



Healthcare

DBi DataBrains

DataBrains is a leading provider of data and analytics technology and services to healthcare and life sciences organizations.

Our healthcare team of Data and BI experts can assist organizations efficiently combine all forms of data from diverse sources, as well as set up systems and processes to uncover key actionable data insights which lead to improved clinical, financial, and operational outcomes.

- Analytics Adoption
- Population Health Insights
- Analyzing Public Health Trends
- Enable Governed Self-Service
- Legacy BI Tool Migrations
- Enterprise Data Warehouse
- Migrate Expensive Niche Tools
- Monitoring Physician Performance
- Supply Chain Management
- Cost-Benefit Analysis
- Predictive Analytics to Areas of Identified High Risk





Who We Are

Founded in 2011, our team has passion and expertise in all things Data and Business Analytics & reporting.

DataBrains' customers are adopting Tableau analytics faster and more broadly than ever before.

We architect and develop data and analytics solutions that unlock business value from data assets. We help clients develop data-focused teams that drive change and empower their people to make smarter decisions.

We are committed to helping you accelerate the realization of your data analytics goals no matter where your organization is in its journey. DataBrains experts can help you now from strategy and architecture to Tableau development and training.



Healthcare Use Case:

OneBlood

Background

OneBlood is a blood donation center specifically servicing Tampa Bay, Central Florida, and part of the South and Southeast United States. Their mission is to enhance the health and well-being of others through their work with blood and stem cell products and by facilitating scientific research.

Business Need

OneBlood needed better visibility into their supply chain so that their Biologics team could keep a pulse on daily manufacturing needs and Marketing could stay aware of their most valuable marketing opportunities.

Historically, OneBlood struggled with disparate analyses and multiple sources of truth in terms of reporting. Their Data Science team identified the need for a near real-time Supply Chain Management system, in the form of a suite of Tableau dashboards, most of which did not previously exist.

The Challenge

The biggest challenge in creating this Supply Chain Management solution in Tableau was that there was not a blueprint or any existing solution that hit the mark for their specific needs. While OneBlood had a good grasp of their data, it was stored across many SQL tables in their data warehouse. OneBlood needed help determining how to take data and structure it ideally for use within Tableau for their desired reporting purposes. DataBrains provided the necessary guidance to the OneBlood Database admin, which allowed him to curate the necessary data sources, allowing DataBrains to focus on developing a system of dashboards from the ground up.

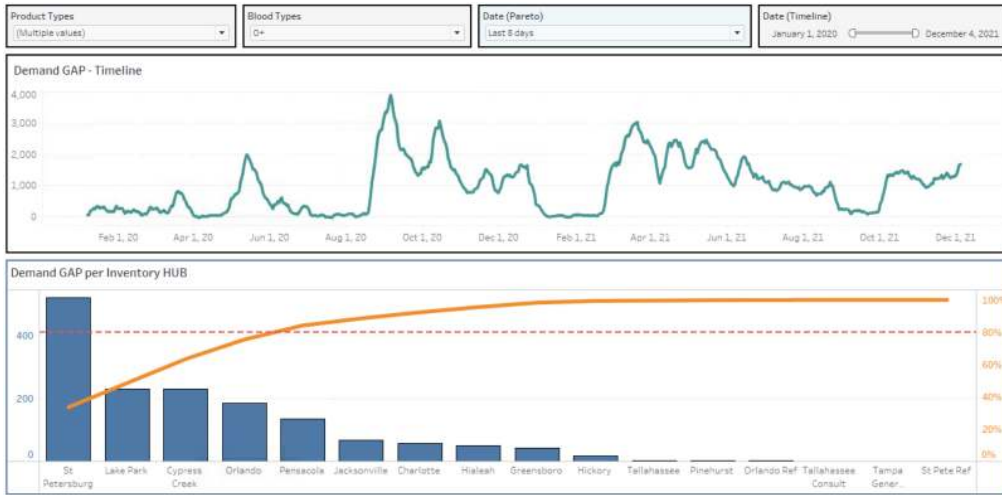
When DataBrains started working with OneBlood, they were fairly early in their Tableau journey. Not many analysts had experience with Tableau and they lacked any official training. OneBlood worked with DataBrains to grow their analytical maturity and data-driven culture. Additionally, they used DataBrains to assist with migrating from Tableau Online to Tableau Server, after they found limitations with using Tableau Bridge.

The Solution

Once this collaborative process was complete, the finished result was a set of dashboards for each of their 3 most critical products (*O-Positive RBC*, *O-Negative RBC*, and *Platelets*) which shine the light on key metrics over time, supply chain shortcomings, and constant identification of high-value opportunity donors. This solution was packaged up and displayed on the Data Science Team's Sharepoint Site.

In addition to the dashboard development, DataBrains was an integral part in advancing the Tableau acumen of OneBlood through the following additional activities:

- 1. Tableau Training:** Tableau Fundamentals training and support to the Data Science Team members. Through these training sessions, DataBrains was able to successfully empower the OneBlood Data Science team to be heavily involved in the creation of the Supply Chain dashboards and many more critical business reports.
- 2. End-User Success Criteria:** Meetings with key departmental leaders to gather requirements and to review and demonstrate the use and functionality of each dashboard.
- 3. Tableau Server:** Completed the migration from Tableau Online to Tableau Server. DataBrains provided a full audit of content on the Tableau Online site prior to migration and confirmed which content should and should not move to Tableau Server. This process provided insight into what content OneBlood users were actually using and what was stale.



| Donor Segment | 7-Day Donations | 30-Day Donations | 60-Day Donations | 90-Day Donations |
|---------------|-----------------|------------------|------------------|------------------|
| Tier 1 | 1,080 | 5,224 | 10,718 | 15,589 |
| Tier 2 | 473 | 2,923 | 6,032 | 9,385 |
| Tier 3 | 9 | 9 | 187 | 341 |

Communication Opportunities (Tier 1)

| Decile | Number of Donors | Avg. Donor Probabili.. | Text Opps | Email Opps | Call Opps | Avg. 7-day Frequency | Avg. 30-day Frequen. | Avg. 60-day Frequen. | Avg. 90-day Frequen. |
|------------|------------------|------------------------|-----------|------------|-----------|----------------------|----------------------|----------------------|----------------------|
| 1 | 3,125 | 77.86% | 539 | 1,176 | 524 | 0.35 | 1.67 | 3.43 | 4.99 |
| Percentile | Number of Donors | Avg. Donor Probabili.. | Text Opps | Email Opps | Call Opps | Avg. 7-day Frequency | Avg. 30-day Frequen. | Avg. 60-day Frequen. | Avg. 90-day Frequen. |
| 1 | 313 | 97.63% | 15 | 30 | 15 | 0.42 | 1.99 | 4.15 | 6.35 |
| 2 | 312 | 95.07% | 19 | 47 | 21 | 0.43 | 1.89 | 3.92 | 5.83 |
| 3 | 313 | 91.86% | 30 | 82 | 31 | 0.41 | 1.79 | 3.66 | 5.44 |
| 4 | 312 | 88.07% | 41 | 79 | 35 | 0.38 | 1.77 | 3.56 | 5.28 |
| 5 | 313 | 82.92% | 37 | 83 | 37 | 0.35 | 1.66 | 3.42 | 5.06 |
| 6 | 312 | 77.99% | 58 | 126 | 56 | 0.33 | 1.69 | 3.51 | 5.04 |
| 7 | 312 | 71.22% | 62 | 137 | 62 | 0.28 | 1.54 | 3.14 | 4.58 |
| 8 | 313 | 64.63% | 76 | 182 | 78 | 0.30 | 1.46 | 2.99 | 4.20 |
| 9 | 312 | 58.15% | 89 | 176 | 81 | 0.30 | 1.62 | 3.26 | 4.36 |
| 10 | 313 | 51.66% | 112 | 234 | 108 | 0.27 | 1.30 | 2.68 | 3.75 |

Communication Opportunities (Tier 2)

| Decile | Number of Donors | Avg. Donor Probabili.. | Text Opps | Email Opps | Call Opps | Avg. 7-day Frequency | Avg. 30-day Frequen. | Avg. 60-day Frequen. | Avg. 90-day Frequen. |
|--------|------------------|------------------------|-----------|------------|-----------|----------------------|----------------------|----------------------|----------------------|
| 2 | 3,124 | 26.83% | 1,551 | 3,515 | 1,527 | 0.12 | 0.71 | 1.43 | 2.04 |
| 3 | 3,122 | 12.21% | 1,989 | 4,243 | 2,053 | 0.03 | 0.16 | 0.36 | 0.72 |
| 4 | 3,126 | 6.56% | 2,171 | 4,397 | 2,216 | 0.00 | 0.01 | 0.06 | 0.15 |
| 5 | 3,123 | 3.92% | 2,074 | 4,082 | 2,177 | 0.01 | 0.06 | 0.08 | 0.09 |

Communication Opportunities (Tier 3)

| Decile | Number of Donors | Avg. Donor Probabili.. | Text Opps | Email Opps | Call Opps | Avg. 7-day Frequency | Avg. 30-day Frequen. | Avg. 60-day Frequen. | Avg. 90-day Frequen. |
|--------|------------------|------------------------|-----------|------------|-----------|----------------------|----------------------|----------------------|----------------------|
| 6 | 3,124 | 2.55% | 2,037 | 3,938 | 2,277 | 0.00 | 0.00 | 0.06 | 0.11 |
| 7 | 3,124 | 1.54% | 1,857 | 3,338 | 2,228 | 0.00 | 0.00 | 0.00 | 0.00 |
| 8 | 3,124 | 0.84% | 1,648 | 2,423 | 2,198 | 0.00 | 0.00 | 0.00 | 0.00 |
| 9 | 3,124 | 0.37% | 1,656 | 2,295 | 2,253 | 0.00 | 0.00 | 0.00 | 0.00 |
| 10 | 3,125 | 0.10% | 1,682 | 1,825 | 2,591 | 0.00 | 0.00 | 0.00 | 0.00 |



Contact Us

If you have any questions, please contact:

info@databrains.com

888-858-3282(DATA)

www.databrains.com