WINing with Data Measurement

Presented by:
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ABOUT THE PRESENTER
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I’m a social gerontologist, with over 25 years of experience in working with older adults in non-profit, health care, and government sectors. I’m one of those individuals who love data, who can spend an entire day playing with PivotTables, putting together charts and graphs for visual storytelling. I am also skilled at process and value stream mapping.
Data Categories

Qualitative
- Describes qualities and characteristics of something
- Non-statistical
- Useful to understand the “why”

Quantitative
- Can be counted, measured, or expressed in numbers
- Results easy to summarize, compare, and track changes over time
- Useful to understand the “what” and “how many”

Terminology

Data
- Core of measurement activities
- Critical to measuring progress
- Identify opportunities for improvement in quantifiable terms

Metrics
- Standard for measuring or evaluating something, in numeric terms

KPIs (Key Performance Indicators)
- Quantifiable measures used to gauge performance over time
- Way for an organization to their measure progress towards achieving goals

Dashboards
- Visual of multiple KPIs on one screen, one page, one slide
- Tied to specific operational goals
- Provide leadership and others information needed to make decisions
### SMART Goals

**are measurable**

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<th>S</th>
<th>Specific</th>
<th>- Addresses the Who, What, Where, When, and Why</th>
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| M | Measurable | - What do you want to accomplish?  
- What is the change you want to see? |
| A | Attainable | - Can we do this within our timeframe?  
- Do we have the tools/resources?  
- What are the competing priorities? |
| R | Realistic | - Find the balance of too low a target v a stretch target.  
- Does management support this goal? |
| T | Timebound | - What is the timeline?  
- When do you want/need to accomplish this goal? |

### WHAT

- What do you want to change/measure?

Needs to be:
- Specific  
- Concrete  
- Countable

### WHERE & HOW

- Where is the data stored?  
- What is the data source?  
- What are you tracking right now (or could easily start tracking)?  
- Is it automated or manual (input, processing, output)  
- Time commitment to measure and track?  
- Who is responsible?

### WHEN

- How often will you measure it?  
- How often will you pull data?  
- How often is data updated?  
- Snapshot in time?  
- Change over time? (e.g. Year-over-Year, Quarter-to-Quarter)
WIN Journey

SharePoint
- Create list (aka form)
- Choose ‘Versioning’ option
- Create Tiles from different views
- Select desired criteria
- Export to Excel

Excel
- Clean up data (e.g. True/False to Yes/No)
- Create PivotTables & charts/graphs
- Use graphs in reports or create own dashboard

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<td>• Waterfall</td>
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Parting Thoughts
- Report-driven
- Ideologic alignment
- Start small
Resources

READ

Data Categories
https://www.scribbr.com/methodology/qualitative-quantitative-research/

Quality Measures: Types, Selection, and Application in Health Care Quality Improvement Projects
*From Global Journal on Quality and Safety in Healthcare* (2020) 3(4):144-146
https://doi.org/10.36401/JQSH-20-X6

Measurement for Quality Improvement
*By Health Quality Ontario*

WATCH

Developing a CQI Plan
*Presented by Beth Adams & Montana Salvoni, ALTSA*
youtu.be/KYmDZBmIVZY  (SMART goals 14:03-28:15)

KPIs vs SMART Goals vs OKRs
*Presented by Zokri*
https://www.youtube.com/watch?v=f9VJJu7juSB4

Measures, Metrics, and KPIs
*Presented by Numerical Insights, LLC*
https://www.youtube.com/watch?v=9ud2egVppUM&t=9s