

DATABAY RESOURCES®

Cleaner Data. Clearer Decisions.

SUCCESS STORY

HSHS Finds Efficient, Accurate Reporting Solutions with DataBay Resources

A Short Take on Success

The Challenge

The Project Manager for Strategic Planning at HSHS was searching for a faster, flexible, user-friendly system for data reporting and analysis to improve efficiency and resolve high levels of frustration.

The Solution

DataBay Resources offered the perfect solution with its Navigate suite of products, greatly reducing both the effort required to generate reports and the potential for human errors while providing options for more detailed data analysis.

The Outcome

Executives at HSHS are highly confident in the strategic planning decisions that will guide the future of their system, knowing those decisions are based on a sound reporting and data analysis system.

“The decision to choose DataBay will pay benefits across our system because our strategic decisions are now grounded in high quality data analysis and reporting. I wouldn’t want to have to do my job for even one day without DataBay.”

-Sommer Rivera, HSHS

The Challenge

Sommer L. Rivera, Project Manager for Strategic Planning at Hospital Sisters Health System (HSHS) in Illinois, came to HSHS in the fall of 2008 with an extensive background in data, analytics and the law. As with any new job, she anticipated a learning curve as she began data analysis and reporting, critical responsibilities in her new role. Instead, she spent day after day thinking, “My job should not be this hard.” Rivera, who was working with a well-known regional data analysis tool in Illinois, realized quickly that the software she was trying to use was falling far short of meeting her needs.

“For months, I was literally running reports in my sleep,” Rivera reflects. “I would spend hours during the day setting up reports, only to find in the evening that the system had kicked me off and I’d have to start over. I was setting my alarm for the middle of the night to make sure my reports were running so that I’d have the data I needed for the next day.”

Rivera also struggled with the inflexibility of her data analysis tool, which required a significant amount of manual data manipulation, creating huge opportunities for human error. Information had to be manually keyed into the system and was not transferable across databases, adding to Rivera’s frustration. She would lose days constructing reports that were so error-filled, they would need to be re-run.

“I was investing way too much time and personal energy, and I wasn’t able to provide the high quality, comprehensive data analysis our executives needed to make the most effective strategic planning decisions,” Rivera explains. “Because the HSHS service area falls in two states and my counterpart in Wisconsin was successfully manipulating data in minutes that took me a week or more, I knew there had to be a better solution.”

On February 16, 2009, after the exhausting process of generating her first annual report without the right data reporting tools, Rivera was introduced to DataBay Resources.

The Solution

“I met with my Wisconsin colleague to find out how she was so quickly able to generate attractive, accurate reports,” says Rivera. “I’ll never forget watching her build the first report with DataBay and seeing the results generate in seconds. After recognizing how flexible and user-friendly DataBay’s software was, I knew I was never going back to the tool I had been struggling with for months. I called DataBay that afternoon from the hotel lobby and asked if they could help me.”

For the next few months, Rivera researched a number of competitive data analysis software tools and interviewed many data reporting companies. She kept coming back to DataBay Resources. “DataBay eliminated a lot of the human manipulation, greatly reducing opportunity for error. Their customer service team is incredibly responsive, and the software was just SO easy to use.”



Because Rivera works for a healthcare system that includes 13 hospitals in Illinois and Wisconsin, as well as physician groups, she has a significant number of complex reporting requirements, in addition to basic data analysis needs. With DataBay, she is now able to generate reports that include data from both states, examine market share for a broad range of areas, calculate physician supply and demand, and produce five-year trend reports for all 13 hospitals. She can also control her own timeline, saving weeks of effort when she needs to produce fiscal year reporting as opposed to calendar year reporting. And, when errors are identified, it only takes her seconds to make corrections and run the report again.

“DataBay began aggressively pursuing a solution to Sommer’s problem from her first phone call,” says Richard Stein, Vice President of DataBay Resources. “We involved our entire staff to work collaboratively with all of the parties involved to be able to access Illinois data. We changed servers and increased our bandwidth to get the Illinois data downloaded and ready for use. It took a dedicated team at DataBay and HSHS to push this process forward, and in a matter of months, we were able to provide Sommer with a suite of tools that effectively met her needs.”

DataBay worked throughout the spring of 2009 to determine HSHS’ specific reporting requirements and how to tailor three different Navigate products to her unique needs. DataBay also interfaced often with the Illinois and Wisconsin Hospital Associations to resolve the legal and regulatory issues involved with gaining access to their states’ datasets. Once the three-year contract was signed in June, HSHS began to effectively integrate the DataBay Resources NavigateNet, Navigate ProfitPoint and Navigate-MD software tools into the HSHS strategic planning and medical staff development process.

“This process took months, and I couldn’t have been patient if I didn’t have 100 percent trust in DataBay’s products and customer service team,” Rivera says. “DataBay and HSHS had to wade through significant amounts of paperwork and an extensive legal process to get where we are today. But it was well worth the journey. When something doesn’t work right, it should be fixed. DataBay offered me the perfect solution.”

The Outcome

Rivera has been using DataBay software since the summer of 2009, and the first difficult months of her new job seem like a lifetime ago.

“I am thrilled with the many ways I can manipulate data and generate reports without wasting time and effort,” comments Rivera. “Before, I didn’t have time to really drill down into the data to identify trends and find the answers for our executive team. Being able to quickly and comprehensively generate a full spectrum of data reporting really gives our health system the full picture regarding our competitive market and physician needs, and where we need to concentrate our efforts in the future.”

“The decision to choose DataBay will pay benefits across our system because our strategic decisions are now grounded in high quality data analysis and reporting,” Rivera concludes. “I wouldn’t want to have to do my job for even one day without DataBay.”

The Partners

DataBay Resources

www.databayresources.com

DataBay Resources, a division of Amerinet, is a national leader in market analysis systems. Since 2000, DataBay has provided valuable, cutting-edge, customized health care market intelligence software, reporting services and analysis to improve the financial market and financial position of hospitals, health systems and ambulatory surgery centers.

Hospital Sisters Health System

www.hshs.org

Hospital Sisters Health System (HSHS) is a multi-institutional health care system that sponsors 13 hospitals in 12 communities across Illinois and Wisconsin, as well as an integrated physician network. HSHS is a healing ministry guided by the historic mission of the Hospital Sisters of St. Francis and is firmly grounded in modern best practices. HSHS uses progressive physician partnerships and the latest technology to provide personal, integrated health care across its entire system to all – including the sick, needy, uninsured and underinsured.