



AMCs ENGAGED

People, Purpose, Progress



Creating a Lean Data Analytics Approach

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What is Data Analytics?

- Helps understand members wants and needs
- At its simplest level it is the creation of insights from raw data.
- These insights can be used to solve challenges and create opportunities for an organization.
- They help organizations make faster, better decisions.
- They can be used to lower business costs by improving processes.
- Used to create new products and services based on insights from the market.



Why is it important?

- Better understand members
- Make knowledge-based decisions
- Rapidly validate trends
- Better targeting & clearer communications
- Improved product development
- Operational efficiency
- See into the future



**And all of this helps
increase engagement and revenue**

Questions Associations Ask

How many members pay by credit card?

How long do members stay members?

What is the most effective day to email our members?

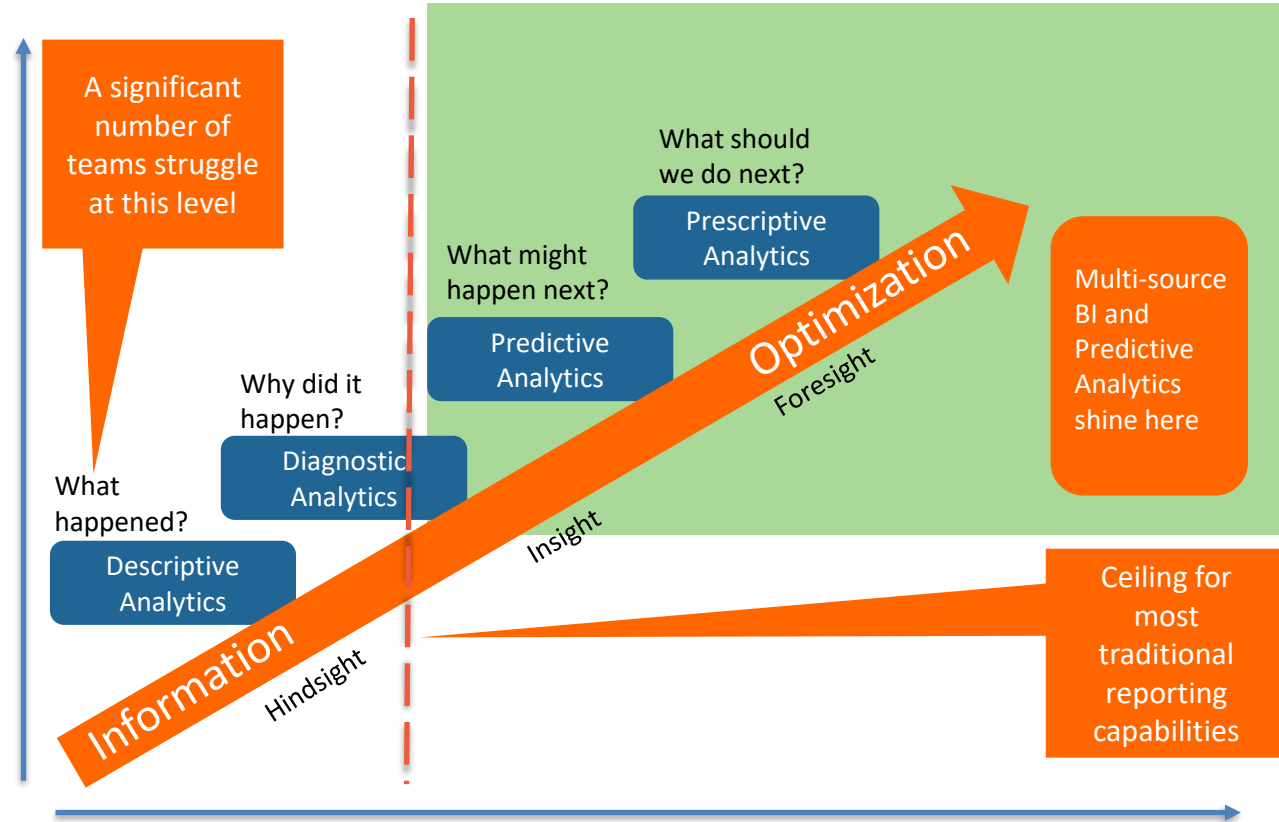
Which members are we at risk of losing?

What products produce the greatest margin?

What actions do our most engaged members take?

What product should we launch next?

Why move to a modern data experience?



Problem for Associations



More data than we can handle



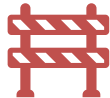
Assumptions drive our decisions



Data lives in multiple places



Reports are hard to read, infrequently used and often unable to be accessed



Not integrated across AMS, LMS, Marketing etc.

Problems AMCs



Reports are frequently specific to a single customer



Scaling report writing is very difficult



Reports are often single source



Multi-source reporting is often manual

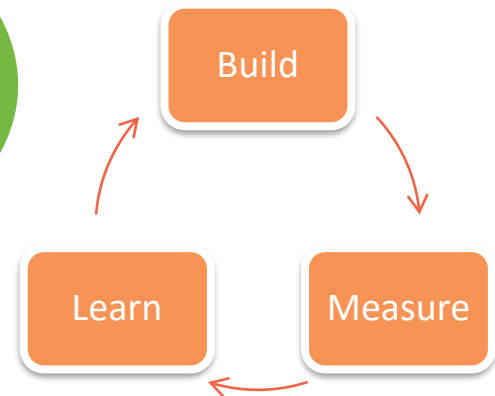
How do we approach using lean, iterative processes?

High Risk:

Creating data analytics at scale is expensive.

What if you spend thousands of hours perfecting a solution that nobody uses or is willing to pay for?

Reduce Risk:



How do we resource for it?

- Take advantage of the “Great Reshuffling”
- Create a position that cuts across the organization
- Look for quick wins that are within budget
- Evaluate impact across the organization

INTEGRATED ACROSS FUNCTIONS

Chief Medical Officer

Marketing (Promotion/Communication – One Voice)

Data Analytics

Revenue Generation

Product/Prgram Development

Development/
Fundraising

Grants

Pricing Strategy

Journal (Royalty)

Operations/ Governance

Board Planning/
Activities

Committee Planning

Orientation/ Training

Program Management

Education
Instructional Design

CME/MOC

Quality

Health Policy/
Government Relations

Workforce (Prof Dev
Programs)

Content & Delivery

SMEs

Publications

Delivery Options

Membership Engagement & Management

Retention &
Recruitment

Communities

Scholarships/Awards

DEI (strategy,
integration,
implementation)

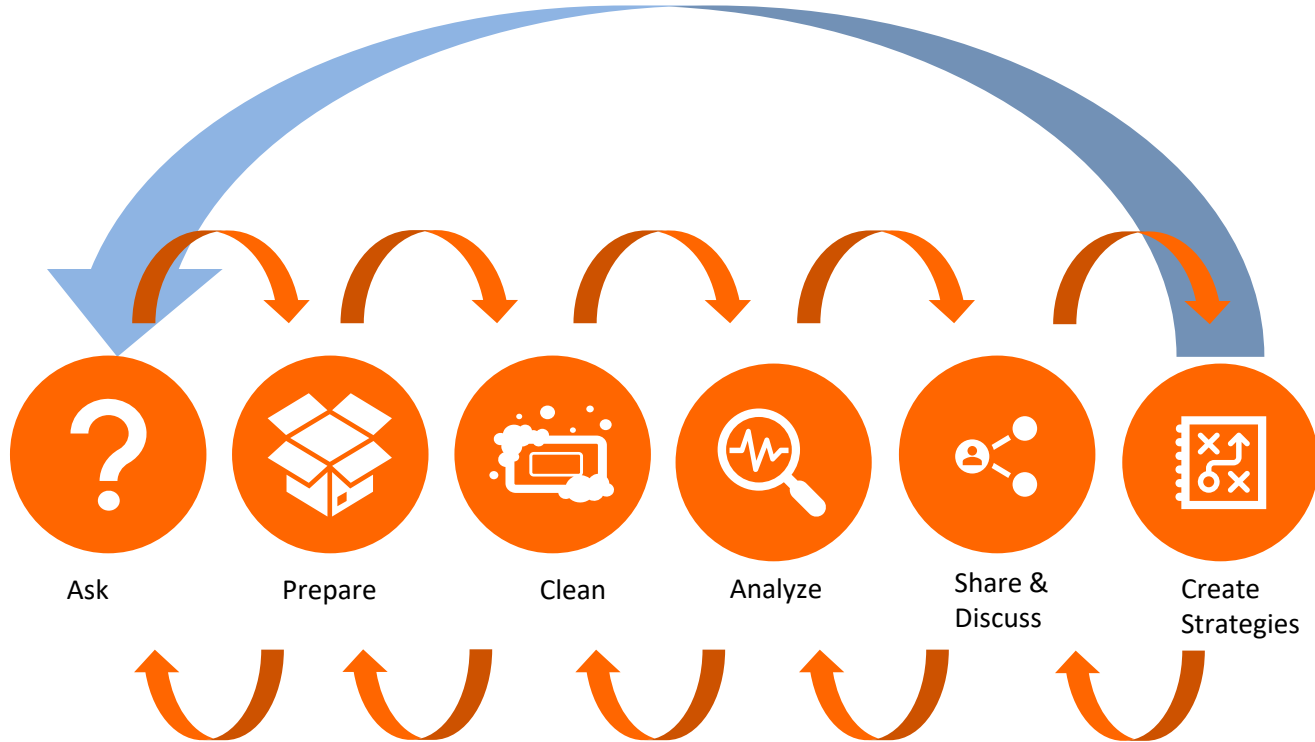
Workforce (Match and
Vision/Strategy)



How can AMC's resource a complex Data Analytics project

- Internal vs External
 - Internal expertise will be limited or non-existent
- Rely on outsourcing relationships early
- Build internal expertise

What steps are involved implementing Data Analytics?

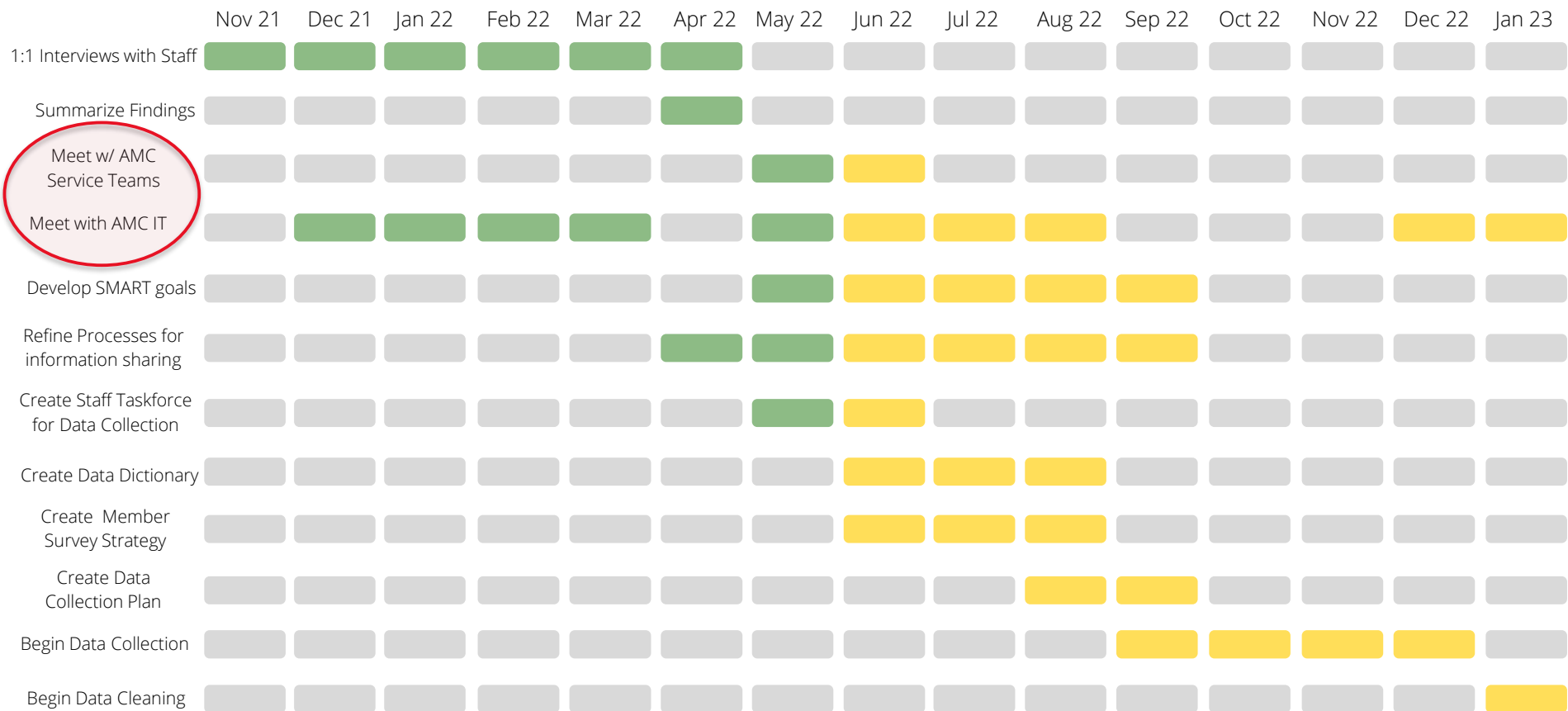


CASE STUDY: AAHPM

- Interviews with staff
- Identify theme
- Develop SMART Goals
- Create Data Taskforce
- Develop data collection plan



AMERICAN ACADEMY OF
HOSPICE AND PALLIATIVE MEDICINE



Ask

Prepare

Clean ->



Opportunities that Emerged

- Automate manual work
- Establish SMART goals
- Learn more about members
- Manage products throughout their lifecycles
- Develop comprehensive strategy for students, residents, fellows and early career professionals



Lyft Ride Sharing – Built from Data Analytics

- Lyft Mission:
Improving people's lives with the world's best transportation
 - 18.7 Million active users
 - Over 5 Billion rides shared
 - 2 Million drivers
 - 644 cities
- Needs to be able to match drivers to riders within 15 seconds
 - How long will it take for my driver to arrive?
 - How much will it cost?
 - Does surge pricing apply?
- Data analysis showed Lyft the value of launching Lyft Health

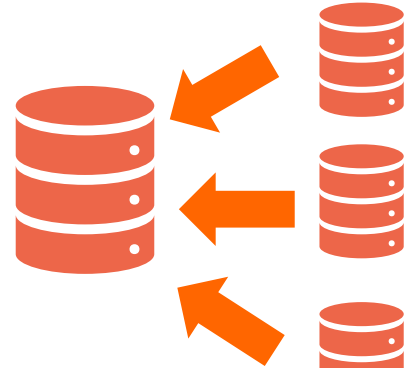


What is a Database?



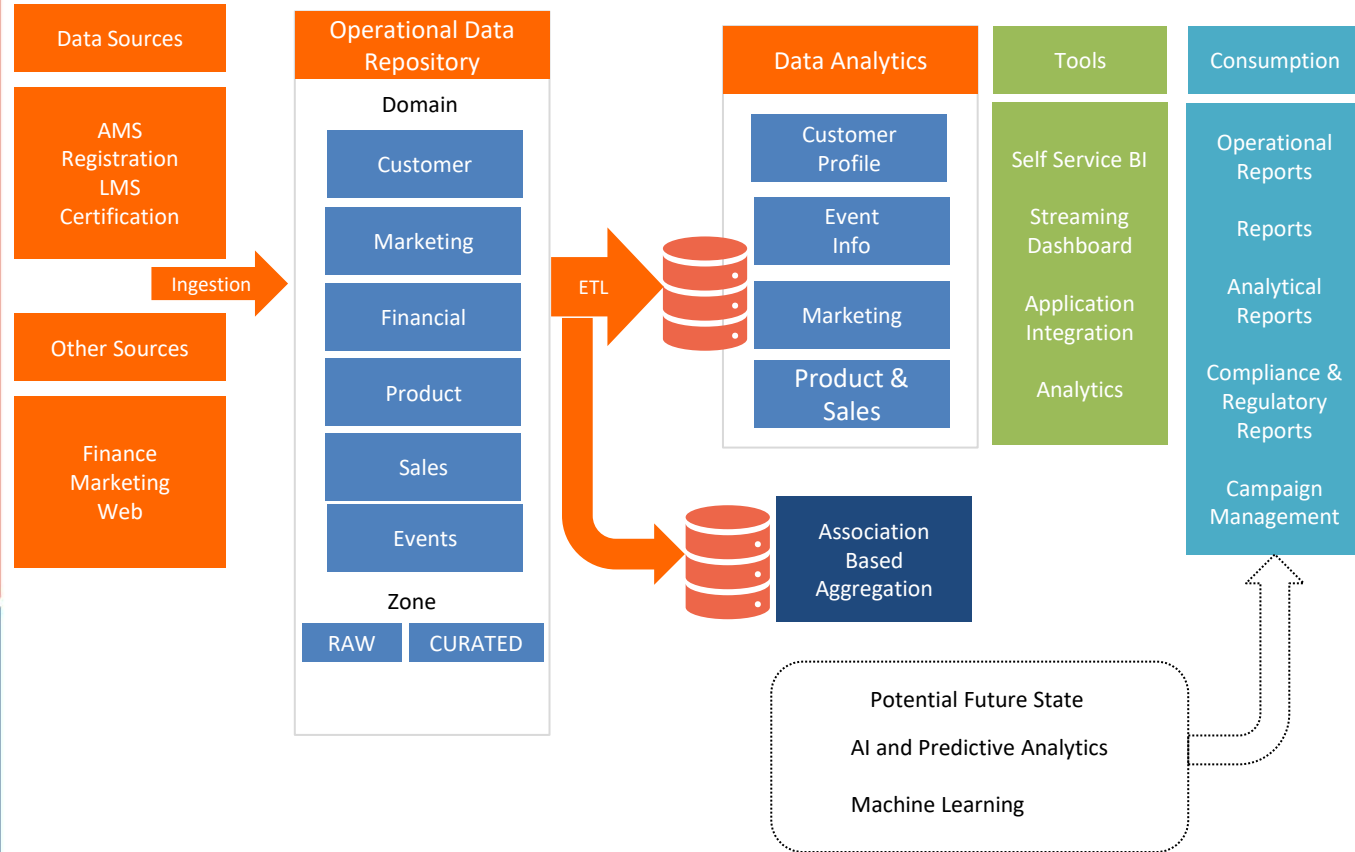
Transactional Processing

What is a Data Warehouse?



Analytical Processing

Data Warehouse – Reference Architecture



Barriers to Creating a Data Analytics Approach



- Cost



- Complexity

Strategies to address the Barriers

- Create a data analytics position
- Use a data analytics mindset
- A Lean, iterative approach, built around Build, Measure, Learn
- Use goals to encourage integration
- Begin with a “quick win”
- Begin with expert help. It’s worth the investment
- Walk before you run

Measuring Success (Association)

- Subjectively assess if we are making more decisions based on data
- Identify “quick wins”
- Establish Interim milestones



Measuring Success (for the AMC)

- Set Revenue Goals
- Set Usage Goals
- Set Self-Service Goals
- Set Data Integrity and Continuity Goals



Thank you and Questions

