



# UPMC HEALTH PLAN

## **Data Teams to Corporate Influence**

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# It's Not Big Data, It's Big Influence

- “The future belongs to those who harness data” Strata 2014
- “Without big data analytics, companies are blind and deaf, wandering out onto the web like deer on a freeway” Geoffrey Moore

# Very Sophisticated Equipment



# Staff Skills and Backgrounds

- **Industry Knowledge**
- **Data visualization skills**
- Data ECTL (extraction, cleaning, transformation, loading) skills
- Statistics
- Health Services Research
- Data Mining
- Financial modeling & evaluation
- Presentation, writing, and communication skills
- Formally trained but NOT blinded by their training
  - Challenge deeply held beliefs

# Hiring in Pairs

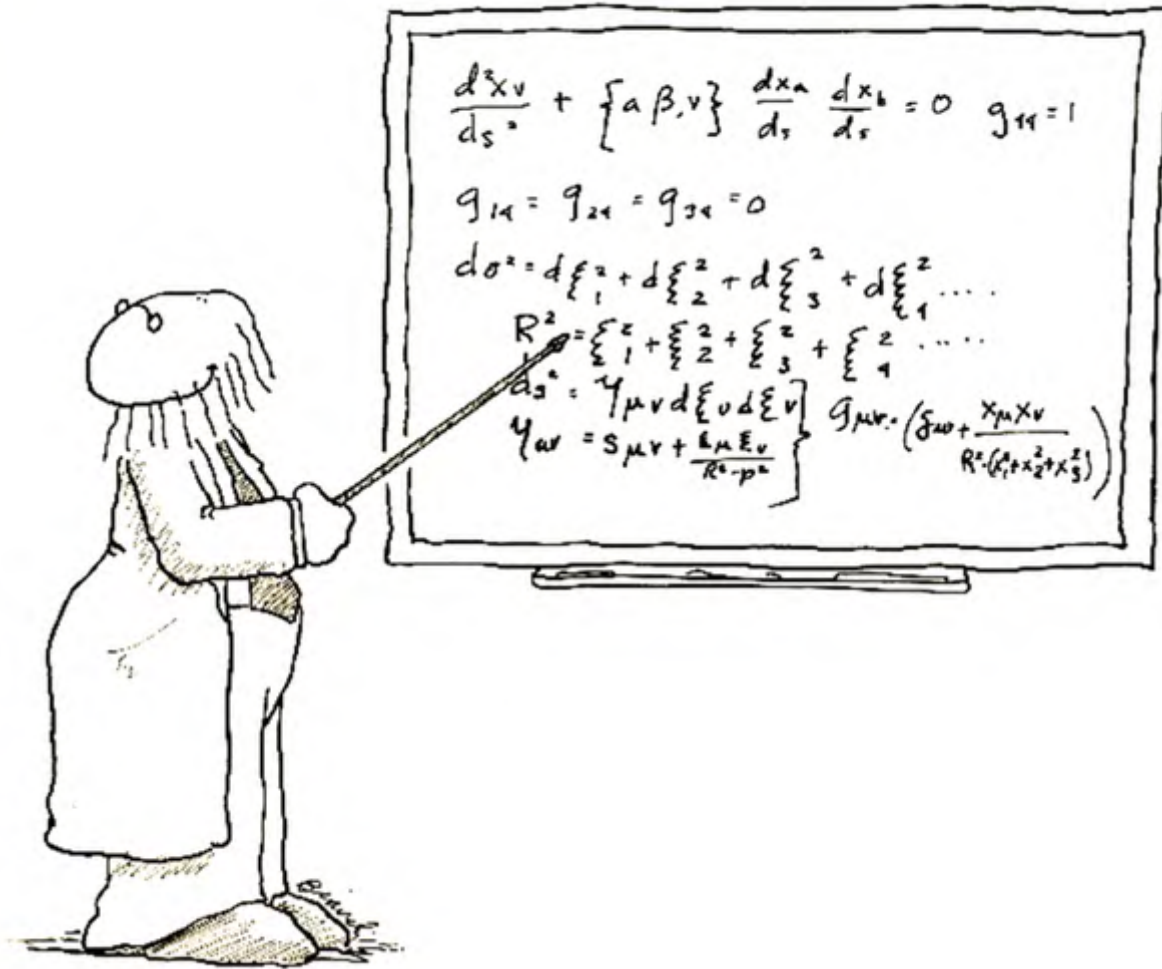


# Strangers in a Strange Land



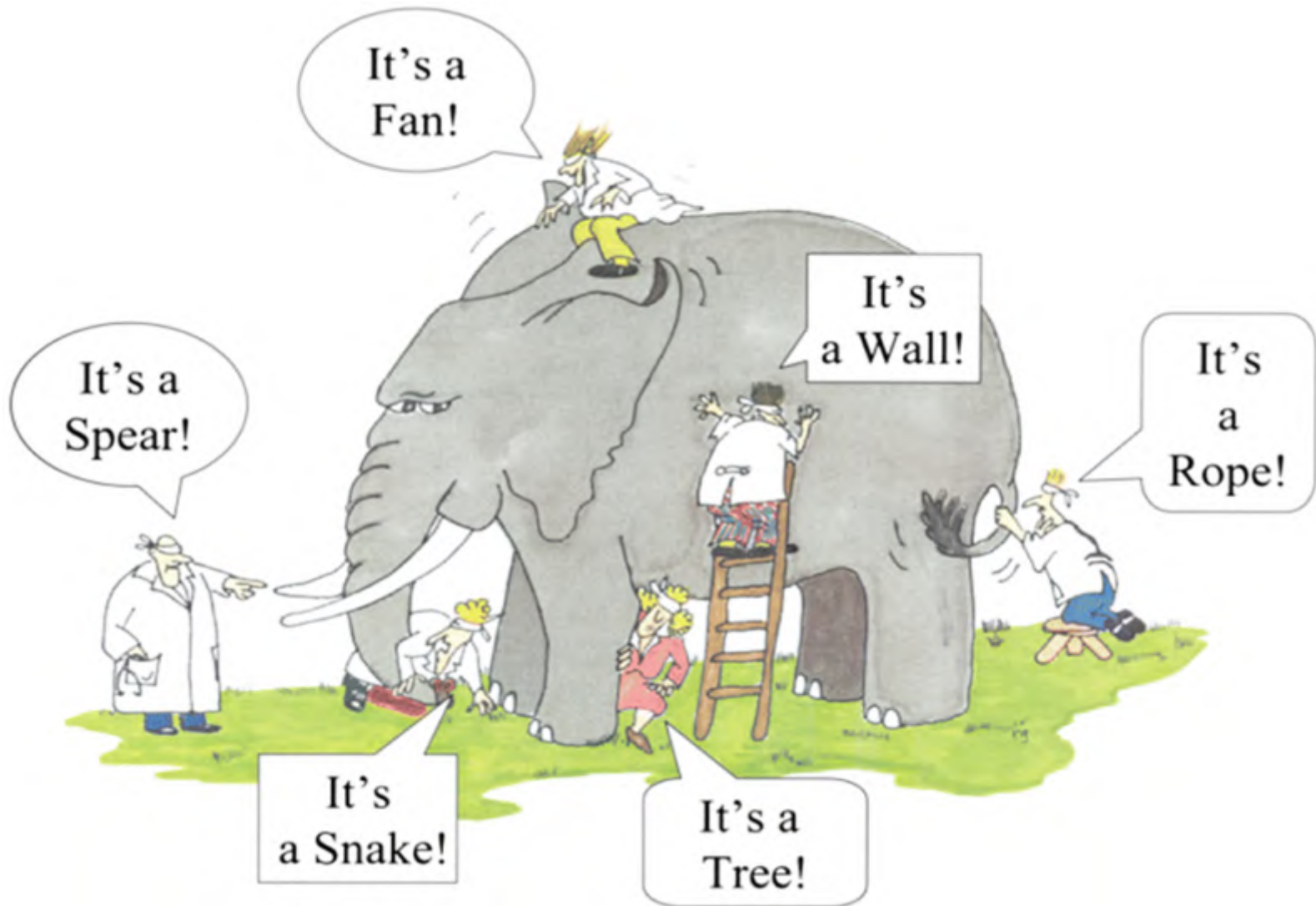


# Used Professors





# Multiple Perspectives



# Your Factory Needs a Foreman



# Where Do You Get Your News?



# Are You Ready to Adopt SPOT?













# Go Fearlessly



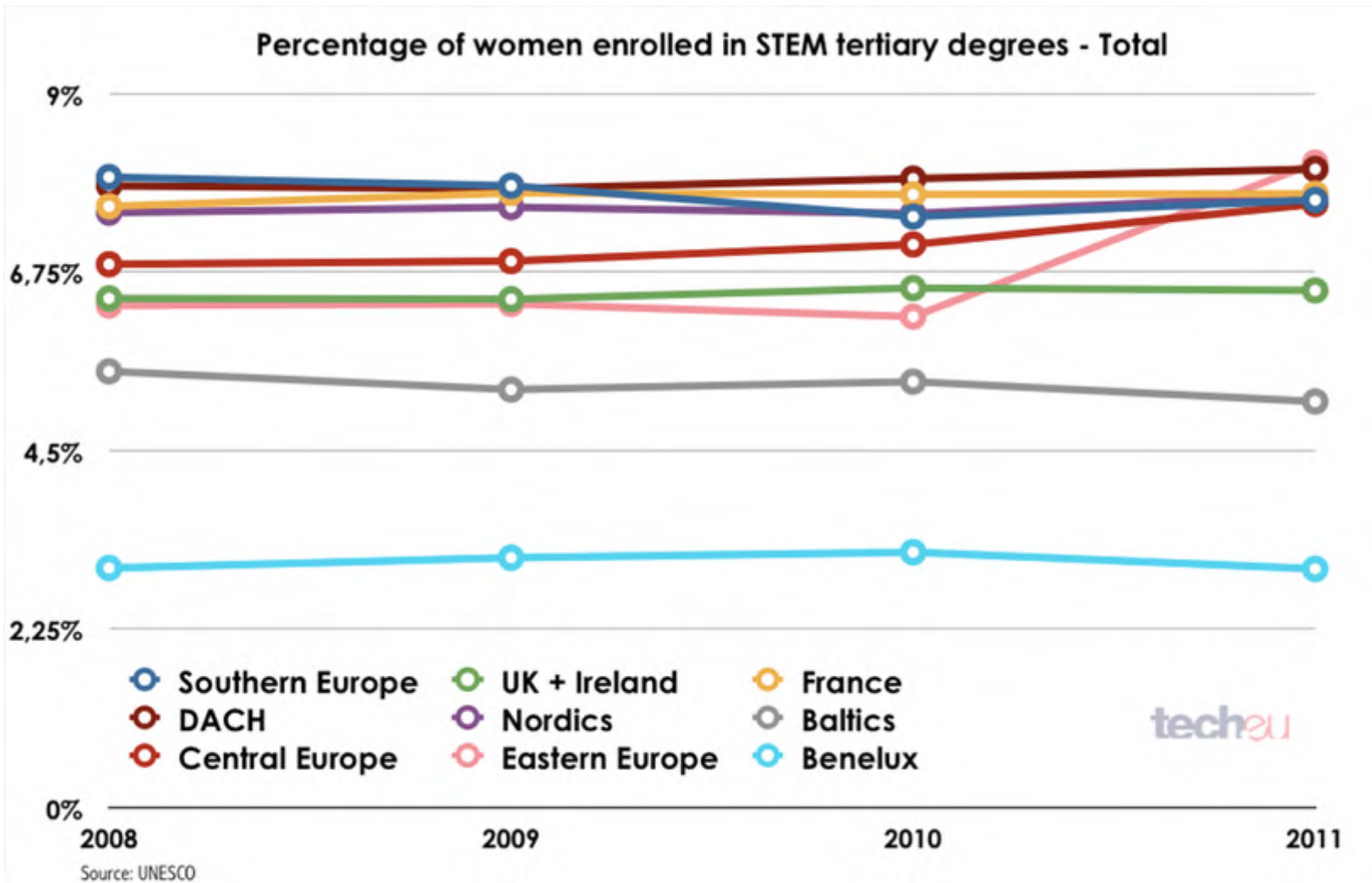
# This Isn't OUR Kansas



# Consuming Something Different



# Influence = Ease of Consumption



- NOTE: the abrupt jump of DACH region is due to incomplete UNESCO data from Germany (2008-2010)

# The Danger of Big Data



This is NOT the Solution



- An information-rich environment creates a scarcity of what it consumes.
  - Herb Simon (1971)