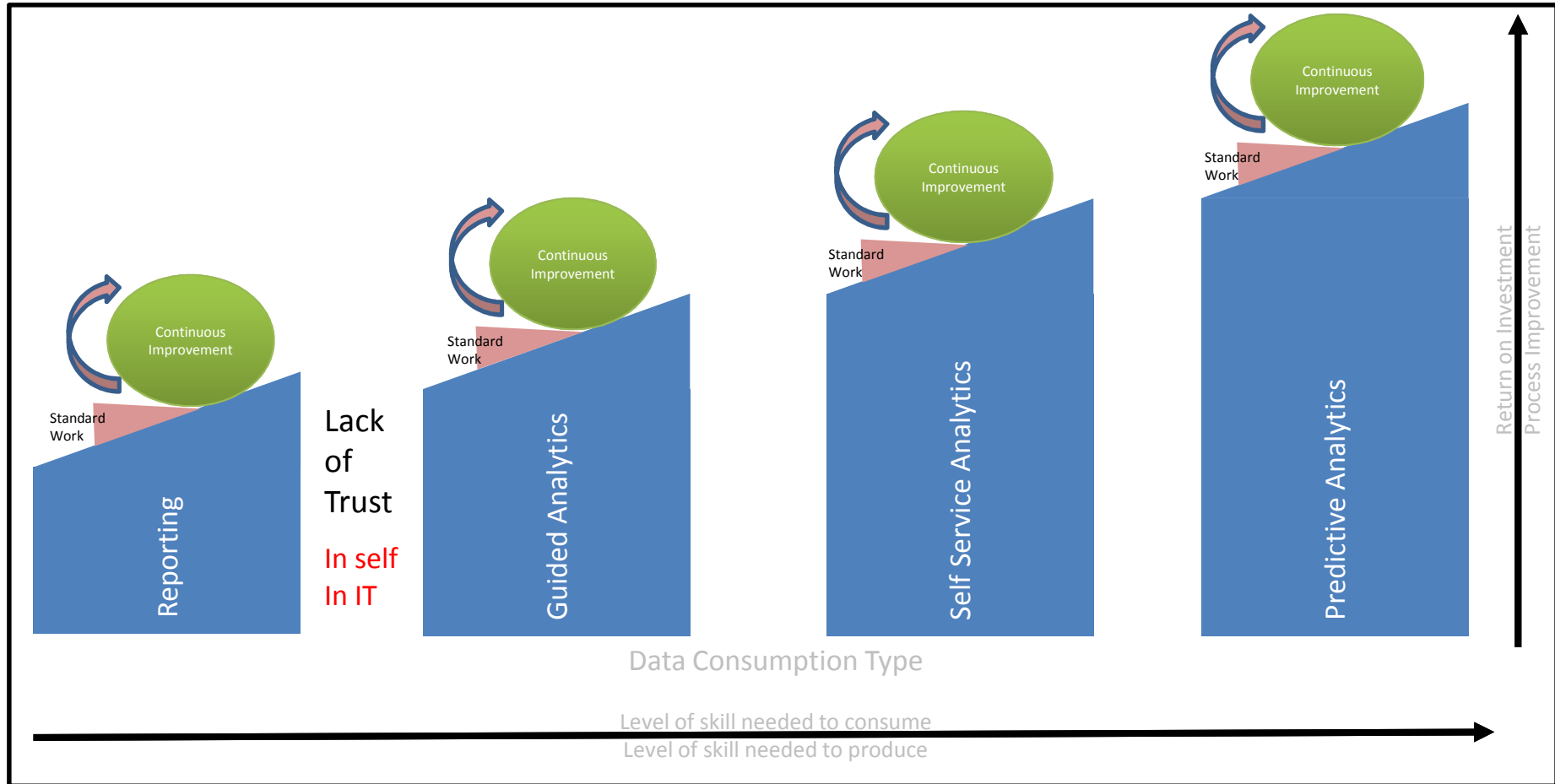




“Theory makes perfect sense until confronted with reality.  
Why hasn’t BI adoption grown beyond reports?”



# Data Consumption Continuum







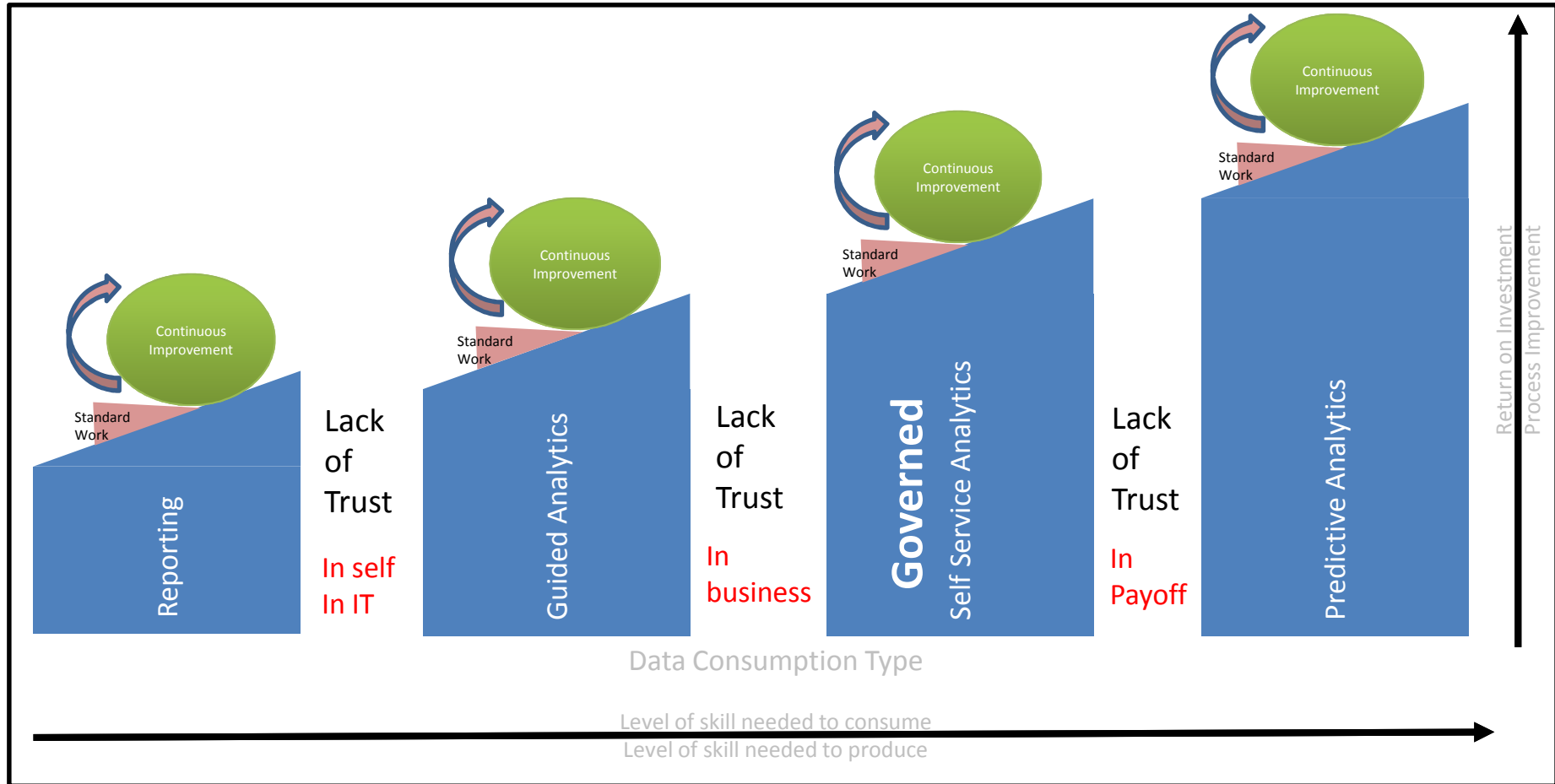
“The best way to avoid getting **thrown under** the bus is to learn how to **drive** the bus.”

“IT has to realize that Guided Analytics is an **iterative process.**”





# Data Consumption Continuum





Why do we spend \$15 for a movie and wait in line 15 minutes to spend \$20 for popcorn and a soda?

We are suckers for a good **STORY**.

So give decision makers a **plot**.  
Get them **emotionally** engaged.  
Give them a **call to action**.





L&D 1 West loves babies so much ...

They **cost** us **\$140,000** last year for the right to perform CSections w/o Complications.

In 2015 64 out of 65 C-Sections without Complications ended up costing us money when the mother and baby stayed in L&D 1 West as result of their **costs** being **\$2,000** per child more than L&D 1 East and requiring a **LOS** of nearly **1.5** days higher.

We **recommend** discontinuing the practice of using temporary nurses to avoid overtime pay in this unit



# Boring

Dashboard

Avg LOS

4.21

# Patients

10,720

# Physicians

51

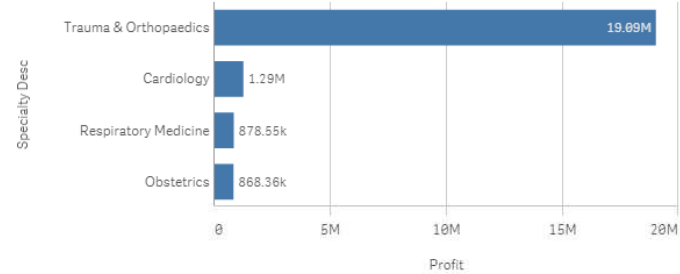
Unique DRGs

264

Profit

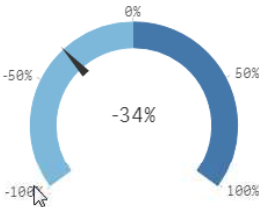
22.13M

Profit by Specialty



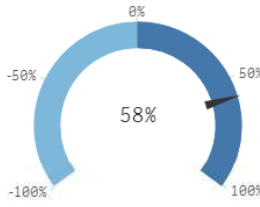
Costs

Current to Previous month



Profit

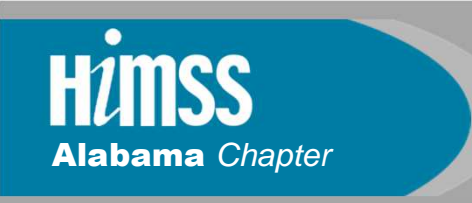
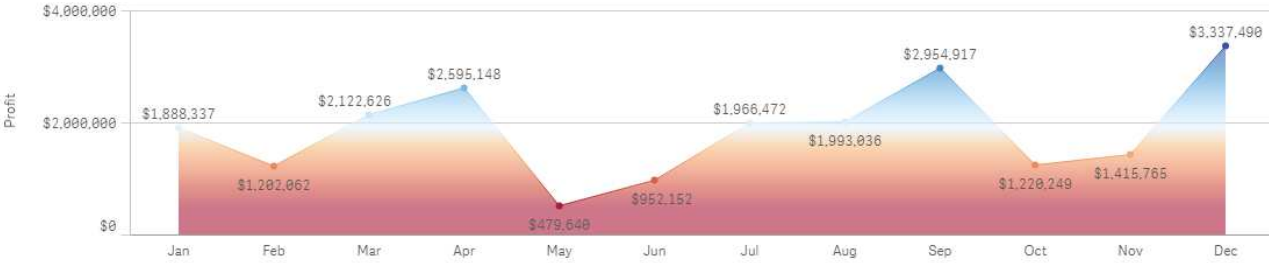
Current to Previous month



Filters

- Specialty
- DRG Label
- Gender
- Age Groups
- ...

Profitability by Month



Trumped-Up Healthcare



# Who cares?

## Diagnosis-Related Groups

Avg LOS

3.88

# Patients

1.24k

# Physicians

15

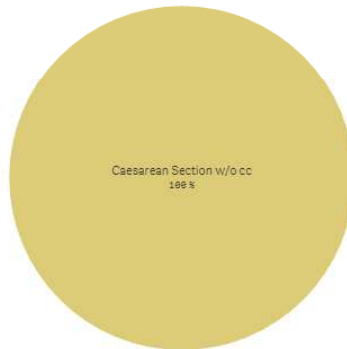
Unique DRGs

# DRGs  
1

Profit

Profit  
-123.6k

### Activity Levels by DRG



DRG Label	Patients	Average LOS Excluding ED	Profit
<b>Totals</b>	<b>10,720</b>	<b>4.21</b>	<b>\$22,127,892.92</b>
Caesarean Section w/o cc	1,240	3.88	-\$123,646.78
Caesarean Section w cc	225	9.20	-\$112,075.14
Surgery for Scoliosis or Other Spinal Deformity	13	7.79	-\$99,323.60
Exteriorisation of Trachea	4	32.50	-\$72,900.45
Multiple Injury <70	58	11.22	-\$53,666.84
Normal Delivery w cc	101	5.41	-\$48,370.00
Complex Elderly with a Musculoskeletal System Primary Diagnosis	124	29.27	-\$39,212.60
Multiple Injury >69	32	27.84	-\$37,765.44
Assisted Delivery w cc	53	6.77	-\$36,870.51
Major Thoracic Procedures	3	36.67	-\$33,447.45
Chronic Obstructive Pulmonary Disease or Bronchitis w/o cc	63	8.09	-\$24,215.40
Medical Termination of Pregnancy	62	1.36	-\$17,960.04
Congenital Hip Dislocation with Open Procedures	22	5.30	-\$15,851.16
General Abdominal - Diagnostic Procedures	2	10.50	-\$13,048.29
Accidental Injury without Brain Injury	196	1.36	-\$12,843.29
Asthma w cc	6	14.67	-\$11,961.36



# Make it stop

## Resources

Avg LOS

3.89

# Patients

1.24k

# Physicians

15

Unique DRGs

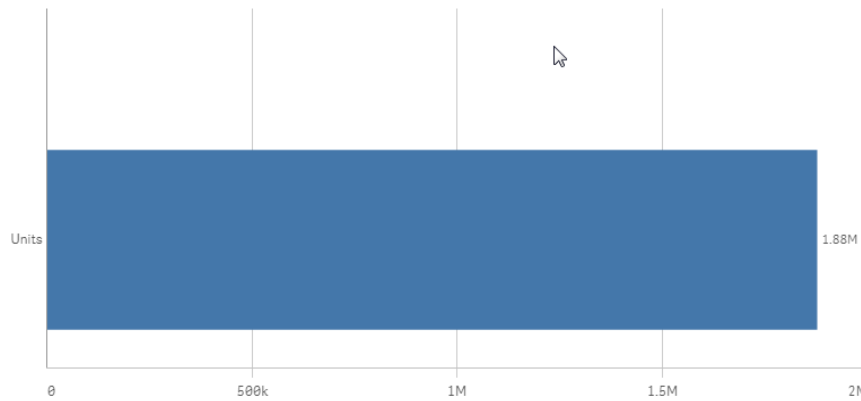
# DRGs

1

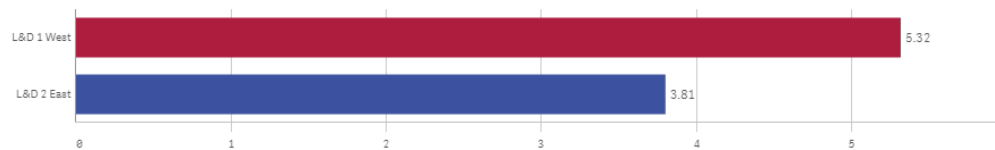
Profit

Profit  
-125.5k

Total Cost To Treat Patients



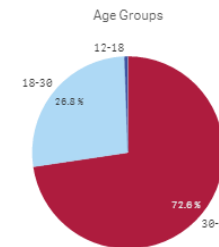
Avg LOS



Activity by Specialty



Activity by Age Groups



# I wonder what's for lunch

Physician

Avg LOS

3.89

# Patients

1.24k

# Physicians

15

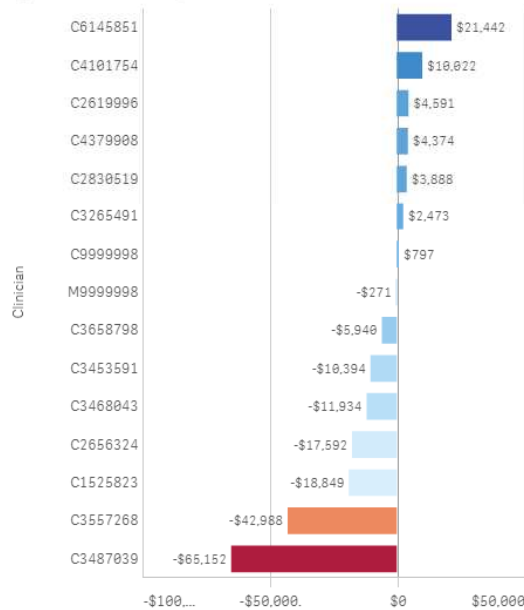
Unique DRGs

1

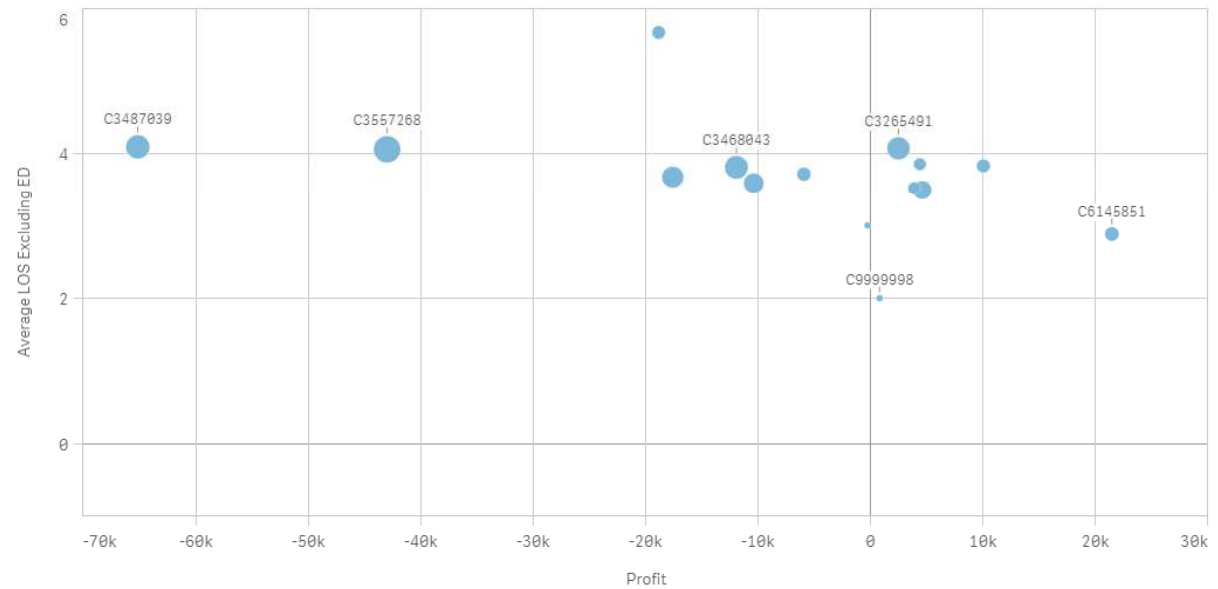
Profit

-125.5k

Physician Profitability



Physician LOS/Cost Mix



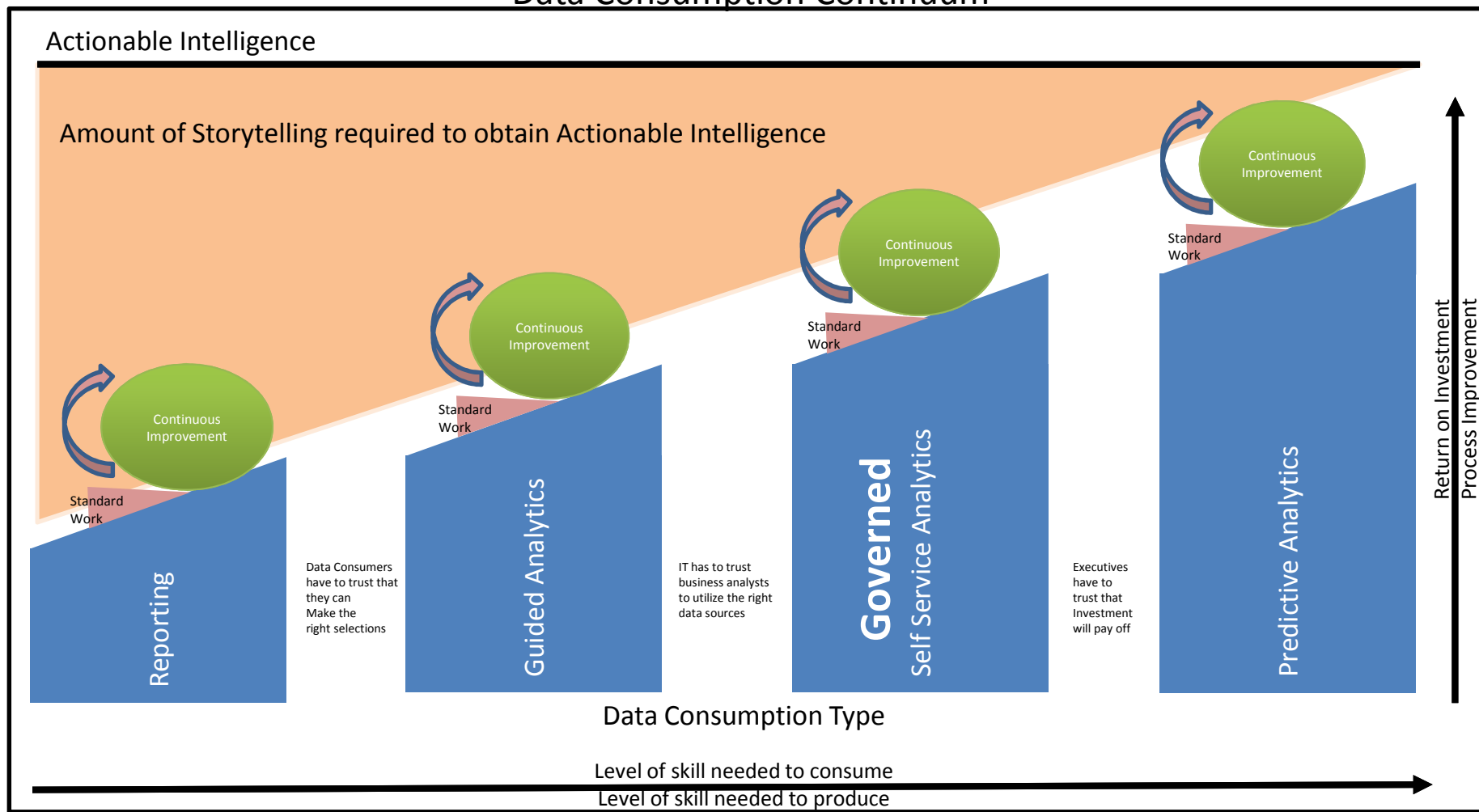




“Decision makers aren’t going to make decisions based on charts they need a **story** to draw them in.”



# Data Consumption Continuum



## In summary ...



“It is not **intelligent** to take **action** on data you don’t trust.”



“**Chasms** caused by a lack of **trust** are what is slowing data consumption.”



# Thank you

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