

How Surescripts Created a Culture of Data Literacy

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AGENDA

- About Surescripts
- The Program
- General Recommendations
- Resources
- Q/A

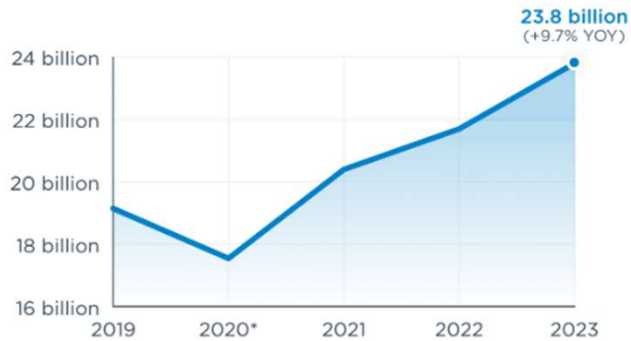
Surescripts incorporated in 2001.

Our purpose is to serve the nation through simpler, trusted health intelligence sharing, in order to increase patient safety, lower costs and ensure quality care.



At Surescripts, we align healthcare organizations across the nation and convene the Surescripts Network Alliance® to give healthcare professionals the trusted insights they need to serve patients.

Network transactions

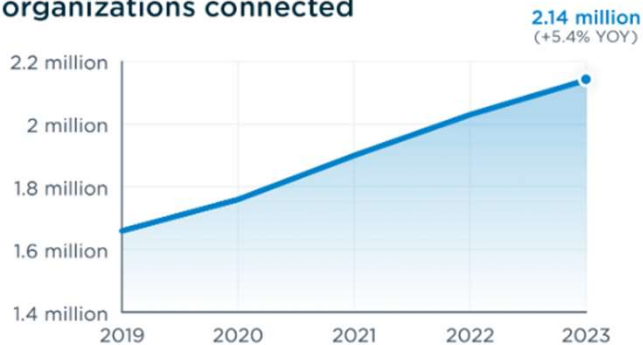


*Medication History deduplication initiated, reducing transaction volume by eliminating redundant medication records

Surescripts processed **23.8 billion** network transactions in 2023 which include:

- Electronic Prescriptions
- Eligibility Requests
- Medication History
- Clinical Histories
- Electronic Prior Authorizations
- Real-Time Prescription Benefits

Healthcare professionals & provider organizations connected



In 2023, **2.14 million** healthcare professionals were connected to the Surescripts network enabling interoperability across the U.S.

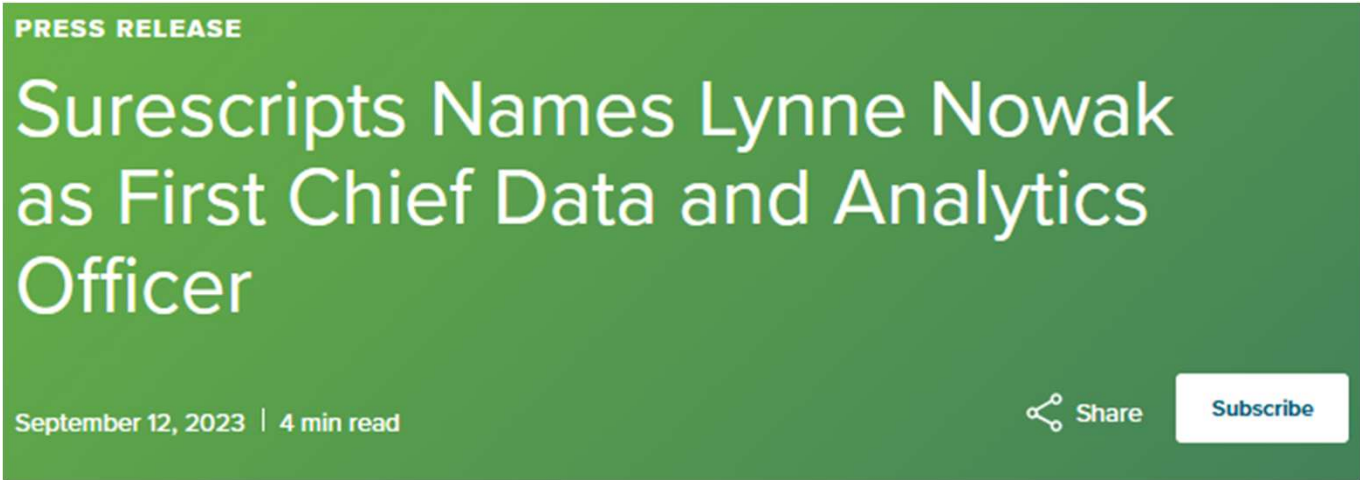
More information about our impact can be found on surescripts.com.



The Program

The Imperative	Data Literacy Defined	Program Objectives	Analytic Personas	Competency Domains	Community & Engagement
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Though we have always understood the necessity of using our data to drive insights, with the naming of our first CDAO in 2023, we created focus on data and analytics at Surescripts.



The
Imperative

Data Literacy
Defined

Program
Objectives

Analytic
Personas

Competency
Domains

Community &
Engagement

Data literacy defined at Surescripts

The skills, knowledge, and mindsets that empower employees with the ability to locate the right data at the right time, to be able to understand and analyze this data, and to be able to derive meaningful insights to make data-informed decisions.

What is a Data Literacy Program?

An intentional commitment to upskilling the workforce and culture to:

- Enable the true potential of the target audience (employees, customers, partners)
- Develop and codify a shared language and vocabulary around data, related skills, and mindsets
- When it matters most (drive business outcomes like growth, customer delight, analytics innovation¹)

1. The Data Lodge, 2021

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Surescripts Data Literacy Program

The Surescripts Data Literacy Program will organize, implement, and support initiatives that help empower employees to become more data literate. Data Literacy programs go beyond developing training and education assets; a comprehensive program seeks to build out an organization's data culture, making working with and using data an integral part of the corporate culture.

Objectives

- 1 Understand and capture Surescripts data and analytics needs.
- 2 Develop and make available data and analytics learning experiences to employees.
- 3 Develop a mechanism to periodically assess Surescripts data literacy levels

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Workstreams

Self-Service &
Enablement

Program
Mgmt &
Operations

Content Dev
& Learning
Experience

Assessment &
Evaluation

Data Culture

AI Literacy

The Imperative	Data Literacy Defined	Program Objectives	Analytic Personas	Competency Domains	Community & Engagement
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Analytic Personas

We developed analytic personas to help guide development and training efforts

Leader	Governor	Explorer	Analyst	Engineer	Scientist
<p>Focused on the strategy, management, and execution of goals to meet business objectives</p>	<p>Focused on the safeguarding, protection, and risk management of the organization</p>	<p>Focused on accessing and sharing insights to customers and partners</p>	<p>Focused on analyzing and developing insights for customers and to meet business objectives</p>	<p>Focused on building, maintaining, and managing systems that enable customers and partners to meet business objectives</p>	<p>Focused on applying advanced techniques to uncover insights</p>



Surescripts Roles

Analyst



My Point of View

I live and breath data. It is critical to what I do, and I am equally comfortable interpreting someone else's reports or creating my own.

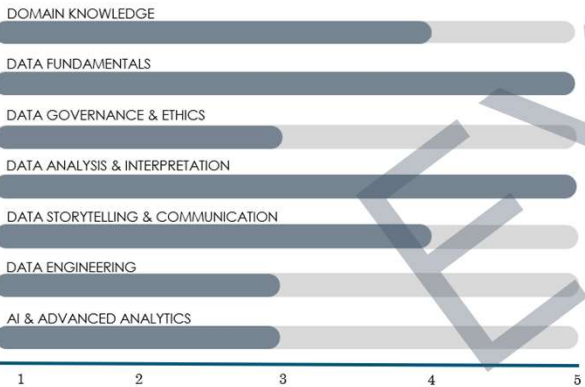
Positive Motivators

I enjoy discovering new things and learning about something new. I enjoy challenges if I am free to explore.

Negative Motivators

I don't always know where to go to get the data I need. This is frustrating as I would rather spend more time analyzing data rather than looking for it

Data Literacy Competencies



<h3>Tasks</h3> <ul style="list-style-type: none"> Analyze data Create data visualization Locate the right data Access and view data assets Present a story based on data Share data/data assets Interpret & critique data visualizations <p>As an analyst, I need to be able to:</p> <ul style="list-style-type: none"> Solve complex problems using data Convey my results in a compelling way ... 	
<h3>Skills</h3> <ul style="list-style-type: none"> Data Interpretation Data Visualization Critical Thinking Communication Problem-solving Experimental Design Forecasting 	<h3>Surescripts Knowledge</h3> <ul style="list-style-type: none"> Example 1 Example 2 Example 3 Example 4 Example 5 Example 6 Example 7 Example 8 Example 9
<h3>Tools</h3> <ul style="list-style-type: none"> Tool 1 Tool 2 Tool 3 Tool 4 Tool 5 Tool 6 Tool 7 Tool 8 Tool 9 Tool 10 	<h3>Access & Permissions</h3> <ul style="list-style-type: none"> Access 1 Access 2 Access 3
<h3>Reporting</h3> <ul style="list-style-type: none"> Create and publish custom reports for their group Edit and discard from existing reports Edit and save as copy of an existing report View existing reports Export underlying data sets from a report 	<h3>Recommended Trainings</h3> <ul style="list-style-type: none"> Surescripts Training 1 Surescripts Training 2 Surescripts Training 3 DataCamp Training 1 DataCamp Training 2
<h3>Learning Preference</h3> <ul style="list-style-type: none"> Exercises Self-service Virtual 	<h3>Communities of Practice</h3> <ul style="list-style-type: none"> Visual Analytics Group Business Analytics Group AI & ML Group Data Champion Group Data Storytelling Group Data & Social Good Group

Data Literacy Competency Domains

- **Domain Knowledge**
 - The knowledge one has about the business, industry, and processes and procedures of the organization
- **Data Fundamentals**
 - An understanding the basics and foundations of creating, storing, accessing, interpreting, and communicating data
- **Data Governance & Ethics**
 - An understanding the principles of managing and governing data ethically and responsibility to maintain its integrity, usefulness, and protection
- **Data Analysis & Interpretation**
 - An understanding of how to perform the necessary analyses on a dataset to derive meaningful insights to drive business outcomes
- **Data Storytelling & Communication**
 - An understanding of how to craft a compelling and impactful narrative using the insights derived from analyzing data
- **Data Engineering**
 - An understanding of how to develop sustainable data pipelines to ingest and store data in an accessible and usable form
- **AI & Advanced Analytics**
 - An understanding of how to develop and use novel and complex techniques to derive meaningful insights from data using AI and related technologies.

Community & Engagement

Steering Committee

Launched Data Literacy Steering Committee with representation from all functions

Department Roadshows

Roadshowed the Data Literacy Program to departments through Steering Committee collaboration

Email & Intranet Blasts

Set up designated email alias for Program and to communicate new offerings, e.g., office hours, resource links, etc.

Communities of Practice

Launch internal communities focused on a given domain or specialization, e.g., AI, business analytics, data storytelling, etc.

Data Champions

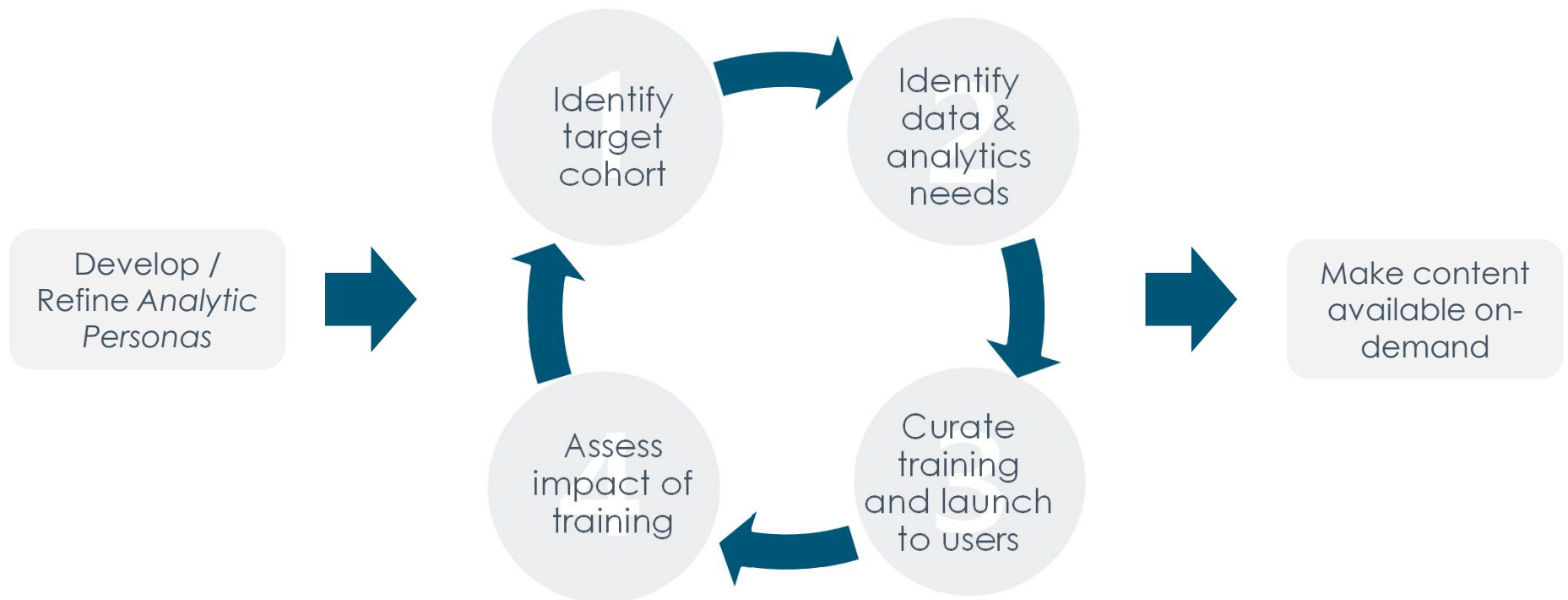
Tap “champions” across the organization to evangelize data, analytics, and AI initiatives

COMING SOON

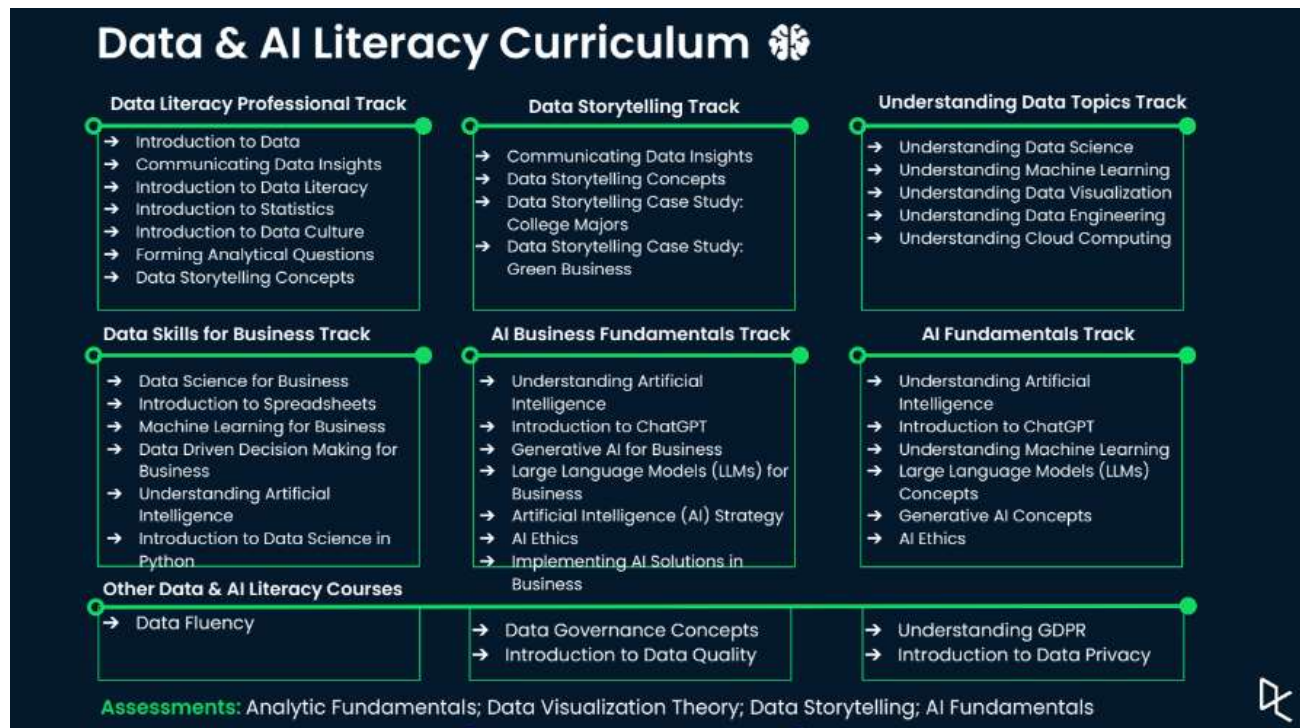
COMING SOON

DataCamp Partnership

Content Development Approach



Partnered within DataCamp to accelerate the Data Literacy Program



Rather than spend internal resources developing “data fundamentals” training materials, we partnered with DataCamp.

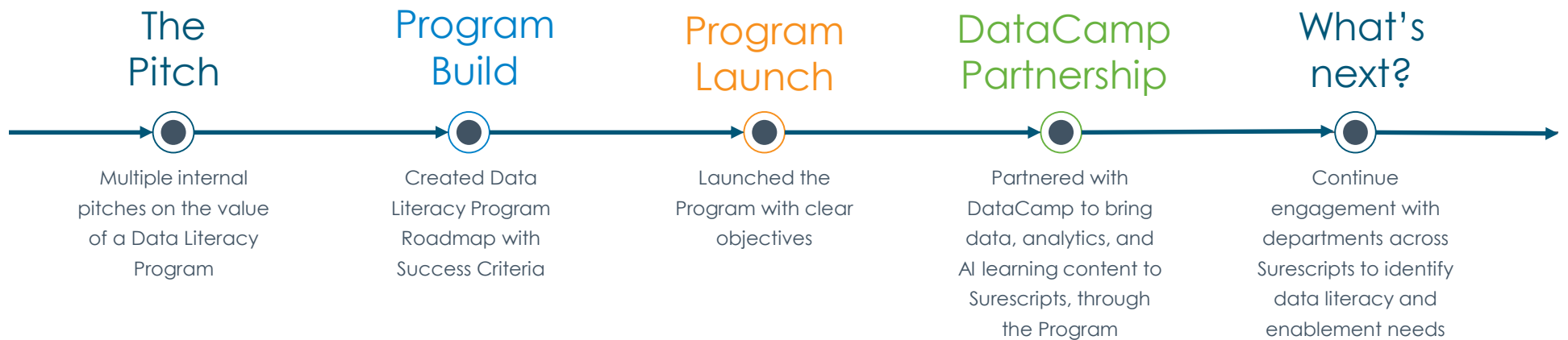
This opens up capacity to focus on company-specific materials, e.g., data architecture, policies, data culture, etc.

Success Story

*I've been using DataCamp to learn SQL, and it's been a great experience so far. There have been times in the past when **I really wished I knew SQL to pull data or create reports for our customers, and now with what I'm learning, I'm excited to apply it in the future.** The platform is user-friendly, and I love how it breaks things down with practical examples. I'm looking forward to taking on new challenges and using these skills as I grow within my role.*

- Customer Support Analyst

Our Data Literacy Journey...so far



General Recommendations

General Recommendations

1. Start small and celebrate your successes
2. Be nimble and react to the needs of the business
3. Set the tone with your excitement
4. Develop partnerships and coalitions

Additional Resources

Additional Resources

- [The Data Lodge](#)
- [dataliteracy.com](#)
- [Data Literacy Project](#)
- [Eckerson Group](#)

Get Connected



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