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DEMOCRATIZING ANALYTICS

Enabling leaders to accelerate analytics innovation, drive growth, and create a competitive advantage in their organizations

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Alteryx Across Industries

Leading organizations worldwide rely on Alteryx

7 of the 10 largest **airlines** in the world

7 of the 10 largest **automotive** industry companies

8 of the 10 largest **telecom** companies

7 of the 10 largest **professional services** companies

9 of the 10 largest **manufacturing** companies

7 of the 10 largest **banks**
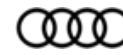
9 of the 10 top **consumer packaged goods** companies

9
Professional Football Clubs

4
NFL Teams

3
Professional Rugby Leagues

McLaren Formula One Racing Team

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CHALLENGES FACING AUSTRALIAN HEALTHCARE

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- Service Access and Demands

- Workforce shortages

- Ageing population

- Increasing non-communicable diseases

- Outdated technology

- Geographic spread

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3

WHY DATA, ANALYTICS AND AI MATTER IN HEALTHCARE

- PATIENT OUTCOMES FROM DETAILED HOSPITAL DATA
  - Disparate data sources including electronic health records, medical imaging, clinical trials, health insurance claims
  - Descriptive

- IMPROVED POPULATION HEALTH MANAGEMENT
  - Prevention and early intervention

- PERSONALISATION OF MEDICINE
  - Integration of health records with increasing access to wearable data

- BETTER STAFF MANAGEMENT

How Data Analytics in Healthcare is Revolutionising Medical Service

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HEALTHCARE BLUEPRINT

Healthcare Blueprint									

PROCESS/ DEPARTMENT

Clinical Quality		Population Health		Utilization Management		Clinical Partnership		Analytics	

USE CASES

Clinical Quality / Measures (CQM)	Patient Tracker Metrics	Population Health Risk Assessment	Opioid Usage	KPI Metrics	Patient Utilization	HCAHPS Scores	EMR Integration	Predicting Hospital Admission using Encounters	Forecasting Insurance Payment
Outreach Programs	Patient Satisfaction Survey Metrics	Population Health Management	Risk Stratification	Claims	Authorizations	Delegated Vendors Insight	Performance Management	Predicting Heart Disease Risk	Predicting Diabetes Risk
30- Day Re-admission Insights	Campaign Programs	Chronic Conditions Management	Patient Barriers Causes	Performance Optimization	Compliance Audit	Access to Care Analysis	Provider Network Profiling and Performance	No-Show Prediction Model	Improving Patient Outcomes
Medication Adherence	Incentive Payments Metrics	Patient Engagement Analysis	Maternal Health	Case Management	Regulatory Risk Reduction	Care Management Outcome	Identifying Competitors by Proximity	Predicting Length of Stay	Forecasting Hospital Supply
Insight on Patient Deterioration	Medication Response	Patient Utilization Analysis	Infant Health	Fraud & Abuse Detection	Nearest Servicing Provider	Patient Outcomes Analysis	ACO Management	Predicting ICD 10 Codes using Encounters	Intelligent Selection for Real Estate

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TRACKING CARE DATA ACROSS FACILITIES

Accelerate Insights and Reporting

- $1.3M in company cost-savings through automation of data gathering processes

- 800% increase in productivity

- 34 facilities tracking COVID exposure

- Improved data accessibility and reporting

Symphony Care Network Leverages Alteryx to Track COVID-19 Care Data Across Patient Facilities

Reduced Costs

Increased Productivity

Increased Accuracy

BUSINESS OPPORTUNITY

BlueCross BlueShield of North Carolina had major errors in the mass claims adjustment process and time-consuming ad hoc request for reports.

INNOVATION

With numerous ad hoc report requests, the team created a set of self-service tools, using 13 Alteryx analytic workflows deployed to the Alteryx Server, that enabled users to pull their own operations data in real time. BCBS NC also improved its mass claims adjustment process. Using Alteryx Designer, BCBS NC could quickly access accurate adjusted claims information, understand the change in payments, and capture claims that didn't adjust for manual intervention.

AUTOMATION

The self-service tools now deal with ad hoc requests, replacing almost 9,000 queries that would have been managed manually. The new system delivered savings of over $1 million and 27,000 hours of customer wait time. The impact of improving the mass claims adjustment process was significant. In the first week, BCBS NC identified $3 million in mass claims adjustment errors. Since coming into full operation in 2018, this tool has saved over $1 million in resources, more than 26,000 hours of analysts' time, and over 67,000 days of wait time.

Headquarters
Durham, North Carolina, USA

Industry
Insurance

Department(s)
Claims Services

Alteryx Solution
Alteryx Designer

BUSINESS VALUE AND ROI

$3M
Bottom-Line Return

26k hrs
Saved for analysts by automating claims adjustment

BUSINESS OPPORTUNITY

Aetna's mailing list was slow to format, and leadership wanted to boost member retention rates. Before Alteryx, it took a team of analysts roughly three days to compile Aetna's monthly mailing list because they had to manually reformat thousands of fields to fit the USPS structure.

INNOVATION

Aetna's team used Alteryx Designer to automate their mailing list to reduce formatting time from three days to less than two minutes. This introduced incentives to improve retention rates.

AUTOMATION

With Alteryx, customers' behavior and retained membership was at a much higher rate. The data inspired Aetna to investigate the potential of virtual selling. Aetna increased efficiency by 99.9% by automating the formatting of its mailing list and gained $2 million by introducing measures to improve its customer retention.

Headquarters
Hartford, Connecticut, USA

Industry
Healthcare

Department(s)
Customer Experience

Alteryx Solution
Alteryx Designer

BUSINESS VALUE AND ROI

$2M Revenue Retention

99.9% Efficiency Improvement

AUTOMATING 100 FINANCIAL PROCESSES IN 6 MONTHS

40% Net Cost Savings by Bringing Shared Services In House

- Standardized framework and increased scalability for up to 25-30 acquisitions per year

- Material savings while improving SLAs, KPIs and quality metrics

- Operational procurement, VAT, accounts payable, statutory reporting all brought back in-house

- Increased impact through COE

IQVIA Drives Savings and Quality Improvements by Bringing Shared Services In-House

40% Net Annualized Savings

Increased Productivity

70% Quality KPI Improvement

Life Sciences / Healthcare

ACCELERATING OF CLINICAL DATA PREP

$1.2M Overhead Costs Saved Annually

- 92% reduction in turnaround time for clinical studies

- 4X increase in prediction accuracy

- Reduced delivery time from 1-2 months to 1-2 days

IQVIA Prepares Clinical Trial Data at Record Pace for Faster Healthcare Breakthroughs

$1.2M Annual

Savings

Faster Time

to Value

Improved

Prediction

Accuracy

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ACCELERATING DRUG DEVELOPMENT

Rapidly Wrangling Clinical Trial Data

- Bring massive data at scale into an industry standard ontology

- 100's of users have access to data they never had before

- Concentrate big data knowledge and best practice

- Entrust business users with tools to drive value themselves
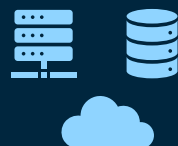
- Serve as a catalyst for the "art of the possible"

How GlaxoSmithKline
Built an Analytics Center
of Excellence (COE)

Speed Up

Decision-Making

Improve New

Clinical Trials

Quickly Process

Massive Data

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Businesses Struggle to Use Analytics At Scale,
Success Requires A Governed & Holistic Approach

CHALLENGES TO ADOPTING ANALYTICS AND AI AT SCALE

Limited data literacy and technical skills

Siloed and legacy systems

Exploding volume and complexity of data; not trusted for decision making
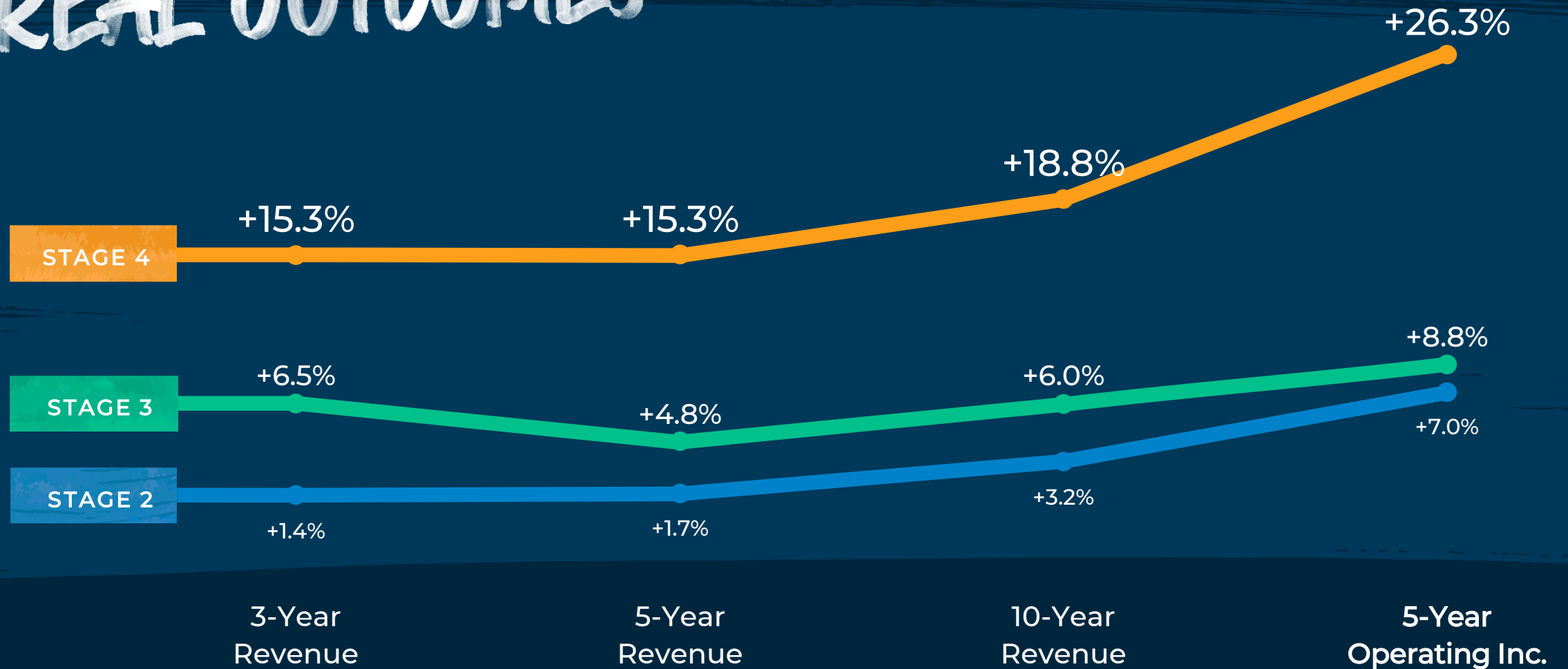
SOLUTIONS FOR SCALING ANALYTICS

Easy to learn and use for non-technical professionals

Unified platform across the analytics lifecycle

Governed data and analytics automation; ready to drive decisions

SKILLS

SILOS

DATA

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ANALYTIC MATURITY DRIVES
REAL OUTCOMES

STAGE 4
+15.3% +15.3% +18.8% +26.3%

STAGE 3
+6.5% +4.8% +6.0% +8.8%

STAGE 2
+1.4% +1.7% +3.2% +7.0%

3-Year
Revenue

5-Year
Revenue

10-Year
Revenue

5-Year
Operating Inc.

*International Institute for Analytics

BENEFITS OF MORE EMPLOYEES HAVING ACCESS TO DATA

What benefits do you believe could be seen if more employees had access to data and analytics tools to help with their decision making?

Benefit	Global total
Better collaboration	53%
Improved productivity	48%
Quicker decision making	45%
Improved operations	42%
More accurate decisions	38%
More confidence in the decisions made	34%
Increased profitability	26%
Improved innovation	22%

■ Global total

Base: All respondents (2,800)

EMPLOYEE UPSKILLING

40% Gen Z workers will resign without skills investment

Forbes

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ADOPTING AI AT SCALE

Algorithms

10%

Technology

20%

Enabling the People

70%

BCG: How to attract, develop, and retain AI talent

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ACHIEVING ANALYTIC LEADERSHIP

Experts

Non-experts

ROI

ROI

$$$ $$$

$$$ $$$ $$$ $$$ $$$ $$$ $$$
$$$ $$$ $$$ $$$ $$$ $$$ $$$

CENTER OF EXCELLENCE + CENTER OF ENABLEMENT (COE²)

Trusted Advisor

Build Solutions

Data Governance

Analytic Governance

Center of Excellence

CoE²

Center of Enablement

Train Across Company

Enable (Tools/Process) Across Company

Best Practices
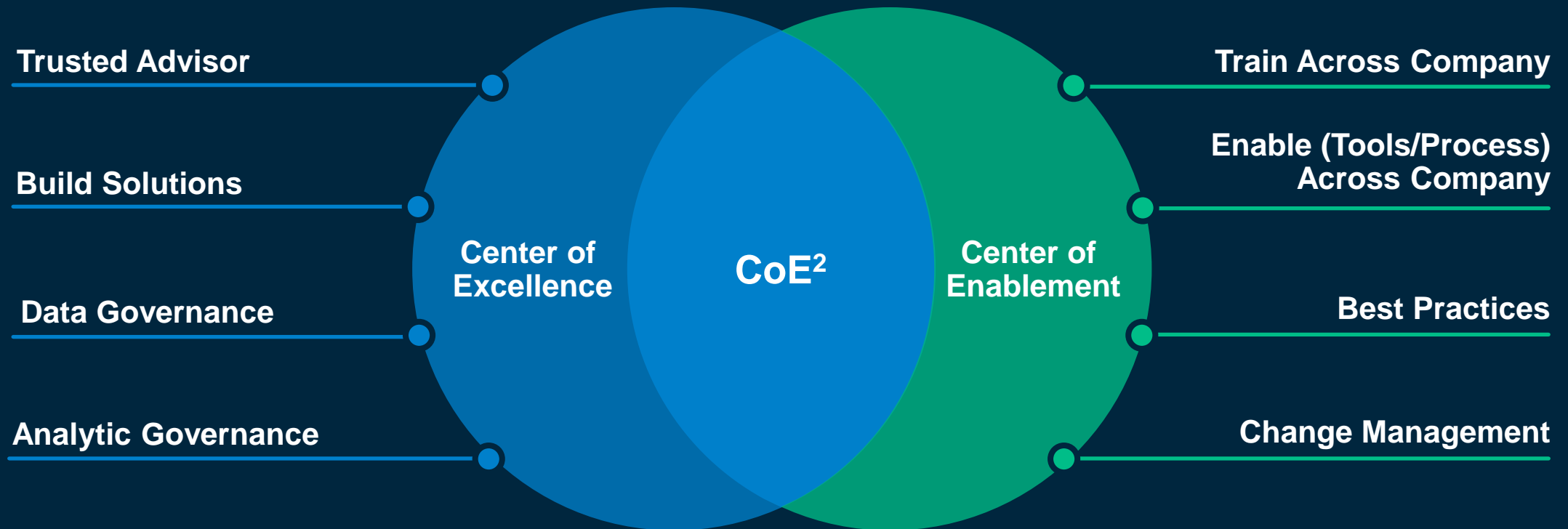
Change Management

Many view the roles as those on the left, but the right side is the leverage point

CHANGE MANAGEMENT

Strategy

Tactics

Aware & Excited
- I want to go on the journey
- I see the value of investing in upskilling

Demo tech sessions, intro to modeling, intro to automation, hackathons

Enable & Train
- I have the tools needed to succeed
- I have the training necessary to learn

Boot camps, tool training, nano degrees, hackathons, weekly challenges, design reviews, train the trainer

Support & Sustain
- I have a community of support
- I am rewarded and recognized with success

User groups, reward & recognition programs, conferences

TYPICAL NEXT STEPS

To democratize analytics in your healthcare organization

- ✓ Identify a program lead

- ✓ Consider/Identify target groups

- ✓ Meet with key leaders of target groups (ID value drivers)

- ✓ Develop the draft program plan (which tactics, interventions, etc.)

- ✓ Examine existing examples and quantify value

Thank You

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