

The American Heart Association Improves Business Operations through Actionable Insight

OBI EE project profile



Data Overload Overwhelms Program

One of the primary goals of the American Heart Association (AHA) is to ensure that hospitals are providing the highest level of cardiac care possible by ensuring that they follow the latest guidelines for treating cardiac patients. Through a program called "Get With The Guidelines" (GWTG), the AHA collects patient information from over 1,200 participating hospitals, measures actual treatment against guidelines, and provides reporting back to hospitals. Since the program's inception four years ago, data has been collected through a third-party aggregator, Outcome Science (OSI), where it was edited against certain treatment criteria and then provided to the AHA on a weekly basis (1.3 million records per week) via Excel spreadsheets. These spreadsheets were then sent out to the affiliates, where they would fix errors and clean up the data. This manual process of cleaning the data took approximately 4,500 man-hours per year to accomplish and left data subject to errors and human interpretation.

Oracle Business Intelligence is the Answer

As the number of hospitals participating in the program grew and the information requests became more sophisticated, the AHA realized it could not support the program using the current data gathering and reporting processes. In mid-2006, the AHA began looking for a solution. After reviewing a proof of concept prepared by eVerge Group and examining a number of other potential solutions, the decision was made to utilize Oracle Business Intelligence EE (OBI EE) to handle its data and reporting requirements.

Development Of A Solution

The creation of the GWTG solution required four major steps:

1. **Developing the warehouse model** – eVerge Group performed an analysis of data elements coming from 5 sources (OSI, Siebel and 3 additional external sources) and developed a conformed data model.
2. **Creating matching routines for multiple data sources** – eVerge Group leveraged Oracle Warehouse Builder (OWB) to extract data from the 5 data sources. OWB was also used to automate the loading and staging of data and to produce quality check reports.
3. **Developing ETLs to populate the data** – eVerge Group developed mappings to extract consolidated transactional data to put into a reporting format for speed and ease of use for the end user.
4. **Configuring OBI EE and dashboards** – eVerge Group built corporate dashboards that enabled the affiliates to manage hospital participation and compliance utilizing standard KPIs. eVerge Group also enabled Oracle Answers for additional ad hoc analysis by the AHA power users.

More Timely and Accurate Information With Fewer Resources

The resulting OBI EE application has enabled the AHA to avoid thousands of man-hours previously required just to scrub the data and create reports while giving them more timely and accurate reporting to manage the program. Standardized data definitions, greater visibility into the data, and historical reporting capabilities helped them identify previous data errors and make corrections in the database. Because of the success of the project, GWTG has become the model for data management and reporting within the AHA.

Industry: Not-For-Profit

Oracle Platform: OBI EE

Success Metrics:

- Savings of over 12,000 hours annually associated with data reconciliation and report generation
- More flexibility in how data can be viewed and analyzed
- More current data due to more frequent data updates
- Standardized dashboard reports
- Better insight into hospital program participation
- Valuable cross-sell opportunity information
- Enhanced ability to identify and correct data errors
- Automated interface with data sources

Client Feedback:

"eVerge Group showed us the viability of using OBI EE dashboards and then helped with the development, implementation, training and user acceptance. The project pretty much went according to plan."

Richard Arnstein, Manager of Customer Systems

"Dashboards have provided a way to obtain the same information with much more ease for each staff member. This allows staff to focus their efforts on their market instead of preparing information."

Feedback from end-user



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