



***From Information to Actionable Insights:
Decoding Your Organizational
Data for Growth***

Presented by Jackie Hahn, PharmD

Website

www.ravinconsultants.com

About Me

Jaclyn Hahn, PharmD, 340B ACE

Jaclyn has 20+ years of pharmacy experience and has been a PharmD since 2009. After graduating from Northeastern University in Boston, she headed to Santa Barbara CA where she lived for the last 14 years before relocating to Sarasota, FL. Her experience includes 340B Program Management for a 500+ bed Disproportionate Share Hospital, with multiple child sites and over 70 contract pharmacies, where she successfully implemented multiple revenue-generating optimization tactics, such as meds-to-beds, cardiac services, women's health and an infusion center. Jackie became ACE-certified in 2020 and has been working with various types of facilities to optimize their 340B programs.





About Our Company

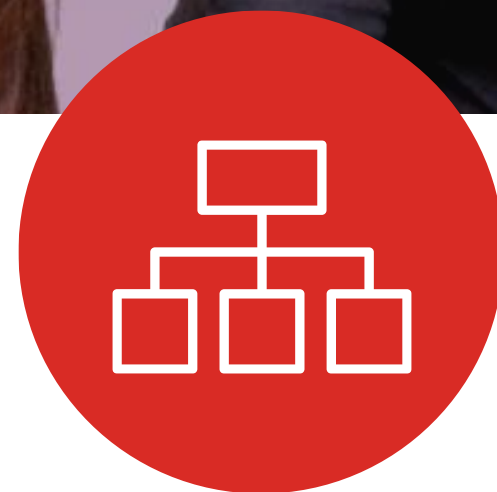
Ravin Consultants partners with healthcare organizations serving vulnerable patients to realize a shared vision of delivering the best care possible to everyone. Our company heritage is the 340B Drug Discount Program – we live it and breathe it all day, every day. Many 340B Consultants merely provide auditing services, but with us, you get so much more. We are a passionate team of 340B experts who have started and grown successful 340B programs across the country. On average, our 340B clients achieve over 800% program revenue growth after contracting for our full-service offerings, which we always deliver with highly personalized, white glove customer service.



**YOUR PREMIER 340B
GROWTH PARTNER.**



ELIGIBILITY



IMPLEMENTATION



COMPLIANCE



OPTIMIZATION

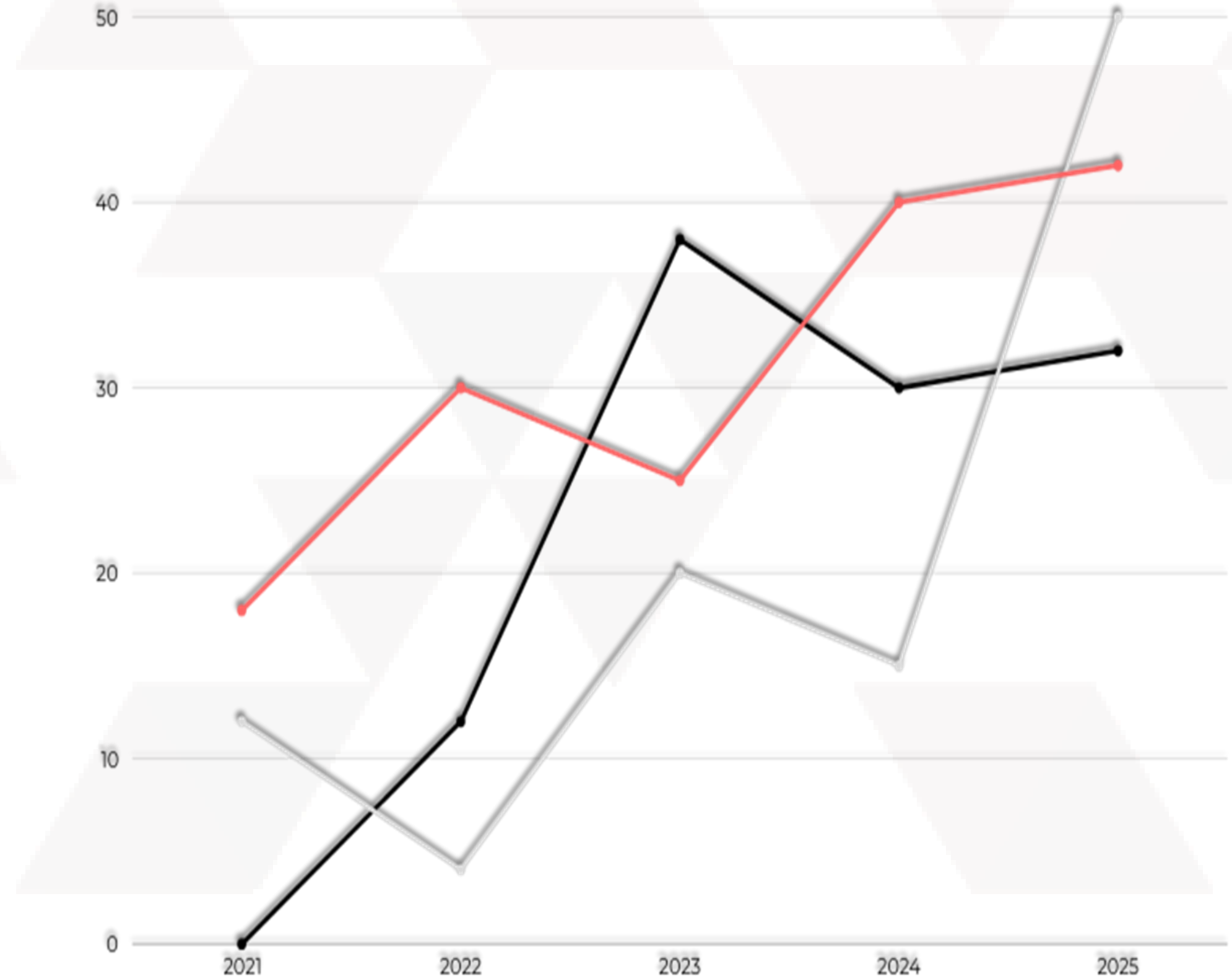
AGENDA

- 1. DIVING into the Data Deluge**
- 2. Determining which data is available for your organization and where to find it**
- 3. Evaluating data for quality and relevance**
- 4. Finding valuable insights from your data**
- 5. Taking action**
- 6. Case studies and examples**
- 7. Questions?**

Diving into the Data Deluge

Common Data Challenges

- Data sources
 - Who, What, When, Where, Why, and How
- Challenges in managing data and report writing
 - Mixing data sets, organizational issues
- Challenges in interpreting data
 - Knowing what is important



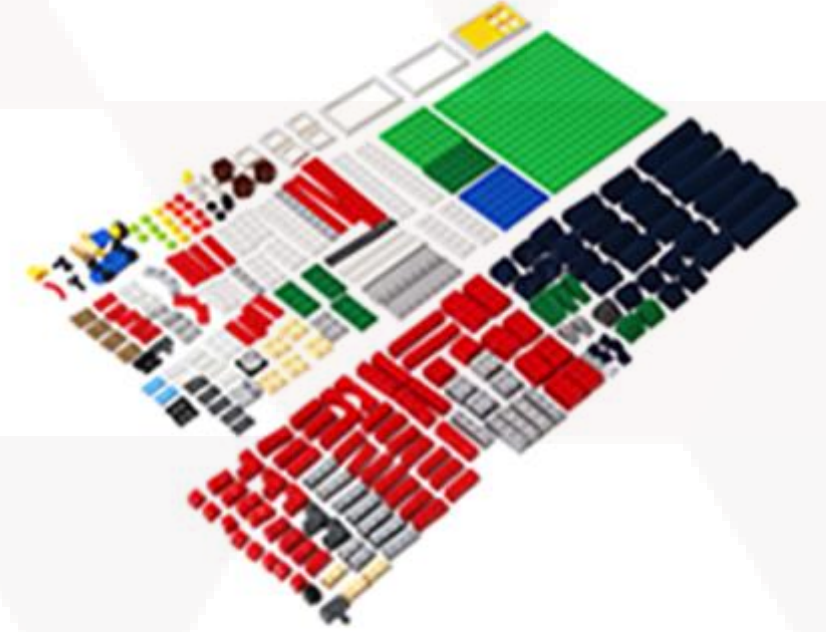
1 Data
Collection



2 Data
Preparation



3 Data
Visualization



4 Data
Analysis



5 Data
Storytelling



The Data Deluge

Define

Spell out the objectives and goals you want to achieve.

Clarify

Clearly define the objectives of your analysis. What question or problem are you trying to address?

Identify

Determine the key metrics or outcomes you need to measure to achieve your objectives.

Where to Look:

Determining which data is most important for your organization

Ask the Experts

Leverage domain expertise to understand what data is typically important in your field. Talk to your peers to find out how they may have assessed various topics. Speak with a consulting team who may have the answers you are looking for.

Engage your Team

Engage with key stakeholders to understand their needs and expectations, which can guide data selection. These stakeholders may be your board of directors or your clinic staff. Everyone may have different insights into what is important and should be evaluated.

Where to Look:

Determining which data is most important for your organization

Data Sources

Identify potential data sources. Consider internal databases (EMRs, TPAs), public datasets, and third-party providers. You may need to talk to various teams within your organization to gather all the data you need.

Data Attributes

Evaluate what data attributes (features) are available, such as time stamps, geographic locations, or categorical labels. Remember to exclude data that is not needed such as PHI or cost information. This can help lighten the load for aggregating and assessing the data.

Quality and Relevance

Relevance



Check if the data is directly related to the problem or question

Quality



Ensure the data is correct and reliable.

Accuracy



Assess if the data has missing values or gaps.

Timeliness



Ensure the data is up-to-date and relevant to the time frame of interest.

Consistency



Verify that the data is consistent across different sources or over time.



Quality and Relevance

Scope



Transaction level detail or more aggregate data

Scale



Determine if the volume of data is sufficient for reliable analysis.

Granularity



Decide on the level of detail required.

Volume



Do you need detailed transaction-level data or will aggregated data suffice?



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Case Studies

- **Netflix's Personalized Recommendations:**

- Netflix uses data from user behavior, such as what shows and movies users watch, how long they watch them, and what they search for, to create personalized recommendations. This data-driven approach has significantly increased user engagement and retention, making Netflix one of the most popular streaming platforms worldwide.

- **Walmart's Inventory Management:**

- Walmart uses data analytics to manage its inventory efficiently. By analyzing purchasing patterns, weather data, and even social media trends, Walmart can predict demand for certain products and optimize stock levels across its stores. This data-driven approach has reduced waste, lowered costs, and improved customer satisfaction by ensuring products are available when needed.

- **Google's Ad Targeting:**

- Google AdWords (now Google Ads) uses vast amounts of data to target ads to specific audiences. By analyzing user search queries, browsing history, and demographic information, Google can show relevant ads to users, increasing the effectiveness of advertising campaigns for businesses and providing users with more relevant content.

- **UPS's Route Optimization:**

- UPS implemented a data-driven route optimization system called ORION (On-Road Integrated Optimization and Navigation). By analyzing data from GPS, delivery times, and traffic patterns, ORION optimizes delivery routes to minimize fuel consumption and delivery time. This system has saved UPS millions of gallons of fuel and reduced its carbon footprint.

Data Insights

Tools

Utilize powerful data analysis tools such as Excel, SQL, Python, R, or specialized analytics platforms like Tableau, Power BI, or Google Analytics, depending on your needs.

Statistics

Apply appropriate statistical methods to analyze the data. Understanding the difference between correlation and causation, is key here.

Visuals

Use charts, graphs, and dashboards to represent data visually. Tools like Tableau, Power BI, or even Excel can help you create compelling visualizations

Trends

Identify trends, outliers, and patterns at a glance and be able to present them to others in an easily understandable fashion.

Data Insights

Correlation vs Causation

Correlation

Definition: Correlation refers to a statistical relationship between two variables. When two variables are correlated, it means that when one variable changes, there tends to be a consistent and predictable change in the other variable.

Causation

Definition: Causation indicates that one event is the result of the occurrence of another event; there is a cause-and-effect relationship between two variables.



Data Insights: Things to Remember

Contextualize Results: Relate your findings to the business context or the problem you're addressing. Consider external factors that might influence your results.

Validate Findings: If possible, test your conclusions through experimentation or by comparing them with historical data.

Tailor Your Message: Present your findings in a way that is understandable and relevant to your audience. Whether it's a detailed report, a presentation, or a simple summary, the message should be clear.

Data and Artificial Intelligence

The Future of Healthcare Data?

AI Diagnoses: Artificial intelligence can analyze medical data, such as X-rays or CT scans, faster and sometimes more accurately than human doctors..

Google Flu Trends: Although not perfect, Google Flu Trends once used search data to predict flu outbreaks in real time. It showed the potential of big data to predict disease outbreaks.

High Sensitivity: Healthcare data is among the most sensitive types of personal data. A breach of healthcare data can be particularly damaging because it often includes personal, financial, and medical information.



“They don’t appear to want to take over. They just want to dance.”



Data and 340B: **Using Dashboards for Optimization**

Always Growing

The 340B Program has continued to grow substantially in recent years. The increase in entities, pharmacies, and patients that are part of the program create unique challenges. Data can help us to visualize this for many organizations and assist with this growth.

Always Changing

It may seem as though the 340B Program is changing daily. Driven by a mix of regulatory adjustments, legal challenges, technological advancements, and shifts in healthcare policy, entities must stay on top of these changes and be ready to use their own information to pivot at any time.

Using Data Insights in 340B

Monitor

Use data analytics to ensure that only eligible patients receive 340B discounted drugs. This involves linking patient and prescription data to verify eligibility under the 340B rules. This helps to ensure audit readiness and compliance with policies and procedures.

Savings

Analyze your purchasing data to identify high-cost drugs that could be procured at 340B prices, evaluate data from contract pharmacies to assess their performance, and/or track and manage manufacturer rebates, ensuring you maximize your financial returns from 340B purchases

Trends

Regularly review data on 340B savings versus program costs. Use this analysis to make strategic decisions about program expansion, contract pharmacy relationships, and resource allocation. Analyze data trends over time to assess how changes in the healthcare landscape or program policies impact your 340B operations.

Patient Care

Use patient data to identify populations that could benefit from specific care programs funded by 340B savings. For example, expanding access to medications for underserved populations. Review medication adherence rates and correlate patient health outcomes.

Dashboard Views

Capture Rate 78%	Gross Revenue \$37.0M	Net Savings \$15.6M	Pharmacies 16	Locations 3	Patients 9,577	Claims 81K	
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Date

4/1/2022

9/30/2022

View

Revenue

Manufacturer

All

Location

Practice C

Practice M

Practice T

Pharmacy

Pharmacy A 1

Pharmacy A 12

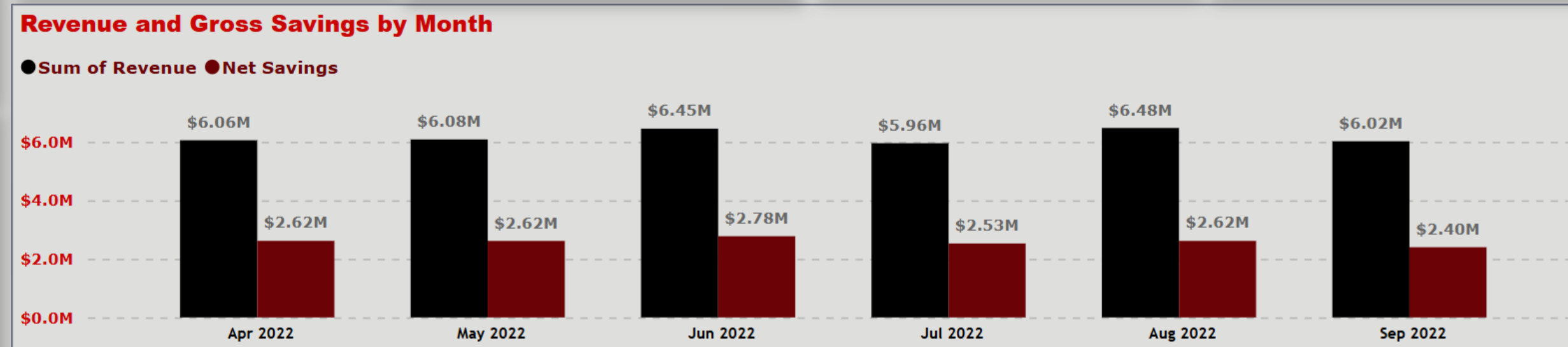
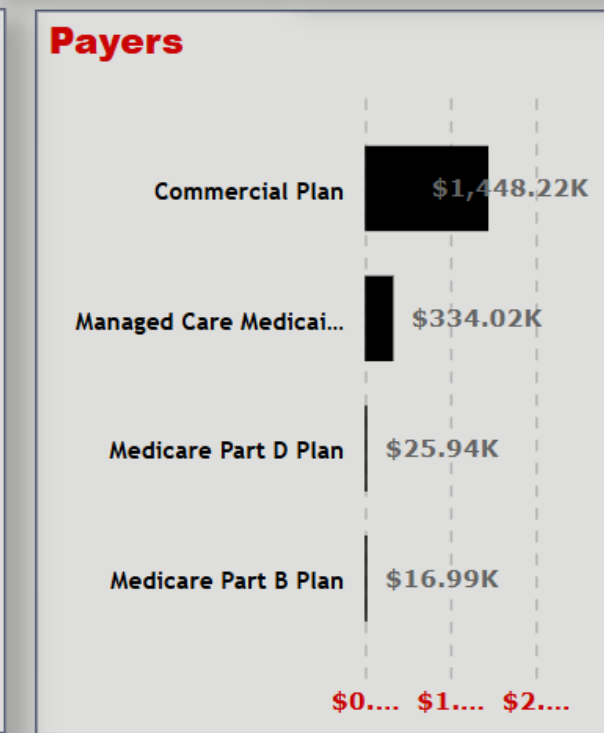
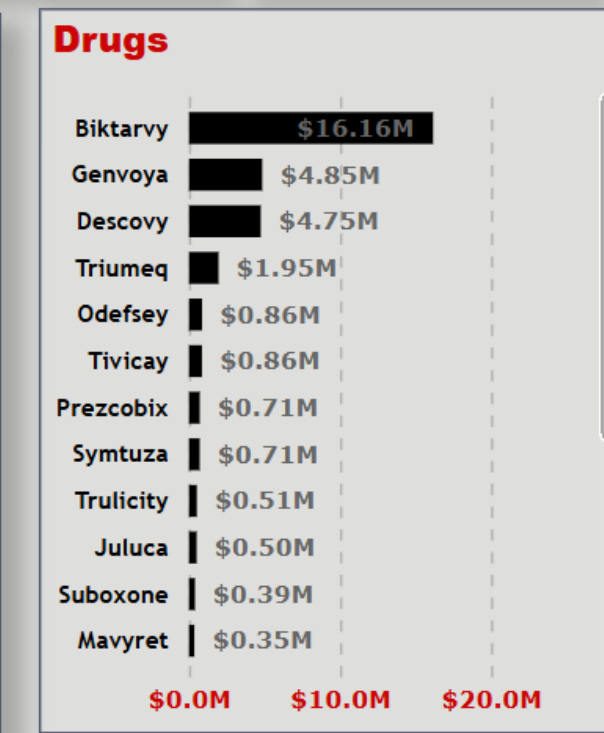
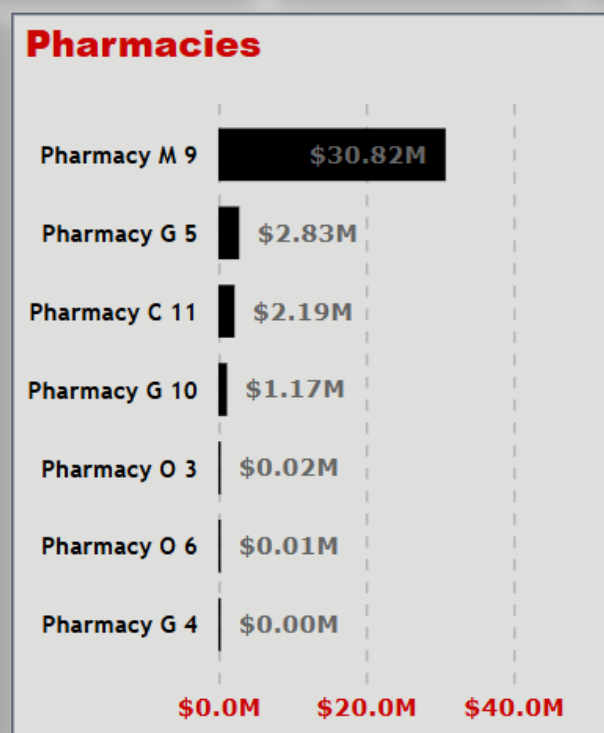
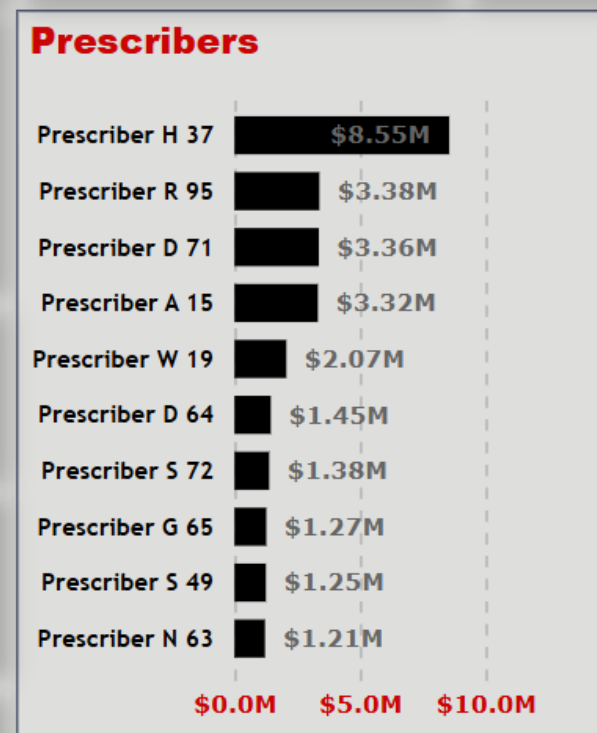
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Pharmacy A 2

Pharmacy C 11

Pharmacy E 13

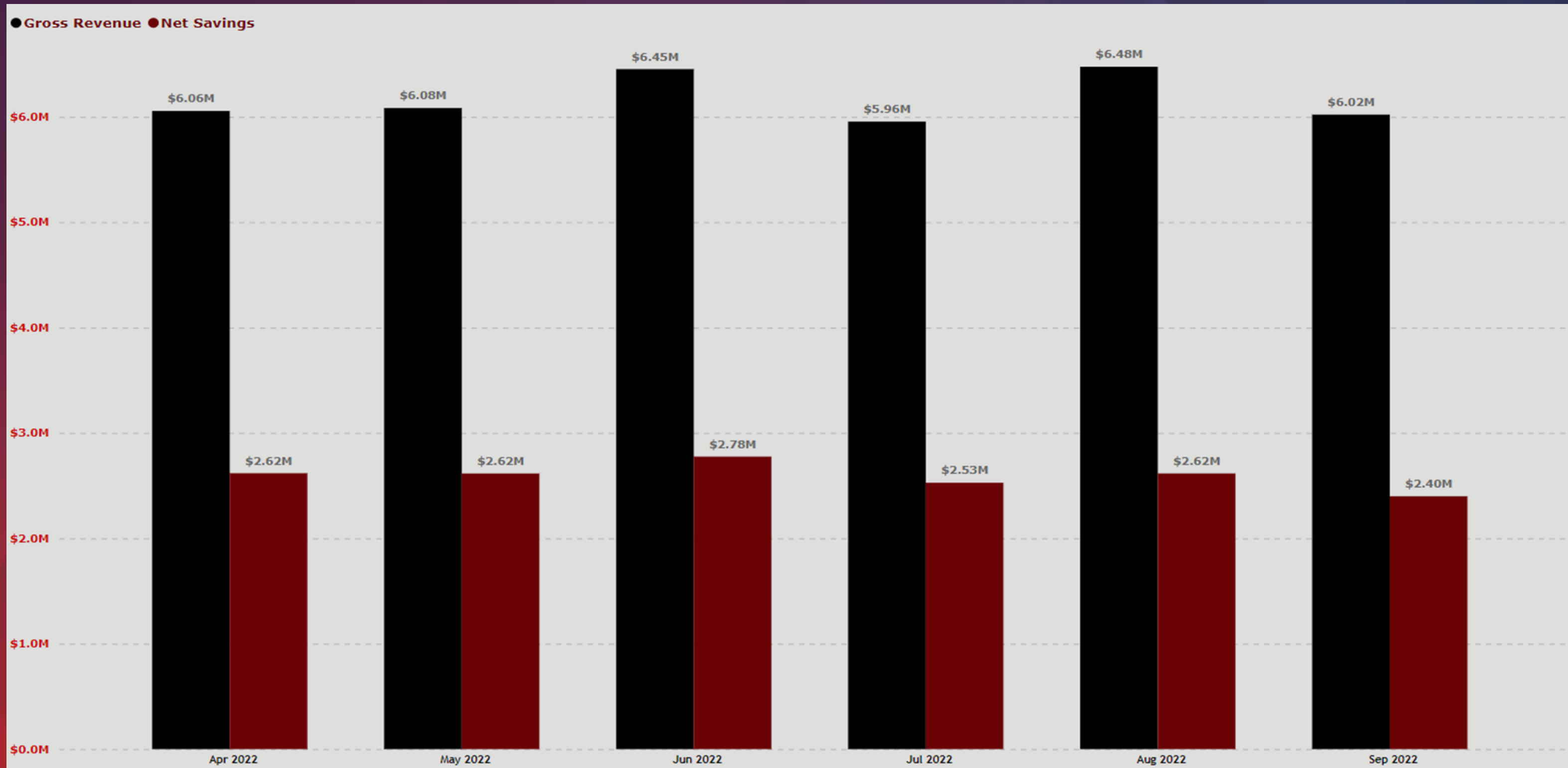
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Dashboard Views



Dashboard Views



Taking Action: **How to go from data to real-time change...**

Plan

Develop a clear implementation plan that outlines the steps, resources, and timelines needed to execute the changes. Ensure that everyone involved knows their role in implementing the changes. Clear communication and role assignments help reduce stress and ensure success.

Implement

If feasible, start with a small-scale pilot to test the changes before a full rollout. This helps identify any unforeseen issues. You can then update your plan and adjust prior to an official and larger scale roll out of the changes.

Taking Action: **How to go from data to real-time change...**

Monitor

Monitor the results of the implemented changes using key performance indicators (KPIs) or other metrics. This will help you assess whether the changes are delivering the expected outcomes. Be prepared to make adjustments based on feedback and results. If the data shows that the change isn't having the desired effect, refine your approach or consider alternative solutions.

Review

Once the changes have been implemented, review the overall outcomes against your initial goals. What worked well? What didn't? What can be improved next time?

Capture the lessons learned during the process to inform future decisions. Continuous learning and improvement are essential for long-term success.

Data in Action:

How can I evaluate Provider Productivity?

Define: Organization ABC wants to evaluate which providers bring in the most revenue.

Clarify: Determine the “why” of this situation. Does ABC need to evaluate how each provider is doing this? Do they want to find trends (days of the week, certain dx codes)? Do they want to be able to improve best practices among other providers?

Identify: Determine which metrics you can use to evaluate this. Some examples might include number of patient encounters, procedure volume, time per encounter, patient outcomes, patient feedback, peer reviews.

Then, **Take ACTION!** Evaluate data and create a plan based on your goals defined above.

Data in Action:

How can I evaluate Bad Debt?

Define: Organization ABC wants to examine their bad debt.

Clarify: Determine the “why” of this situation. Does ABC need to review the total amount of bad debt? Does ABC want to establish a system for mitigating bad debt? Is ABC looking to establish a new charity care program and trying to determine the amount of funds needed to provide effective care?

Identify: Determine which metrics you can use to evaluate this. Some examples may include reviewing current financials and the process for patient billing and collections, comparing with peers to evaluate levels of bad debt, and evaluating current third party payer contracts to determine instances of underpayment for services.

Then, **Take ACTION!** Evaluate data and create a plan based on your goals defined above.

Data in Action:

How can I evaluate our Payer Mix?

Define: Organization ABC wants to evaluate which payers bring in the most revenue.

Clarify: Determine the “why” of this situation. Do you want to look at this data over a specific period of time? Is ABC attempting to renegotiate some payer contracts?

Identify: Determine which metrics you can use to evaluate this. Evaluate different payers in different categories such as Medicare, Medicaid, Private/Commercial, Uninsured, Work Comp, Veteran’s. Extract revenue data of a period of time (monthly, quarterly) from financial and billing systems.

Then, **Take ACTION!** Evaluate data and create a plan based on your goals defined above.

Questions?

**Let's dive in and try to solve some
organizational problems!**



Contact Us!



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