



# Building a Data-Driven Culture for Better Health Outcomes

*Data and Analytics in Healthcare, 27<sup>th</sup> March 2023*



**Daniel Hatfield**

Regional Director (ANZ South) | Denodo

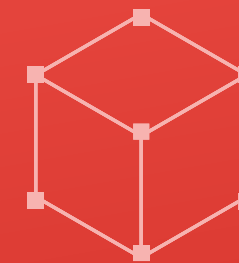
[dhatfield@denodo.com](mailto:dhatfield@denodo.com)

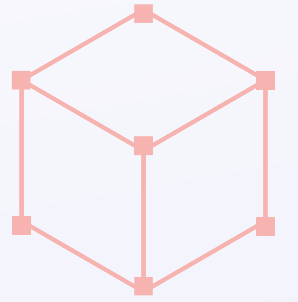
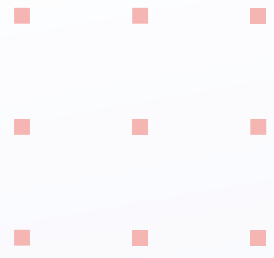
<https://www.linkedin.com/in/djhatfield/>



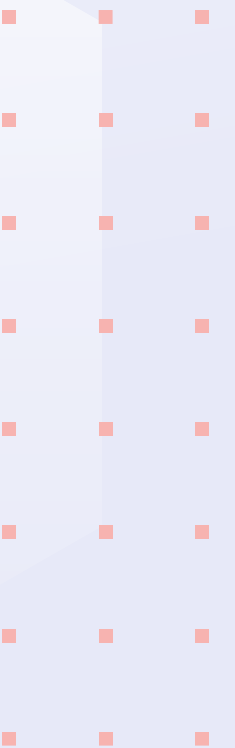
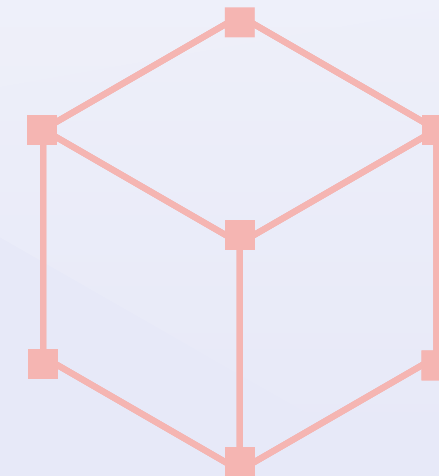
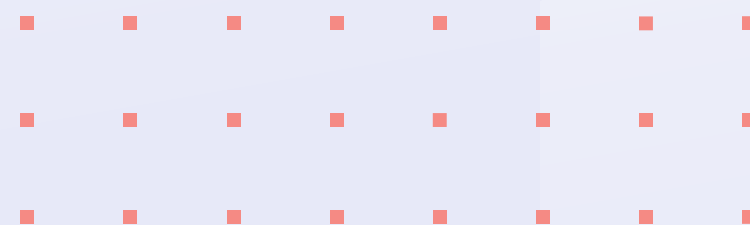
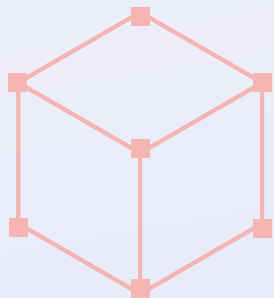
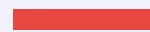
# AGENDA

1. The Need for Better Health Outcomes through a Data-Driven Culture
2. Building A Data-Driven Culture: SA Health Example
3. Enabling Successful Data-Driven Culture - Denodo Platform





# The Need for Better Health Outcomes through a Data-Driven Culture!





# Big Data Challenge



*The Big Bang Data Exhibition – Singapore  
Example Photos Loaded into Flickr in 24-hour period*

*“Hiding within those mounds of data is knowledge that could change the life of a patient or change the world.”*

*Atul Butte,  
University Professor,  
Stanford*



## **SA Health – Data Access Platform (and Governance)**

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[Click here for SA Health DAP Video](#)

# Highlights from Leading European Analyst

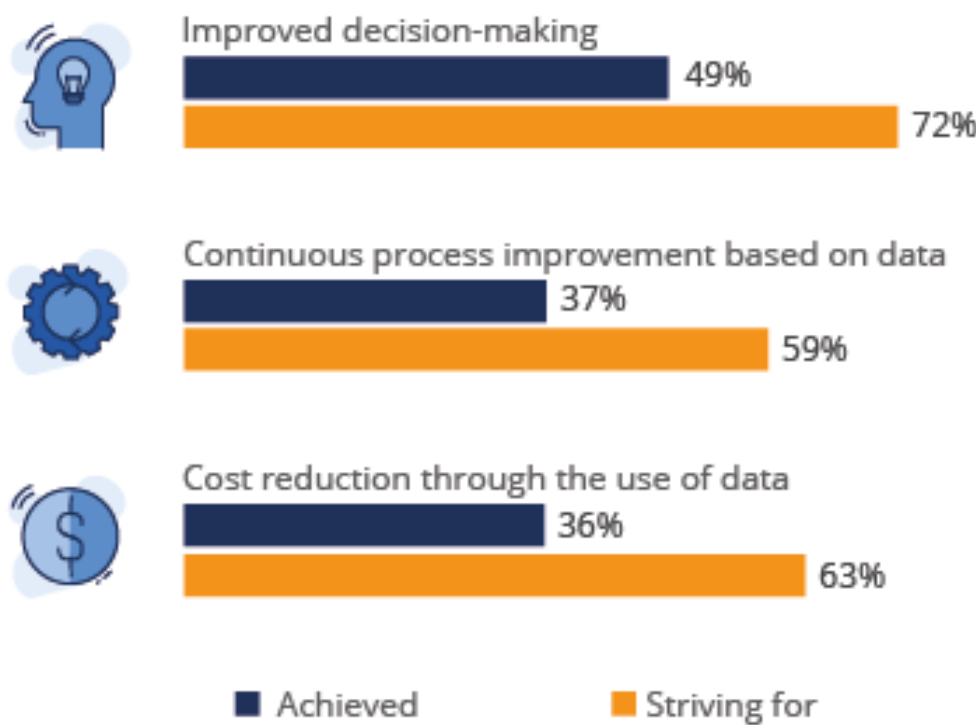
TOPICAL SURVEY

BARC Data Culture Survey 23

How to liberalize data access to empower data users

READ NOW

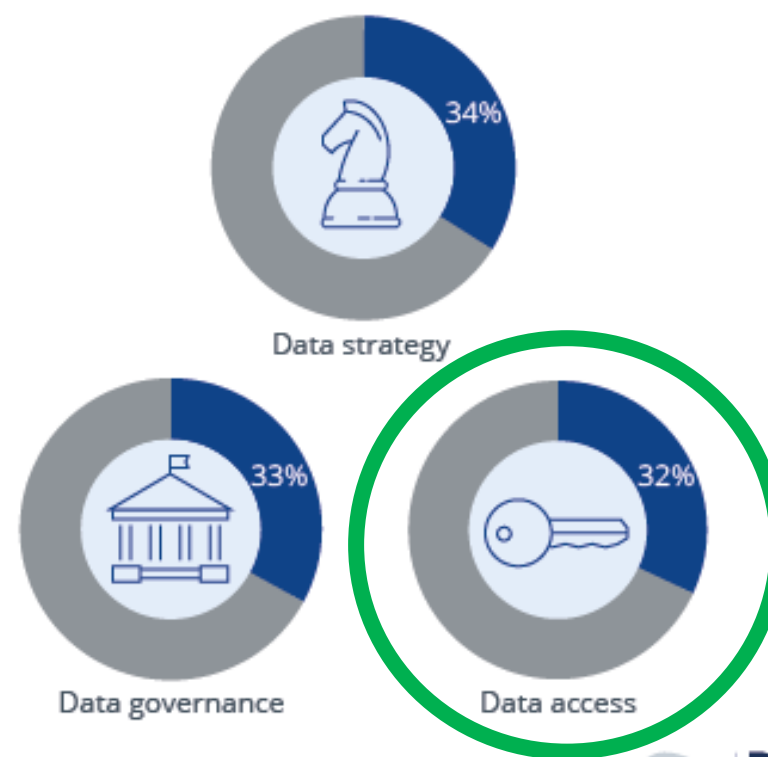
Which positive effects of a data-driven culture have companies already achieved and which do they strive for?



Source: "BARC Data Culture Survey 23", n achieved=367; n strive for=374



Data culture initiatives: Top 3 percentage of 'relevant and being implemented'



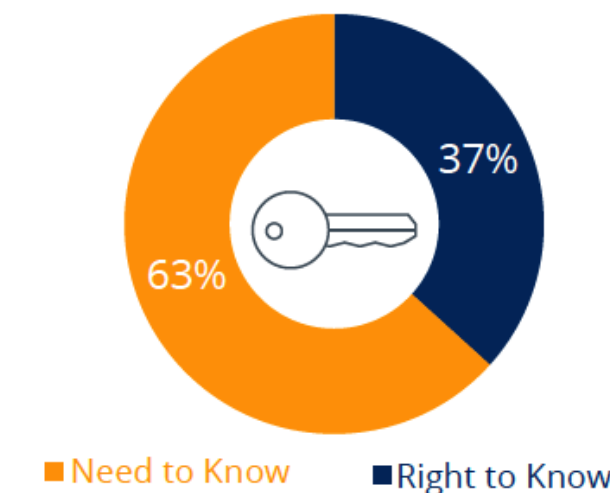
Source: "BARC Data Culture Survey 23", n=352



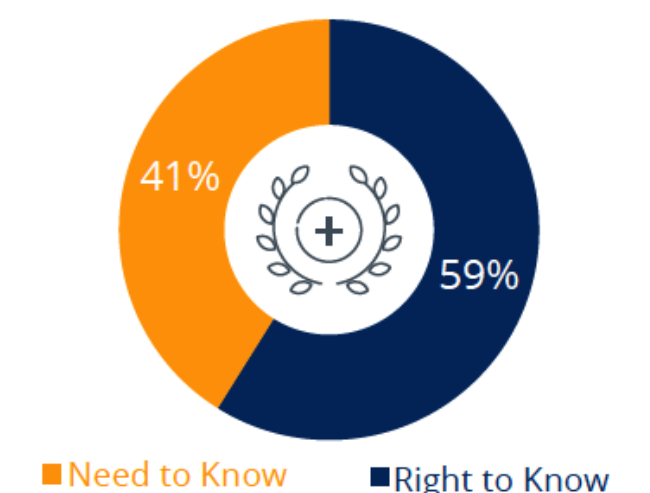
[Click here to access report](#)

'Right to know' vs 'need to know' principle

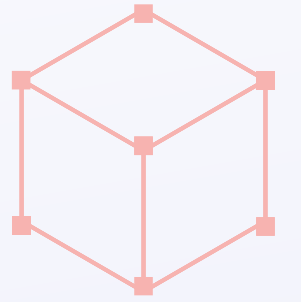
Prevalent data access principle



Considered as most beneficial



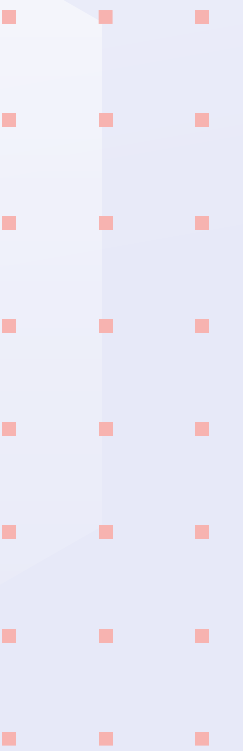
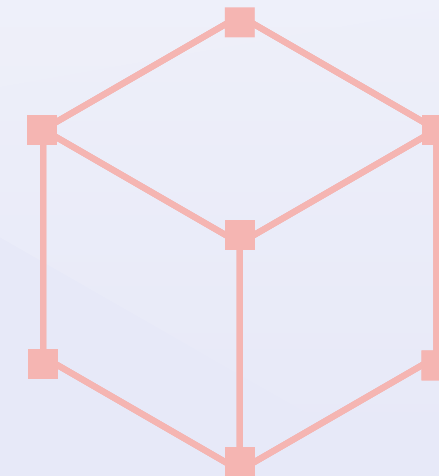
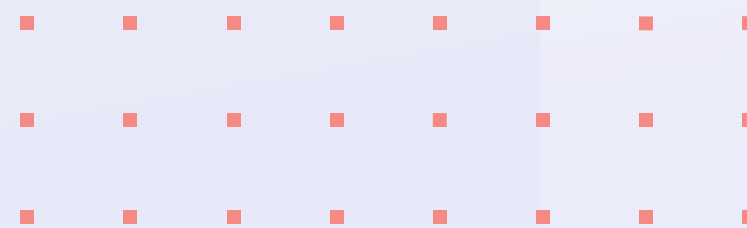
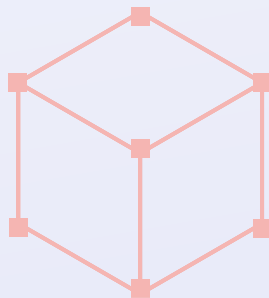
"Data culture eats data strategy for breakfast" has become a popular saying among data and analytics managers and executives. Even the best data strategy cannot fulfill its potential if the data culture in the company does not match it. **Ultimately, it is the people in the company who have to change their behavior and mindset in order to benefit from the ever-increasing amount of data available to them.**



# Building a Data-Driven Culture

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Example: South Australia Health – Data Analytics Platform

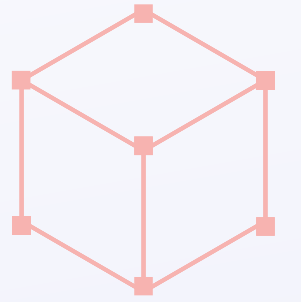


# Leading State Government Health Organisation

## Key to enabling a Data-Driven Culture:

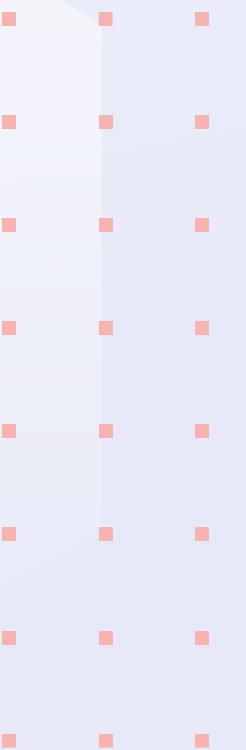
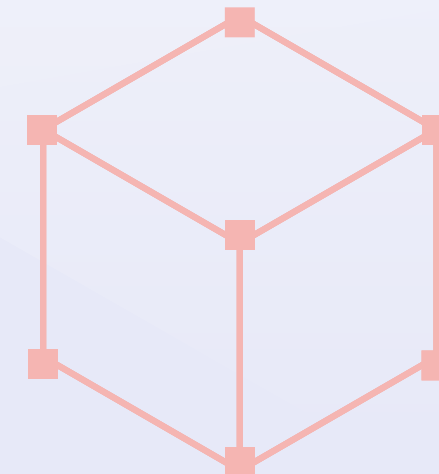
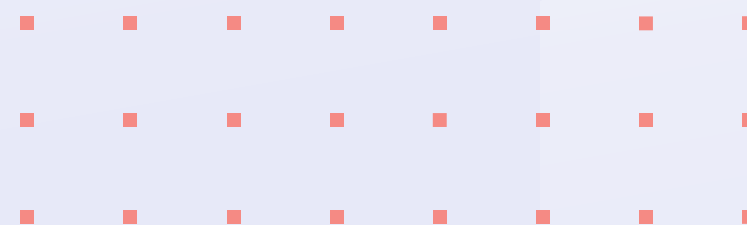
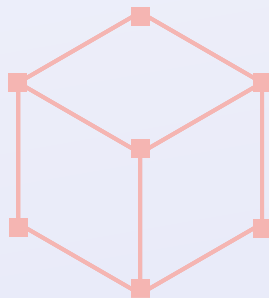
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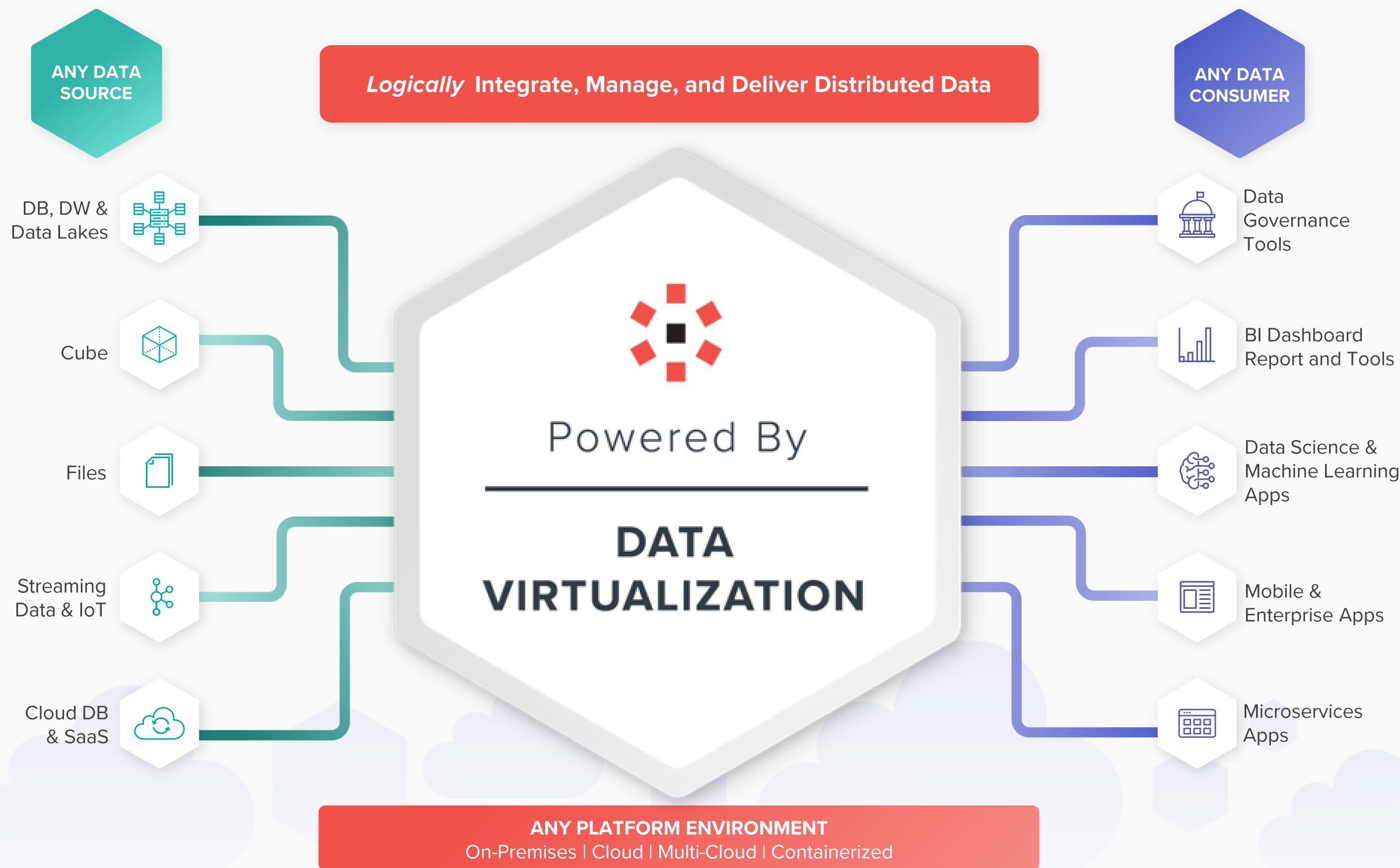


# Enabling a Successful Data-Driven Culture

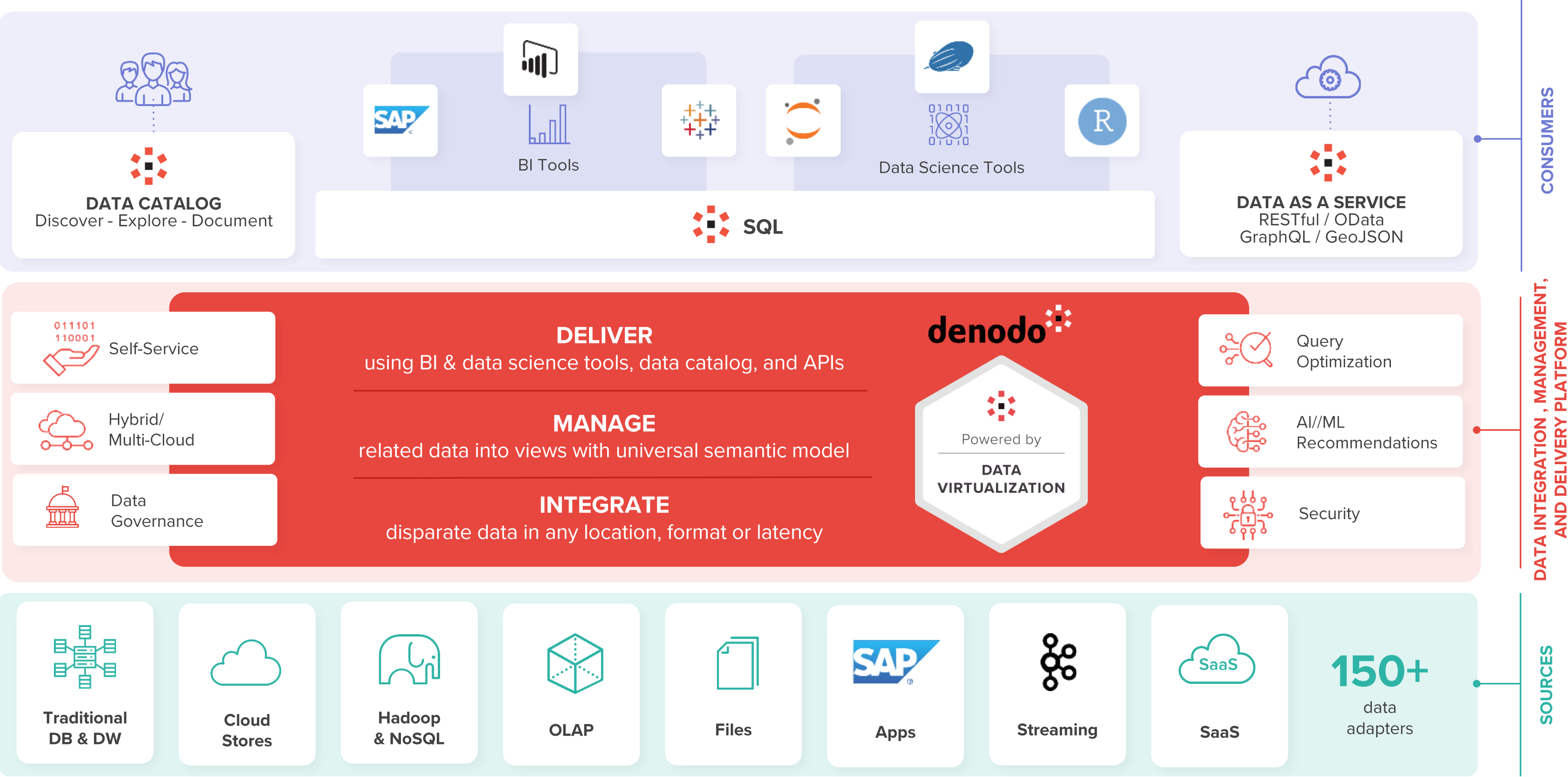
The Leading Platform for Data Integration, Management, and Delivery



# Denodo Platform: ONE Logical Platform for All Your Data

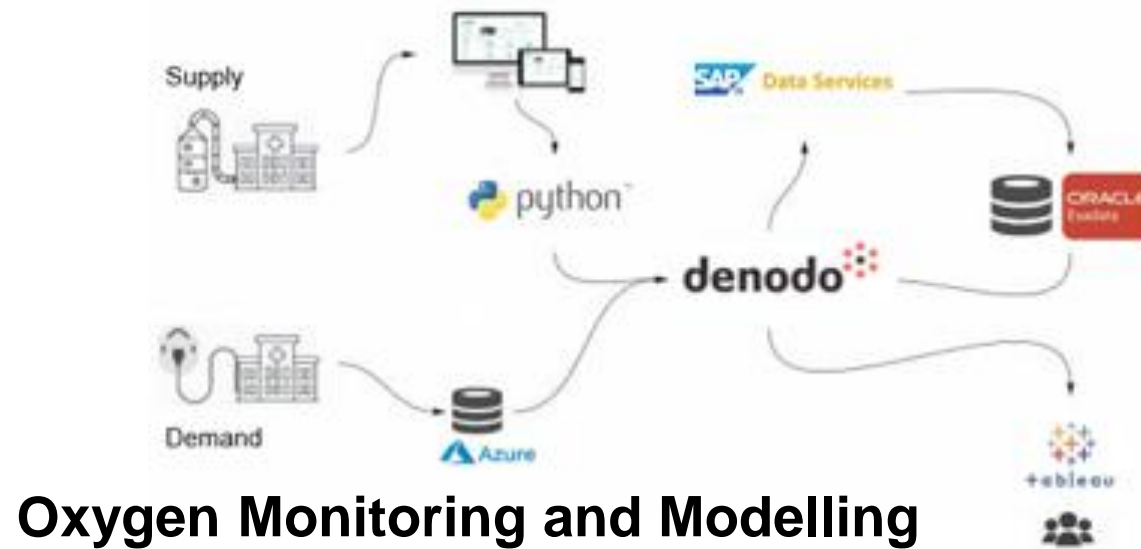


# Denodo Platform - Secure and Governed Self-Service Data Access

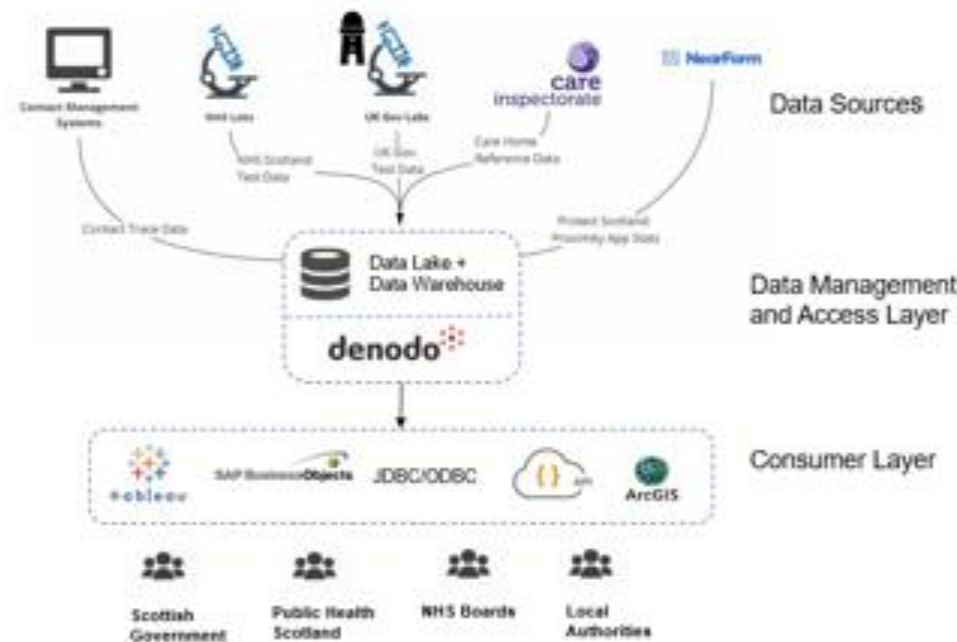




# NHS Scotland



Oxygen Monitoring and Modelling



Test and Protect Advanced Analytics



Cancer Intelligence Platform

## Covid19 Response:

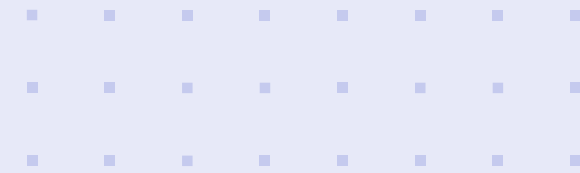
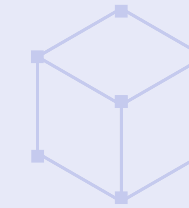
- Surveillance
- Whole System Service Recovery
- Test and Protect
- Oxygen Monitor and more...

## Other:

- Cancer Intelligence
- Social Care
- National Finance BI Platform
- National Procurement BI Platform and many more...

# Enabling a Data-Driven Culture

1. Speed and Agility of Data Deliver:
  - **Connect First Vs Replicate**
2. Scale to Meet Growing Demand for Data:
  - **Enable Self Service Data Access**
3. Shift form Data Technology to Outcomes:
  - **Use Abstraction through Logical Modelling**
4. Eliminate Key Risks Associated with Data Access:
  - **Centralised Governance, Security, and Compliance**
5. Build Intelligence Around Use of Data:
  - **Feedback loops through Next-Gen Intelligence**



## Forrester Study: The Total Economic Impact™ of Data Virtualization Using The Denodo Platform

Through four customer interviews and data aggregation, Forrester concluded that Denodo customers can achieve a three year benefit of \$6.8M, ROI of 408%, and payback within 6 months.

[READ FULL REPORT](#)



**65% decrease**  
in delivery times over ETL

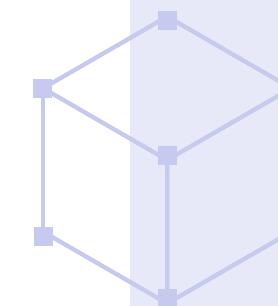


**67% reduction**  
in data preparation effort



**83% reduction**  
in time-to-revenue

*Source: Forrester Total Economic Impact™ of Data Virtualization, 2021*



# Come Visit us at the DENODO Booth

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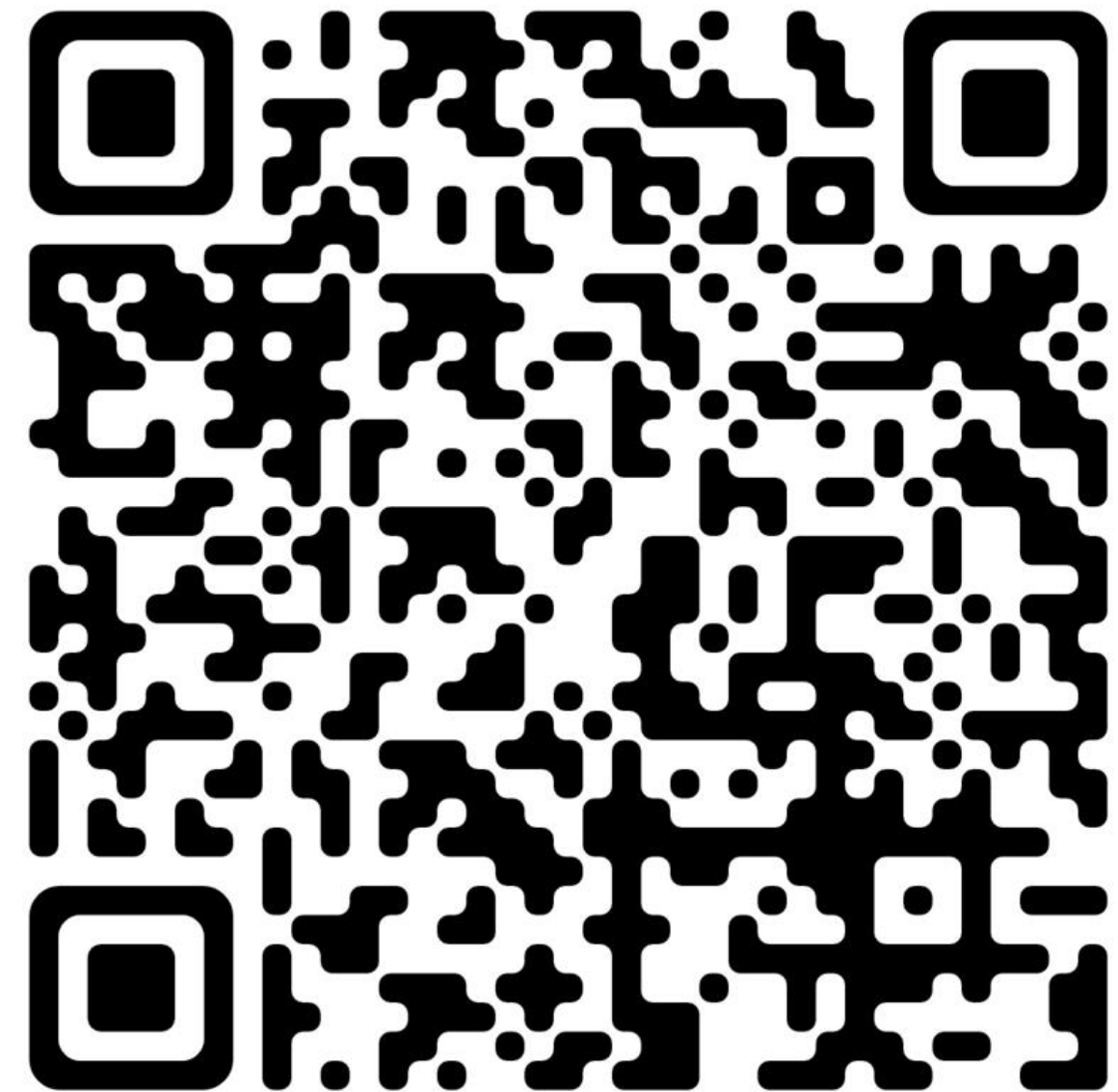
Come and Visit us at our Booth next to the coffee cart.

Or Sign up for a 3 hour hands on tour and introduction to Denodo and the concepts of Data Virtualisation on 18<sup>th</sup> of April by scanning the QR Code:



Poorvi Singh

Client Technical Leader | Denodo



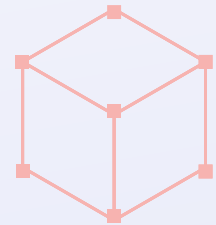
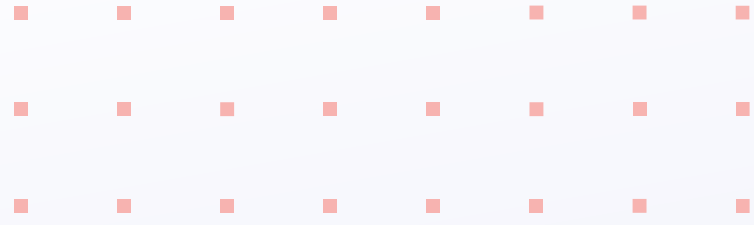




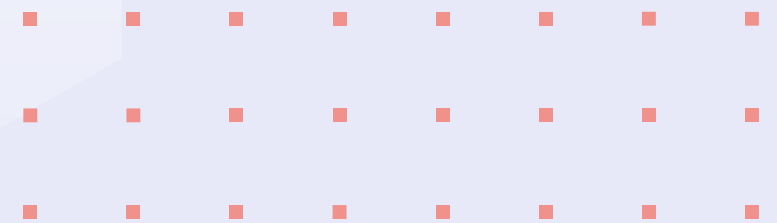
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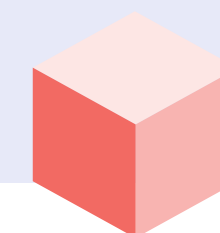
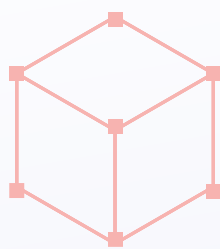
When data is constantly produced in massive quantities and is always in motion and constantly changing (e.g., IoT platforms and data lakes), attempts to collect all this data are neither practical nor viable. This is driving an increase in demand for connection to data, not just the collection of it (Data Virtualization).”

- *Gartner Critical Capabilities for Data Integration Tools, August 2022*



# Q&A





# Thanks!



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# Denodo: Leader in Data Management

Long focus in data integration, management, delivery – since 1999



## LEADERSHIP

**Leader:** Gartner Magic Quadrant for Data Integration Tools, 2022

**Leader:** Forrester 2022 Wave – Enterprise Data Fabric, Q2 2022

**Leader:** Forrester 2017 Wave – Data Virtualization, Q4 2017

**Customers' Choice:** 2022 Gartner Peer Insights for Data Integration Tools (2nd year in a row)

## DENODO OFFICES, EMPLOYEES

**Global presence** – 25 offices in 20 countries; 600+ employees.

**New offices** in 2021 – Netherlands, Belgium, Sweden, South Korea.

## CUSTOMERS and PARTNERS

**1000+** customers, including many F500 and G2000 companies across every major industry.

**300+** active and engaged partners, worldwide.

## FINANCIALS

**~50%** annual growth

**108%** Net Retention; **4%** Churn

**\$0** debt; Profitable