



SHSMD ADVANCE Certificate Series “The New Data Landscape in Healthcare: Advanced Analytics for Strategists”

Syllabus 9.29.16

SHSMD is excited to launch this new certificate series targeting our intermediate and senior level **strategic planners**. This series includes expert faculty who will present on the following four module topics around data analytics. Each module will include live webcasts, discussion board questions, application assignments, and access to additional resources, tools, and reports. Completion of all assignments and successfully passing the final exam will result in SHSMD's Certificate of Advanced Analytics.

This certificate series was specifically designed to help SHSMD members build upon some of the skills identified in *Bridging Worlds*, particularly helping them exceed at generating data driven insight. It is a key credential within SHSMD's new framework known as SHSMD ADVANCE™. Just launched, SHSMD ADVANCE™ helps you and your team leverage new skills to lead healthcare's transformation. [Start your self-assessment through SHSMD ADVANCE™](#). You can access additional resources around this tool inside the course platform.

In order to make the most out of your learning experience in this series, we encourage you to do the following as soon as your schedule allows. Please note as non-SHSMD members, we have allowed you to access this benefit throughout the course, typically a SHSMD member-only benefit. Please refer to attached instructions on how to access your SHSMD log in account, required

Note: All live webcasts will be recorded and the recordings will be accessible inside the course platform.

Module 1: New and Emerging Data Sets: Where we've been with traditional data and where we are going with new emerging sets.

Part 1: Webcasts October 3 and 6. Noon CENTRAL

Presenter: Bill Moschella, CEO, Evariant

Description: In this comprehensive training session, we'll discuss the past, present, and future of data. Learn how to leverage third party data, such as consumer digital behavior and claims data, to make the most of your existing clinical and financial data. In this session, we will explore opportunities for strategic planning and marketing programs, as well as understand data usage rights.

Learning Objectives:

- Identify modern approaches using data patterns
- Define ways to use new data
- Understand the implications for planning

Part 2: Webcasts October 11 and 13, Noon CENTRAL

Presenters: Shay Pratt, Executive Director Research and Insights, The Advisory Board & David Vuletich, Senior Consultant, The Advisory Board Company

Description: The role of strategic planning has evolved from decision support to decision leadership. As the data needs of health systems expand, strategic planners will be asked by their leadership team to draw meaningful insights from a growing cache of market data. Strategic planners must make sure their market assessments do not simply report market conditions, but actively surface the best growth opportunities and identify the strongest response to emerging market disruptions. We will identify new approaches to modernizing market assessments and highlight new analyses for making them more actionable.

Learning Objectives:

- Discover analyses for finding growth opportunities across the continuum
 - Identify different approaches to evaluating all major drivers of market share
 - Identify new approaches to modernizing market assessments and highlight new analyses for making them more actionable.
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Module 2: Changing Landscape of Inpatient and Ambulatory World: Leveraging forecasting models that incorporate changes in policy and innovation that are driving migration from in-patient to ambulatory settings

Part 1: Webcast October 25, Noon CENTRAL

Presenters: David Ellsworth, Research Scientist, Truven Health Analytics, an IBM Company
Joy Henderson, National Directory Planning Solutions - Truven Health Analytics, an IBM Company

Description: Advances in technology, consumer preference and price transparency are all continuing to drive inpatient volume to the outpatient setting. Hospitals will need to plan facilities and resources in the appropriate setting to keep pace with this changing demand. By analyzing claims from one of the largest commercial claims databases available, Truven Health Analytics will answer the following questions and more to help you meet the needs of a continuously changing healthcare environment.

Learning Objectives:

- Which service lines are showing the greatest shift and which are beginning to stabilize?
- How does reimbursement differ for similar procedures in the IP vs OP setting?
- Will the shift from IP to OP leave empty beds at my hospital?

Part 2: Webcast October 27, Noon CENTRAL

Presenter: Bill Laughlin, Senior Consultant, Deloitte & Touche and additional representatives

Description: Learn Deloitte's strategic perspective on how to look at the macro drivers of shift to outpatient from a competitive, technological, and payment model perspective. Included will be a series of pithy charts/outputs of the models/analyses.

Learning Objectives:

- Understand broad drivers of movement to the outpatient setting
- Understand practical modeling applications of relevant existing datasets

Module 3: Rapid, Market-Specific Strategic Decision Making

Webcasts November 1 and 3, Noon CENTRAL

Presenters: HCA - Katie Maclay, Sr. Director, Strategic Resource Group, HCA and David Cannady, Vice President, HCA
John Becker, Senior Vice President, Sg2 & Ryan Inlow, Associate Vice President of Strategic Analytics, Sg2

Description: Often organizations get bogged down in the mire of analysis paralysis, incessant stakeholder buy in meetings, a “shiny object” approach to prioritization and/or cookie cutter strategies across markets. HCA and Sg2 will provide insight to help you make strategic decisions quickly, based upon unique market factors and national health care trends.

Learning Objectives:

- Why market relevance demands rapid strategic decision-making. Trends such as evolving payment models, utilization patterns and a care continuum approach will be explored.
- How HCA structures their strategic planning approach to remain nimble as a large, multi-state health system. National-regional-local market decisions and how HCA finds focus across markets will be explored.
- Tips and tricks to effective strategic decision-making.
- How to apply these lessons to your organization and your market.

Module 4: Data Visualization and Storytelling: Tools of the Trade Expanding familiarity with advanced BI tools and GIS systems and assembling best practice in using tools to tell a story.

Part 1: Webcast November 15, Noon CENTRAL

Presenters: Lee Ann Lambdin, SVP of Healthcare Strategy, Stratasan with Kelly Meigs, Director of Marketing and PR, Tanner Health System

Description: We will use a case study to demonstrate how to use Business Intelligence (BI) and geographic information system (GIS) tools to effectively build a strategic growth plan. First we'll discover the right service line opportunities. • Once the strategic opportunities have been identified, there are strategies that can be identified using BI and GIS, such as micro-market opportunities, physician strategies, and FSED development. • Once illustrating how BI & GIS tools can be utilized to visualize data and draw meaningful insights, we will build a narrative suitable for presentation to upper management or a Board of Directors for your strategic growth initiatives.

Learning Objectives:

- By the end of this session you will understand how to transform data into information and knowledge using BI & GIS tools.
- Understand how to build a compelling narrative around strategic growth opportunities in a particular service line using BI and GIS tools.

Part 2: Webcast November 17, Noon CENTRAL
Presenter: Andrea Simon, Simon Associates Management Consultants

Description: In this module we are concerned less about the “what” you find in the data and more about the “why.” This module is about how to conceptualize the meaning of the data and information so you have relevant insights that resonate with your audiences. It is important to understand how the brain takes data and converts it into stories to make sense of it, enable it to be visualized, and allows it to be shared among others. Further, there are different types of story themes that are important to think about as you frame the data into a story.

For healthcare strategists, the importance of this module is in how we build visualizations and stories out of the data and information; which themes might work best; how to visually communicate them throughout your organization.

Learning Objectives:

- How to frame a visualization and a story with the data.
- Which type of story theme might work best?
- The value of dashboards and stories to increase power of the data.
- How to visualize this for others to increase engagement—and their ability to share the story/data/insights.

Each module will include live webcasts, discussion board questions, application assignments, and access to additional resources, tools, and reports. Completion of all assignments and successfully passing the final exam will result in SHSMD’s Certificate of Advanced Analytics.

Schedule of live webcasts (all webcasts will be recorded).

Webcasts held from noon-1pm Central (1-2pm Eastern, 11-noon Mountain, 10-11am Pacific)

Module 1: October 3-14

Monday, 10/3
Thursday, 10/6
Tuesday, 10/11
Thursday, 10/13

Week break/catch up: October 17-21

Module 2: October 24-28

Tuesday, October 25
Thursday, October 27

Module 3: October 31-November 4

Tuesday, November 1
Thursday, November 3

Week break: November 7-11

Module 4: November 14-18 (two webcasts total)

Tuesday, November 15

Thursday, November 17

November 18-30

Complete final exam and any remaining course assignments.