# DATA SHARING & COLLABORATION

## WHY IS IT IMPORTANT?

Sharing and collaboration is our competitive advantage.
We share data like we share water.
Water helps the organization to grow and remain nourished.

**CUSTOMER RELATIONSHIP MANAGEMENT**

**FRONTLINE TECHNOLOGY**

**INTEGRATED CARE**

**DIGITAL LEARNING**

**CORE OPERATING SYSTEMS**

**LEARNING MANAGEMENT SYSTEMS**

**CAREGIVER MANAGEMENT**

## COLLECTING RAW DATA

Data comes to us in many forms through a variety of systems - Core Operating Systems, Frontline Technology, Digital Learning, Learning Management Systems just to name a few.

## POWERED BY DATA & ANALYTICS

To utilize the data, we must treat data like a corporate asset with the highest priority. Data, like CAREGivers and clients, is essential to our business and should be treated with similar importance. We must invest in people, systems, and standard practices. Through standardization of business processes, data collection, and integrations of systems we can collaborate and utilize the data to improve quality, create efficiencies, introduce revenue streams, and support evidence based outcomes.

## THE THREE ROLES

Collaboration and data sharing among the 3 Roles is essential for our success. Global represents the global data vision which connects and creates global alignment around data insights. National represents Home Instead's individual markets, improving their networks by driving consistency and providing actionable market level insights. Local represents the locally operated offices running their business based on data and insights and expecting data driven decisions in the office.

**GLOBAL    NATIONAL    LOCAL**

**CORPORATE ASSET    INTEGRATION    STANDARDIZATION**

## DATA & ANALYTICS MATURITY SCALE

1    2    3    4

The glass and 4 recepticals represent the 5 levels of the data analytics maturity scale: Reactive (1), Opportunistic (2), Systematic (3), Differentiating (4), and Transformational (5).

To advance to these next levels, we must break down the silos of data and ad-hoc reporting. Establish data champions who will help promote our enterprise data vision, centralize the data, and create standards so data is consistent and useful for gaining insights into the business. Predictive modeling, Prescriptive modeling, and other advanced analytics emerge with strong data governance and data quality policies. Strategy and vision is formed and aligned. Enterprise wide adoption of the data vision comes together and data is considered a top asset and business requirement.

## WHERE DO WE STAND?

According to the Data & Analytics Maturity Scale, as a company Home Instead Senior Care sits between Reactive (1) and Opportunistic (2).

## 5. TRANSFORMATIONAL

Data and Analytics are an indispensable fuel for performance and innovation and linked across all markets. Data is central to our business strategy, influences investments, and strategy and execution are aligned and continually improved. Data is a tangible and common thing within our organization. Like water, it helps nourish and replenish the organization.