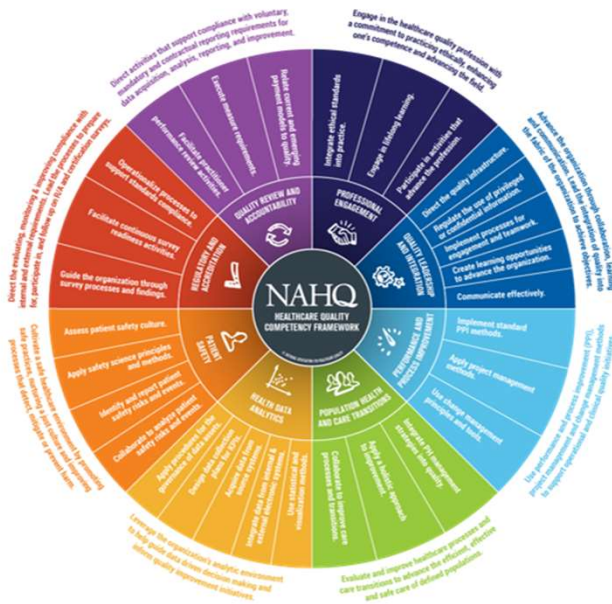


# Best Practices in Presenting Data

To Physicians, Executives & Board Members

September 2020

**NAHQ**next  
The Leading Conference for the Healthcare Quality Profession



## Today Discussion Competencies:

- **Quality Leadership**
- **Integration**
- **Professional Engagement**

**NAHQ**next

## Today's Learning Outcomes

1. Illustrate how data science landscape has rapidly evolved
2. Verbalize how this change has impacted your role
3. Analyze 6 new emerging core competencies in data science
4. Describe the "MUST HAVE" 8 best practices to any data presentation

NAHQnext

## Meet Your Expert Panel Baylor Scott & White Health, Dallas, Texas



**Ellie Huff, MSN, RN**  
System Director, CV Quality & Analytics  
Baylor Scott & White Health

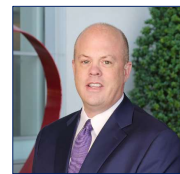
Facilitator



**David Coe**  
System Vice President  
Enterprise Data & Analytics  
Baylor Scott & White Health  
**Role: Analytics Expert**



**Brett Stauffer MD, MHS, FHM**  
Senior Vice President  
Chief Quality Officer  
Baylor Scott & White Health  
**Role: Board Member & Physician**



**Mark Valentine**  
President/CEO  
Baylor Scott & White Heart Hospitals  
Plano, McKinney, & Denton Heart Hospitals  
**Role: Senior Executive**

Expert Panel

NAHQnext

No Conflict of Interests to Disclose.

NAHQnext

**When Your Presentation Doesn't Go Well....**  
***Remember: Failure Can Be the Greatest Teacher***

*Sharing the experience.....*



NAHQnext

## Why Should We Master Presenting Data?

- Building your credibility, trust, impact

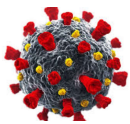


*"The person who is able to tell an effective business story is perceived as being in command, and deserves the confidence of others."*

*"Presenting to Win - The Art of Telling Your Story" by Jerry Weissman*

NAHQnext

## Four Drivers of Change in Healthcare



Coronavirus



Shifting industry landscape



Data Tsunami



Rapidly accelerating innovation curve

"The ability to take data- to be able to understand it, to process it, extract value from it, to visualize it, to communicate it- that's going to be a hugely important skill in the next decades"

- Hal Varian, chief economist at Google /UC Berkeley professor of information sciences, business and economics

NAHQnext

## Traditional Data Discovery Process



### Request for Data

- Get Data
- Pull into Excel
- Make a graph in PPT

### Deliver Data

- Email
- Presented

NAHQnext

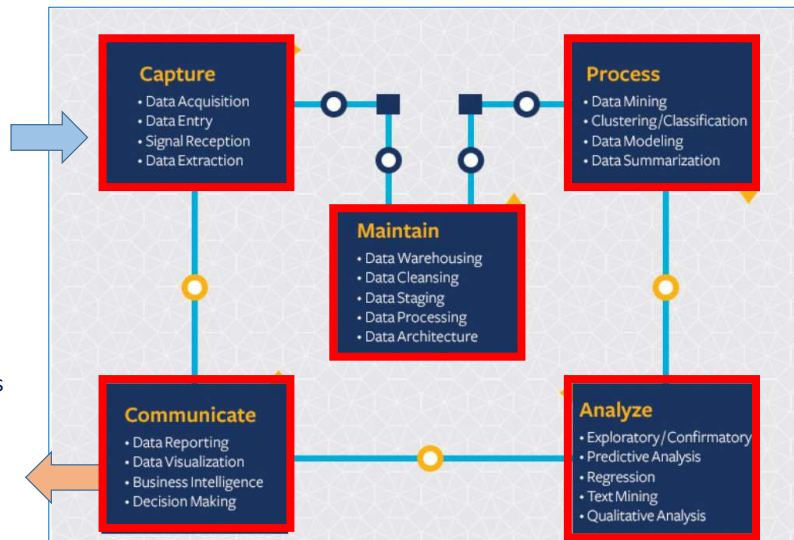
## How Quickly Our World Has Evolved into Data Science

### 1. Data Sources Growing

- Registries
- Population Health
- Health Plan
- EMR
- Cost accounting
- Billing
- Claims
- Patient Satisfaction

### 2. Audience Expanding

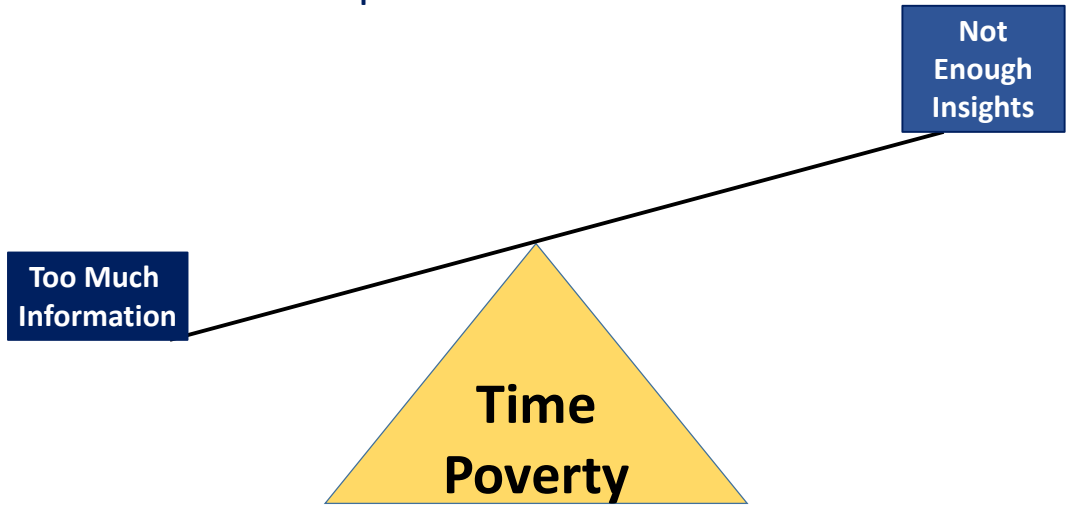
- Service Line Executives
- Hospital Presidents
- CFOs
- Quality Leaders
- Researchers
- Marketing



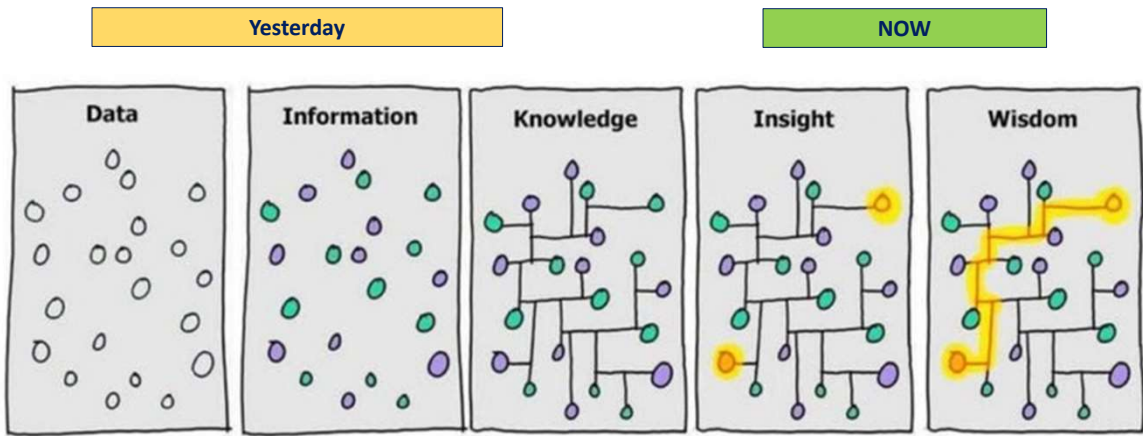
<https://datascience.berkeley.edu/about/what-is-data-science/>

NAHQnext

# The Data Problem Simplified.....



NAHQnext



NAHQnext

*YOUR EMERGING ROLE: Turning Data Into Knowledge.....*

*And Knowledge Into Insights*



NAHQnext

## HBR: Data Science Requires 6 New Skill Sets

- Data Wrangler/Data Scientist/Hacker
- Data Analysis
- Subject Matter Expert
- Project Manager
- Design & Design Thinking
- Executive Storytelling



NAHQnext

My Personal 25 + Year Journey in  
System

CV Operations Director

**QUALITY/PI**

Flight

Manager

Creator

RN

Change Agent

Patient Ac

CV ICU RN

**My Job Today:  
Translational  
STORY TELLER**

**Persuade Others to Action**

NAHQnext

Presenting Data  
Best Practices

NAHQnext  
The Leading Conference for the Healthcare Quality Profession



## Best Practice # 1 Talk To Your Customer - Scoping

- ✓ Ask smart questions upfront
- ✓ Wrangle the relevant data
- ✓ Determine preferred format of deliverable

NAHQnext

## Best Practice # 2 Develop Team “Data Standards”

### • MUST HAVES

- ✓ Titles
- ✓ Sources
- ✓ Dates
- ✓ Benchmarks
- ✓ Inclusions/Exclusions
- ✓ Key Takeaway Box

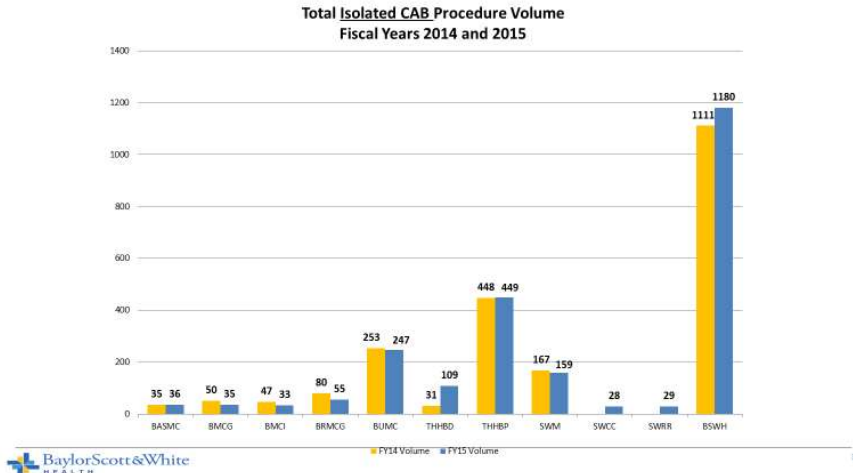


### Consulting Tip:

Create every slide with clarity so that if you left the PPT behind in the room.....

NAHQnext

## Example Data Slide- *WEAK for Data Standards*



**Data Source**

- Billing data?
- STS data?
- Why just two years?

**Message:**

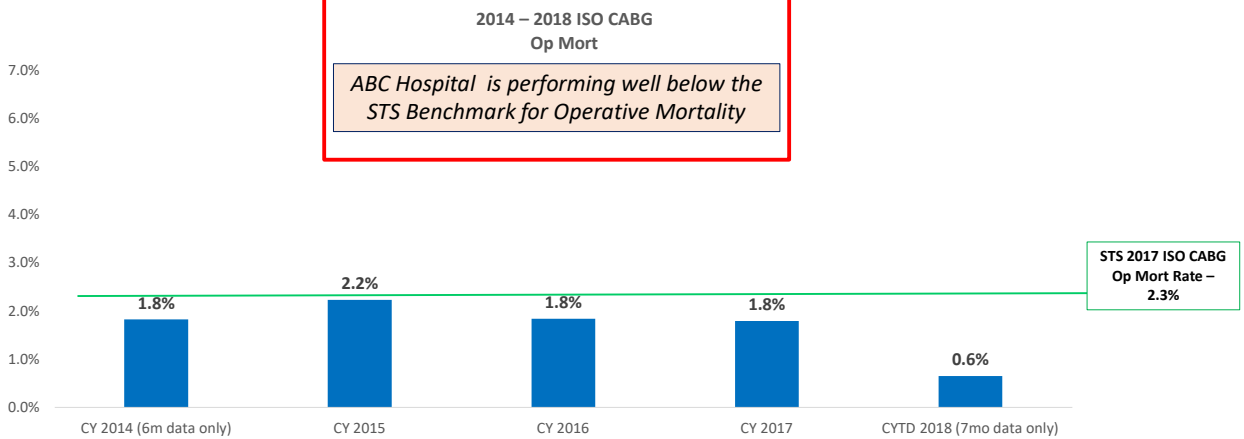
- How much are we growing?
- Who is shrinking?
- What does this mean?

NAHQnext

## Example- Strong Data Standards

### ISO CABG – System Performance Trend

STS STAR Categories Trended Op Mortalities %



Data Source: STS registry data in Apollo Advance; Cardiac Surgery Outcomes Report (IDW)  
Time Period: Jul 1, 2014 – Jul 31, 2018

NAHQnext

### Best Practice # 3 Your Data Story...What Does it All Mean?

- ✓ What is your message to convey?
- ✓ Uncover the hidden insights/implications
- ✓ Realize the impact to the business, translate
- ✓ Utilize patient stories to make it real.....



NAHQnext

### Best Practice # 4 Rushing to Meet a Deadline?

- ✓ Take your time
- ✓ More important to be accurate
- ✓ Goal: build trust



NAHQnext

## Best Practice # 5 Practice Your Story

- ✓ Assume people have no baseline knowledge
- ✓ Print it out and walk through slides
- ✓ Be prepared to do without slides!
- ✓ Simplify
- ✓ Rehearse in front of your team: typos?
- ✓ Work on simple visuals

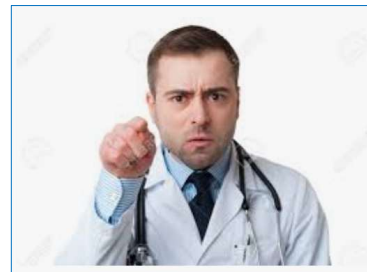


NAHQnext

## Best Practice # 6 Choose To Align (Not Defend) Data

Situation: physician questions YOUR data in a big meeting

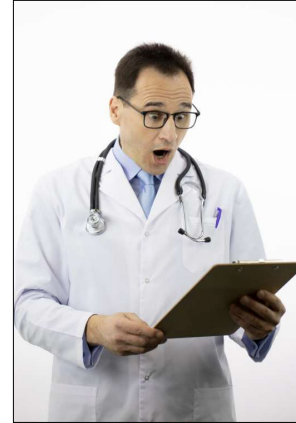
- ✓ Understand voiced concern
- ✓ Don't take it personal
- ✓ Follow up quickly, be a problem solver



NAHQnext

## Ellie's 5 Stages of Physician Data Transparency

1. Denial/Attack
2. **"My Patients are SICKER than your patients"**
3. Denial
4. Less denial
5. Acceptance and/or action



"Red tells us where action is needed"

NAHQnext

### Best Practice # 7

### Realize You Are SELLING Something

- Your trustworthiness/quality work
- Your brand
- The need for change and action



Time to sharpen your saw on how to sell  
to the brilliant people you work with

NAHQnext

**Barbara Corcoran** • 3rd+  
 Shark on ABC's Shark Tank, Public Speaker, Podcast Host, Author, Fou... + Follow  
 19h • 📧

How I turned a 'no' into a 'yes'! I was almost on my way to Hollywood to film the first season of Shark Tank 12 years ago when I was told the show had changed their mind. I'm smiling bright today about the letter I wrote to the big boss th ...see more

From: @barbaracorcoran  
 Sent: 11/15/2007 10:00 AM  
 To: [redacted]  
 Subject: Still Swimming

Mark,

I understand you've asked another girl to dance instead of me. Although I appreciate being reserved as a fall-back, I'm much more accustomed to coming in first.

I think you should consider inviting both of us to LA for your try outs. Here are my reasons why:

1. I do my best when my back's against the wall. I love the heat of the competition as I've learned it brings out my best. I've had all my big successes on the heels of rejection and frankly, it's right up my alley. There was Sister Stella Marie in 5<sup>th</sup> grade who said I'd always be stupid just because I couldn't read. Then there was the New York old boy network trying to lock me out of their real estate fortunes, until I became their largest competitor. Then there was The Donald himself who wrongly swore in court I'd never see a penny of the \$4m commission he owed me for saving his ass and making the largest land deal in the city's history. And of course there was my ex-partner Ramona Simonis who parted with the words, "You know you'll never succeed without me!" I consider your rejection a lucky charm.
2. If you have both ladies in LA, you can mix it up a bit and see which personalities make the best combination for your show. I've found in building teams myself that the combination of personalities is always more important than the expertise or strengths of single individuals. You may even drop a man for me because, believe it or not, I'm just as smart and mean as the next guy.
3. Last, I've known from the get-go the shark role is a perfect fit for me. Everything I've done so far in the business and TV worlds has made me ready. My style is different than the other sharks' and your audience would fall in love with me. I've watched thirty-seven dragon episodes so far and know I could rival the best shark on each show in shrewdness and personality. It seems to me that the same two sharks steal most of the shows and I know I'd be one of them.

The reputation you have in your field is equal to the reputation I have in mine. I know you're the best at what you do and I trust you'll reach the right decision. I've booked my flight for the 6<sup>th</sup> and hope to be on that plane.

Thanks,  
 Barbara



## Even Sharks Have to SELL!



NAHQnext

## Best Practice # 8

### Team Debrief on BIG Presentations

- ✓ What went well?
- ✓ What went wrong?
- ✓ What will we do differently in future?



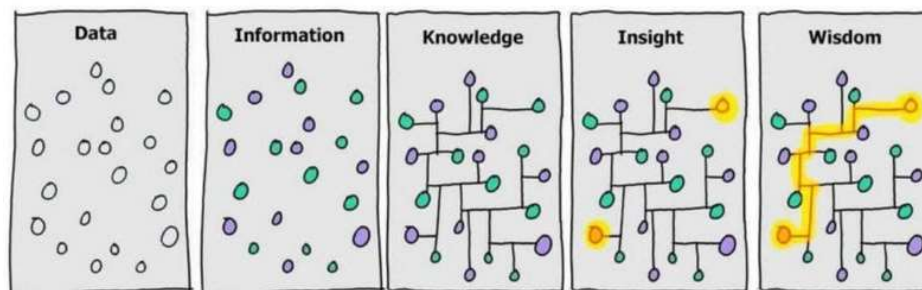
## Our Key Takeaways



NAHQnext

## Recapping Our Discussion Today

- ✓ Illustrated how data science landscape has rapidly evolved
- ✓ Discovered 6 new emerging core competencies needed NOW
- ✓ Described the “MUST HAVE” 8 best practices to any presentation



NAHQnext



*Our Contact Information*  
 Baylor Scott & White Health, Dallas, Texas



**Ellie Huff, MSN, RN**  
 System Director, CV Quality & Analytics  
 Baylor Scott & White Health  
 (214) 820-5784 Office  
[Eleanor.Huff@bswhealth.org](mailto:Eleanor.Huff@bswhealth.org)



**David Coe**  
 System Vice President  
 Enterprise Data & Analytics  
 Baylor Scott & White Health  
 (214) TBD Office  
[David.Coe@bswhealth.org](mailto:David.Coe@bswhealth.org)



**Brett Stauffer MD, MHS, FHM**  
 Senior Vice President  
 Chief Quality Officer  
 Baylor Scott & White Health  
 (214) 265-3608 Office  
[Brett.Stauffer@bswhealth.org](mailto:Brett.Stauffer@bswhealth.org)



**Mark Valentine**  
 President/CEO  
 Baylor Scott & White Heart Hospitals  
 Plano McKinney, Denton Heart Hospitals  
 (469) 814-3511 Office  
[Mark.Valentine@bswhealth.org](mailto:Mark.Valentine@bswhealth.org)

