



Rapid Application Prototyping Provides Proof of Concept for Healthcare Organization's Business Intelligence Product Opportunity

One of the promises of Business Intelligence (BI) tools is that they enable users to make informed, data-based decisions without needing to consult data scientists. This occurs through visualizations that present data in ways that make compelling, actionable insights clear.

Hospitals and healthcare providers deal with tremendous amounts of patient, clinical and financial data every day, which makes effective business intelligence key to ensuring positive outcomes for organizations and their patients. The companies that develop business intelligence tools for healthcare organizations must thus provide insights that are targeted to the specific needs of those customers.

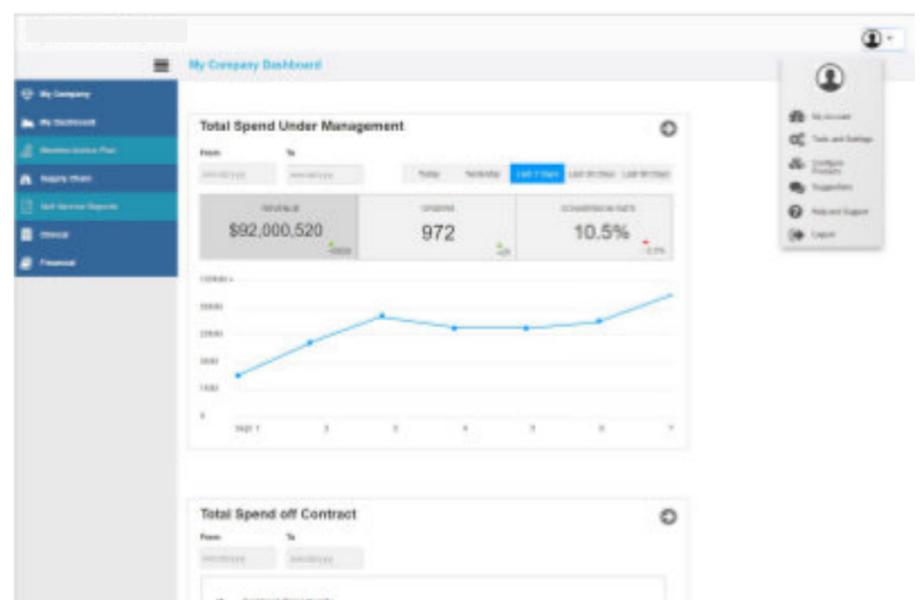
The Goal

In order to update their analytics and supply chain purchasing business, a major provider of group purchasing for healthcare commissioned a project to explore the advantages of refreshing its business intelligence product lineup. These products included tools and visualizations that allow personnel to rapidly identify and target challenges that could negatively impact hospital performance as well as opportunities for increased efficiency.

This project sought to unify many disparate existing system interfaces while creating compelling data visualizations that could be utilized across channels and target audiences, with the goal of helping end users make informed, data-driven decisions. That entailed the design of a modular BI dashboard concept and visualizations that could be used by internal teams as well as partners, as well as the development of a strategy to reflect new business intelligence opportunities.

The Solution

The client selected Celedon Partners for the project based upon similar user experience work that Celedon had performed for a separate client system. After establishing the scope, key drivers and necessary outcomes of the project, Celedon Partners' consultants began designing a series of visualizations that showcased the power of the company's intelligence assets.



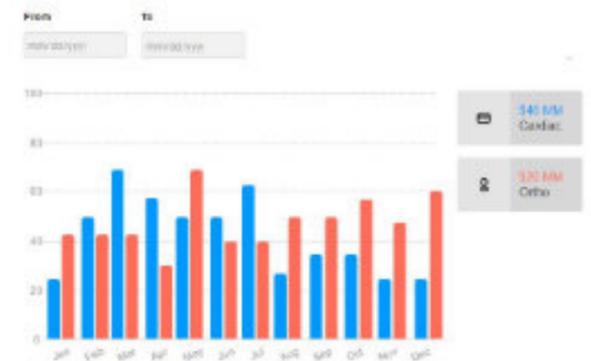
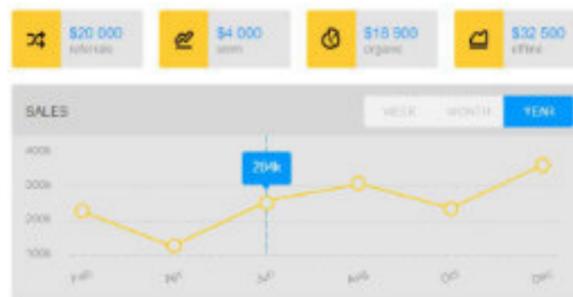
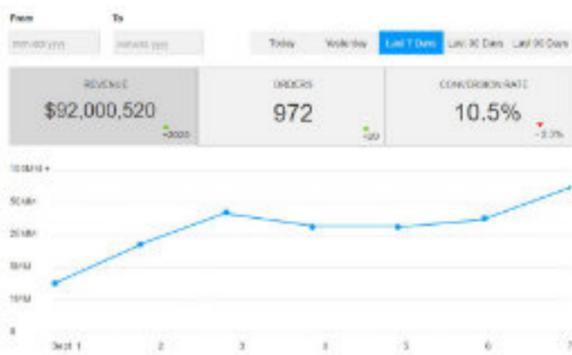
In addition, Celedon designers began work on a unified tool for the delivery of associated visualizations via a prototype website tool that showcased how data could be used and administered. Initial work was completed in a period of three weeks, and took place within a rapid prototype framework that emphasized collaboration and iterations based upon client feedback.

The visual deliverables were accompanied by a strategy deck, which laid out a path for the client to transition from concept development into planning, beginning with an analysis of the requirements necessary to move the project forward.

The Celedon team then developed on-site workshops for key client personnel in order to get extended input from company stakeholders. Key stakeholder groups included executive and senior leadership team, program directors responsible for client engagement and internal system owners who would eventually

provide the integrated solution components.

The feedback and exposure, which was supported using a clickable prototype designed with Axure, was extremely important in unifying the company vision for delivering value through business intelligence, as well as validating the evolving prototypes and the project as a whole. The strategy was approved for funding and prioritized as a strategic initiative that was both innovative and unique in the marketplace.



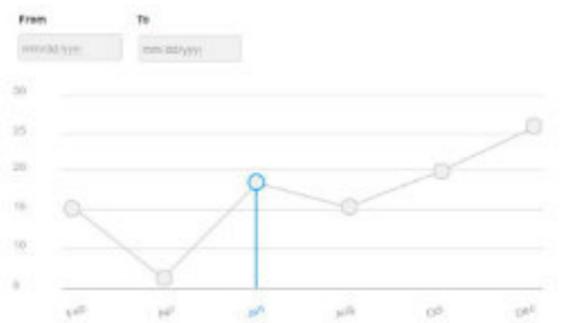
The Result

The project revealed a number of possibilities available to the client for changing the structure of their business intelligence operations, particularly by bridging the gap between architecturally driven and data driven business decisions. It also contributed to changing how internal teams perceived the value of the organization's myriad data assets.

Using the visual concepts, made up of the data visualization elements, dashboards and clickable prototype, the client has the ability to refresh their business intelligence operation with a modern, modular, re-usable branded BI product that would be

valuable for their internal teams and could be packaged and resold to external healthcare providers.

Most valuably, Celedon helped the client recognize an opportunity to create a new business intelligence department to execute on the strategies presented by Celedon consultants. The outline for the opportunity included combining several strategies, from business intelligence to data architecture to enterprise portal and application development strategy, in order to support the development of the BI concept.



Year	Variance	Tag	CY Sales	PY Sales	Admin	Rebate	Variance Summary
2013	22%	Average	\$1,912,324	\$1,912,324	\$1,912,324	\$12,173	
2014	118%	Good	\$4,122,308	\$4,122,308	\$4,122,308	\$20,172	
2015	20%	Average	\$4,931,750	\$4,931,750	\$4,931,750	\$15,329	
2016	10%	At-Risk	\$1,680,379	\$1,680,379	\$1,680,379	\$7,292	

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2013	22%	Average	\$1,912,324	\$1,912,324	\$1,912,324	\$12,173	
2014	116%	Good	\$4,122,308	\$4,122,308	\$4,122,308	\$20,172	
2015	20%	Average	\$4,931,750	\$4,931,750	\$4,931,750	\$15,329	
2016	15%	At-Risk	\$1,680,379	\$1,680,379	\$1,680,379	\$7,292	

