

What You Measure, You Can Change: Reimagining Data for Everyday Analysts



Introduction



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- **Senior Application Enablement Analyst** at Arcadia (arcadia.io)
- Former **Licensed Clinical Social Worker** turned **Data Analyst** in 2018
- 10+ years in healthcare data analytics at **Rush University Medical Center, Health Catalyst** and **Tendo**
- Passionate about making data **approachable, human-centered, and actionable** for all

Learning Objectives



Data is for Everyone

1. Explore how to empower non-technical staff to meaningfully engage with data to ask better questions and drive change.



Making Meaning from Metrics

2. Apply simple frameworks for interpreting trends, disparities, and root causes using real-world examples from social care and public health.



Numbers into Narratives

3. Identify key principles of effective data storytelling and how they apply to quality improvement and equity work.

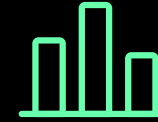
It's pronounced *data* not *data*




Data is information we collect to help us understand things better



Data analysis is the process of taking raw, unorganized information and making it organized

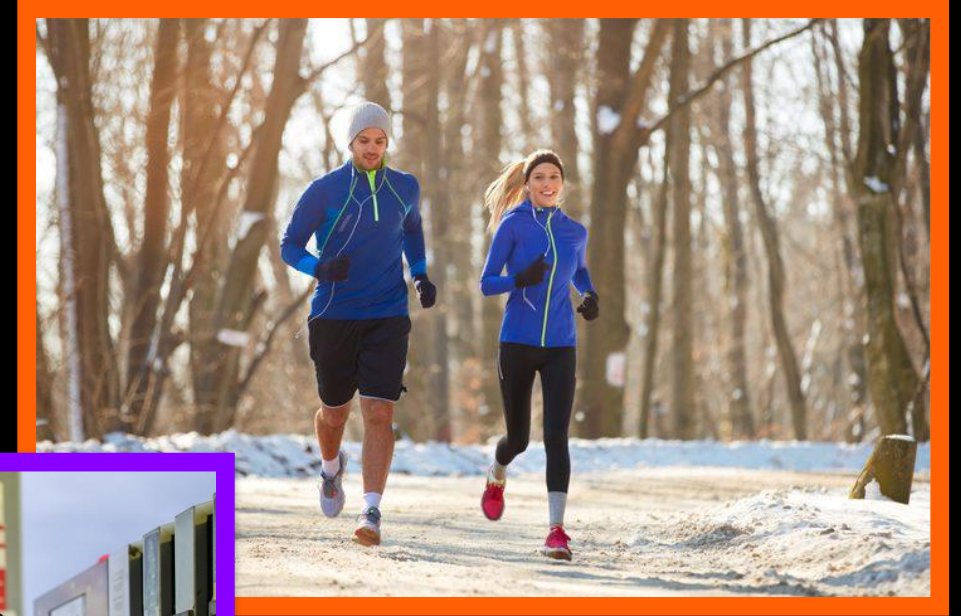


Data-informed decisions use that new, organized information to take action

A close-up shot of the back of a maroon baseball cap. The cap has a structured crown with visible stitching. Embroidered in white, serif font on the back of the cap is the text: "Ever since I was young, I wanted to transform unstructured data into actionable business insights". The background is blurred, showing what appears to be an office setting with shelves and papers.

*Ever since I was young,
I wanted to transform
unstructured data into
actionable business insights*

Data is Everywhere...



...and so are Data Analysis

My Favorite *Data Analyst*

- Name: Tessa
- Age: 6
- Education: 1st Grade
- Interests: Collecting 'tiny things', Swim Lessons, Asking thoughtful questions

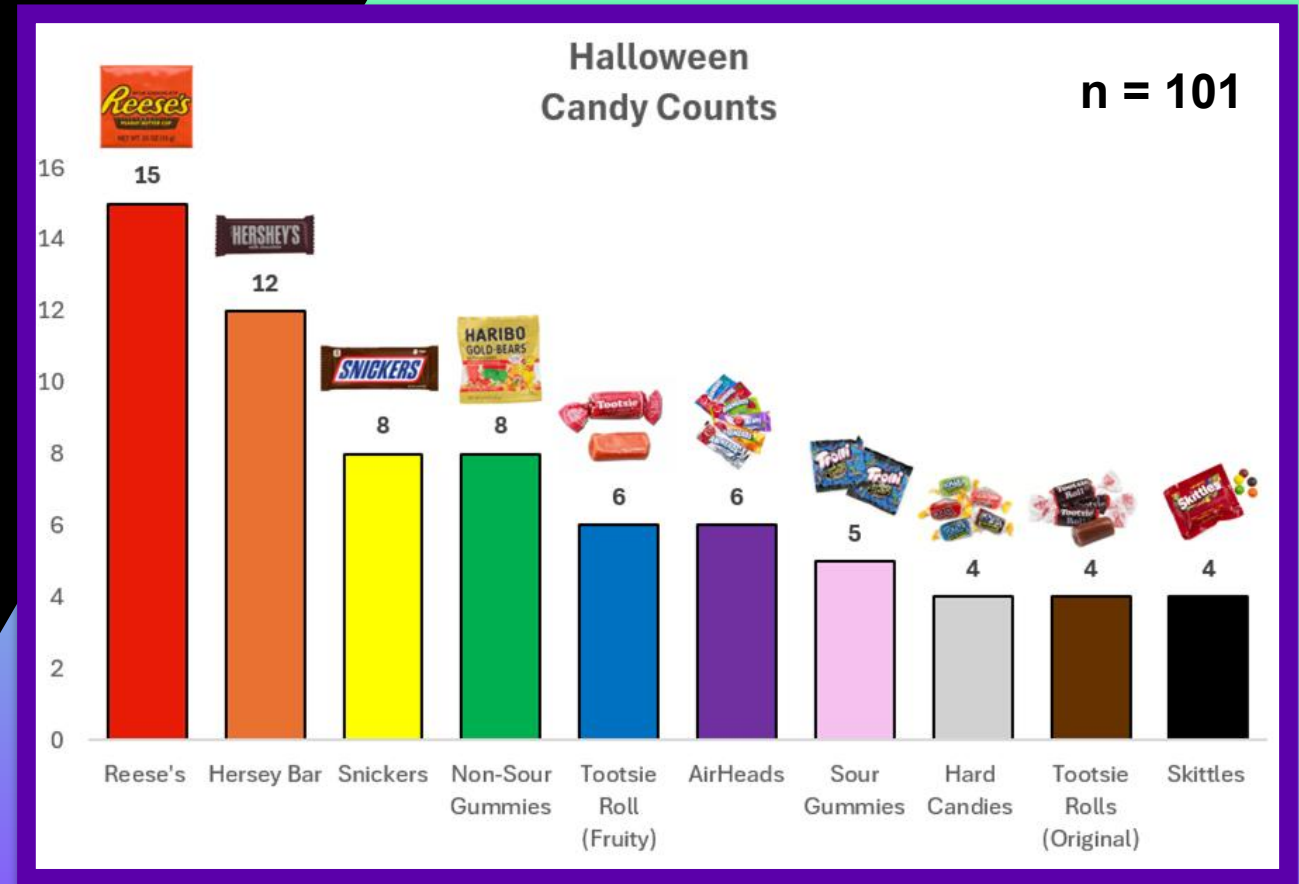


My Favorite *Data Analyst's* Favorite *Data Set*



Our Findings

- **Total pieces:** 101
- **Most:** Reese's Cups
- **Least:** Lays Potato Chips
- **Percent Chocolate:** 45%
- **Number of pieces she could eat every day and still have some left by Thanksgiving:** 4

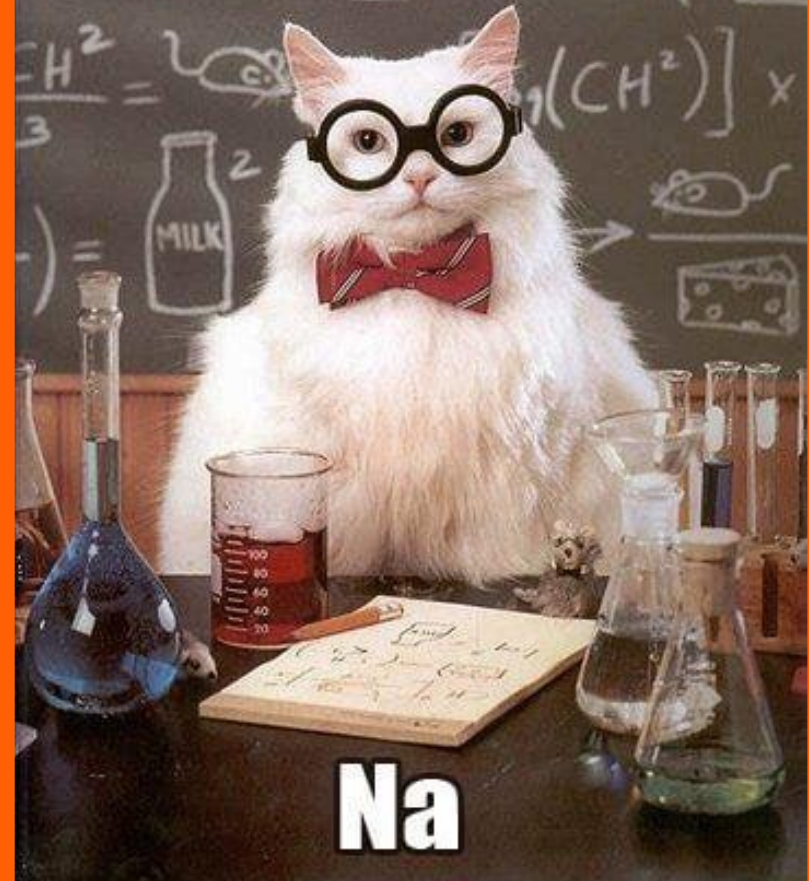


Asking Thoughtful Questions: *The Hidden Sodium Example*

HH Nurse Assessment

- Patient completely reliant on daughter for care
- Daughter is single mother of 3 kids, working 2 jobs
- Meals are prepped in advance and frozen for patient

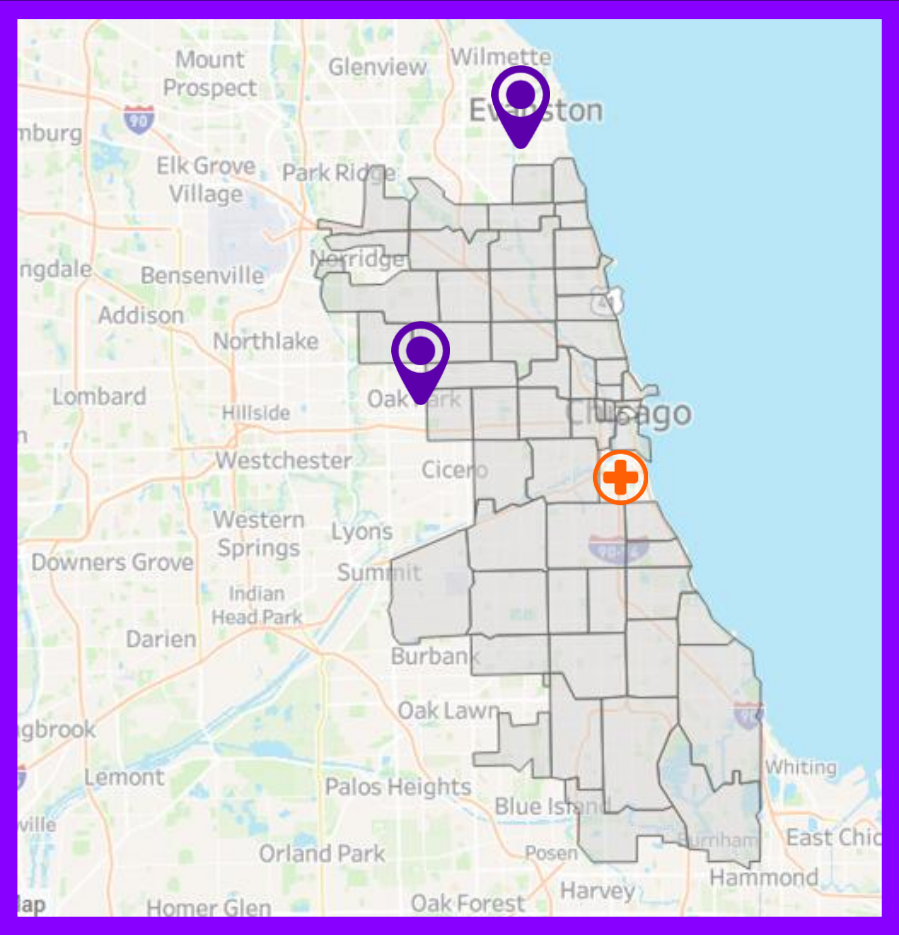
DO I KNOW ANY JOKES ABOUT SODIUM?



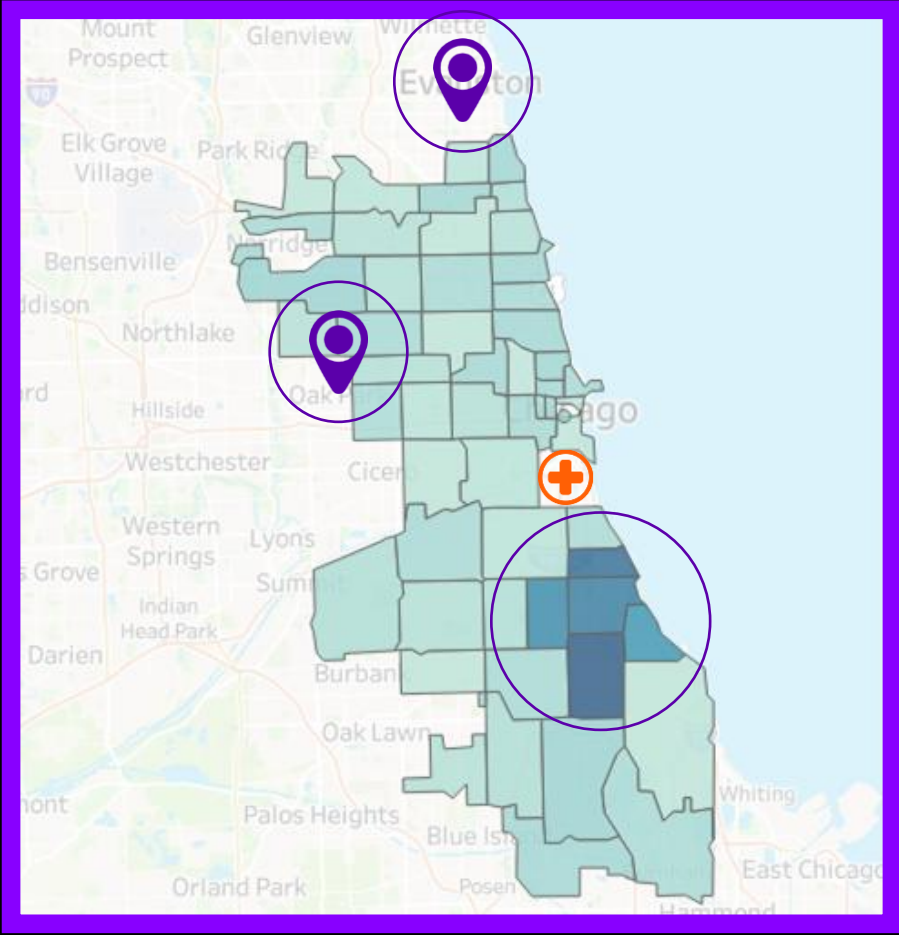
Asking Thoughtful Questions: *The Bereavement Workshop*

Example

Bereavement Support Group Offerings



Where Our Primary Caregivers Live



A Framework for *Meaning Making, Storytelling, and Change*



Marcia Spira, PhD

- 
- **See it**
 - **Name it**
 - **Do it**

See It



Eligibility Criteria

- Age 65+
- Medicare beneficiary
- Home health established
- Non-cancer diagnosis

Goal

- 300 new cases/month

Question 1

How many new cases did we take this month?

Question 2

What percent of new cases did we take based on how many were available?

Name It



Reframing the Problem

- Count vs Rate

Count

90 patients
contacted by a
Bridge social worker

Rate

90/91 patients
contacted by a
Bridge social worker
= 99% of all eligible

Do It



Eligibility Criteria

- Age 65+
- Medicare beneficiary
- Home health established
- Non-cancer diagnosis

Goal

- 300 new cases/month



Eligibility Criteria

- Age 18+
- All Payors
- No Home health requirement
- Any diagnosis

Goal

- 85% of eligible cases

From *Numbers* to *Narrative*



David Ansell, MD



What is my role in the story?

#1 in the nation for quality.

RUSH

Rated among the very best. Again.

#2 in the nation for quality.

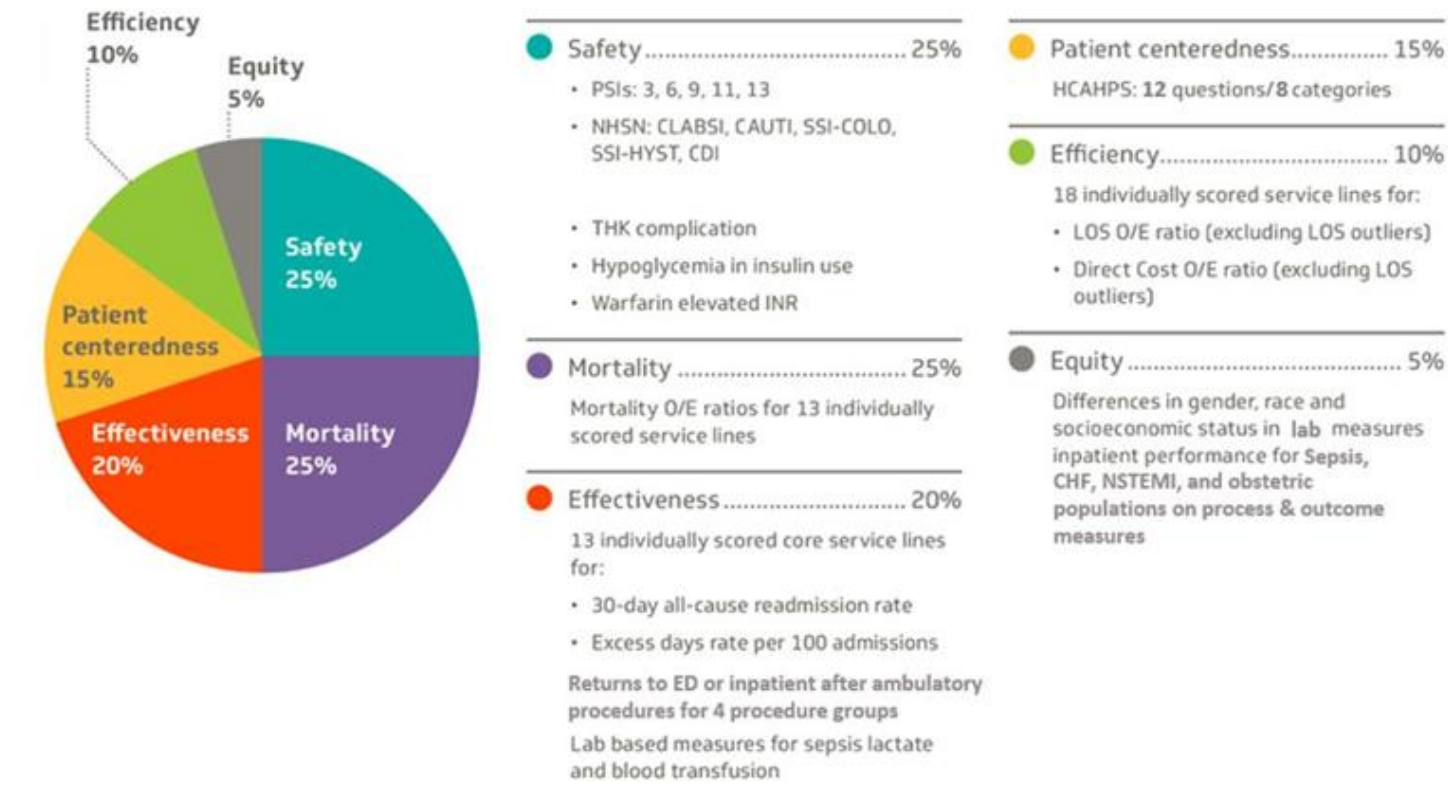
RUSH

#3 in quality.

Among the nation's best, again.

RUSH

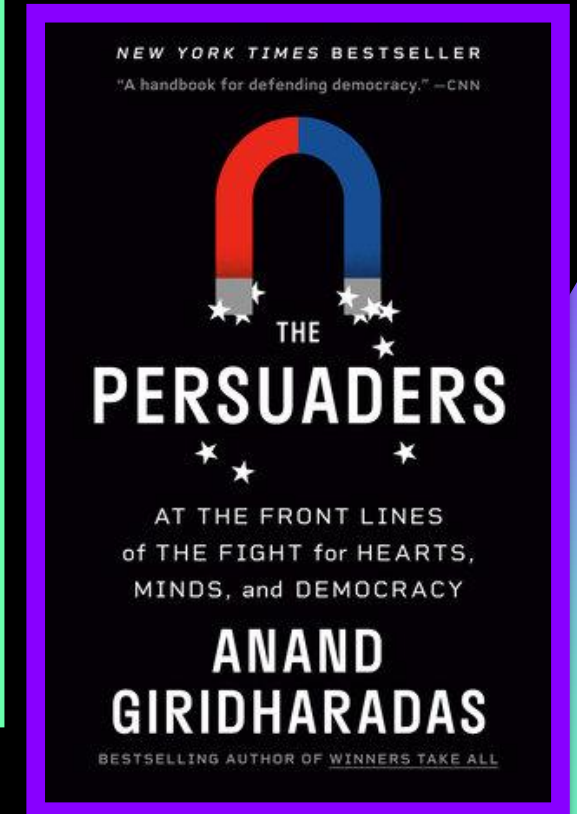
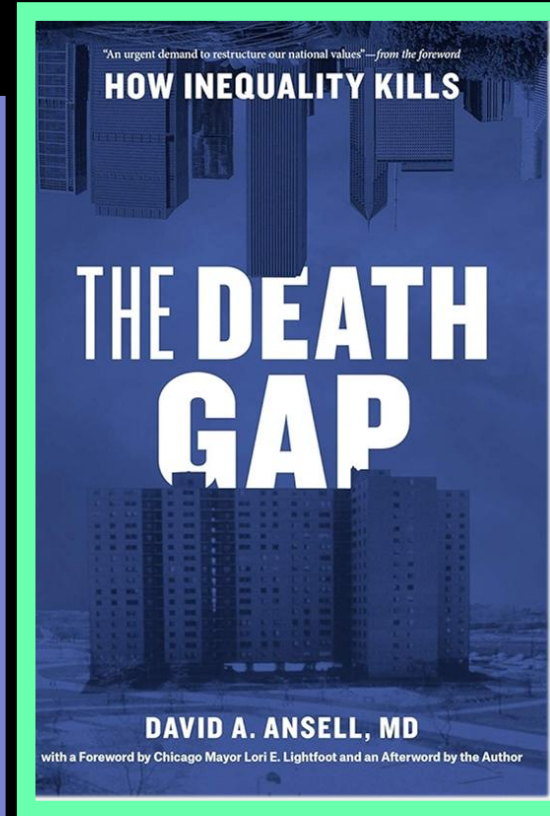
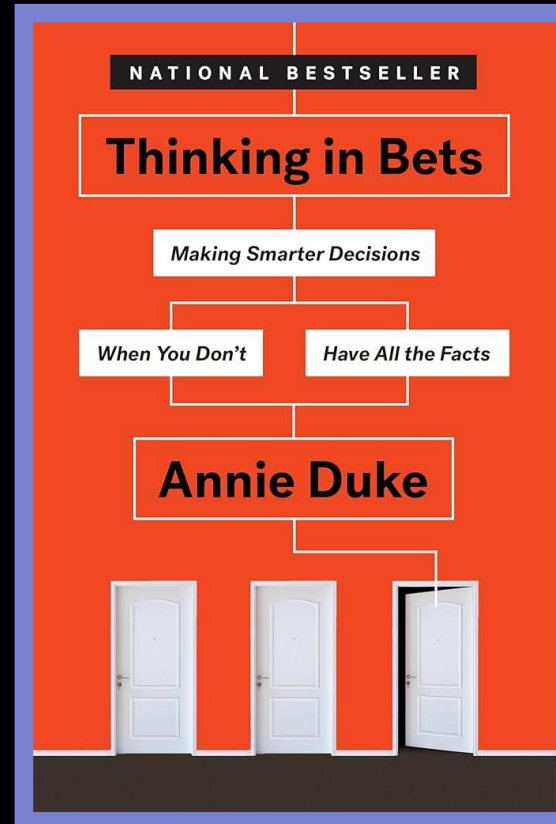
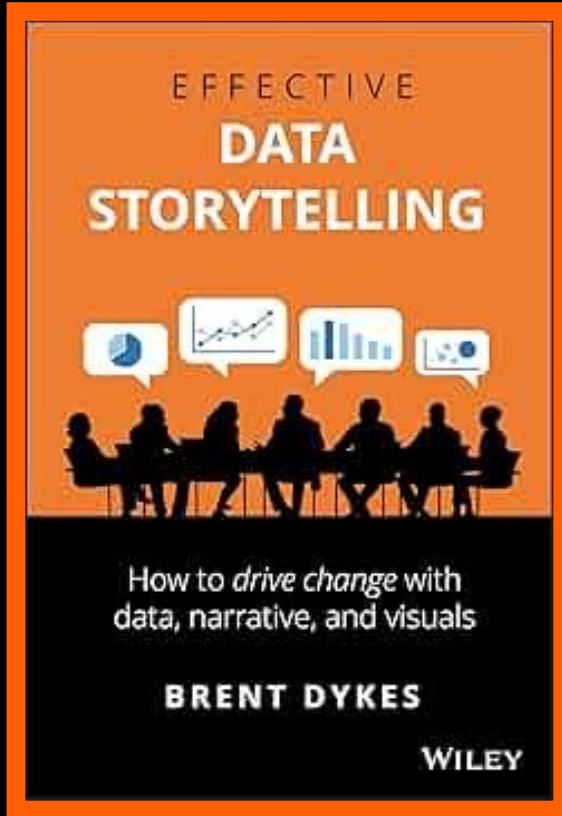
Figure 4a: Comprehensive Academic Medical Center cohort domain weighting used for organizational score



Call to Action

What can you do to be more empowered in leveraging data in your work and in the work of others?

Book Club



Key Takeaways

- **Data Belongs to Everyone** - Empowering non-technical teams to engage with data fosters curiosity, ownership, and meaningful change.
- **Change Starts with Curiosity** – Just like we learned from our six-year-old data analyst, asking better questions drives discovery, learning, and impact.
- **See It. Name It. Do It.** - A simple framework to identify trends, interpret meaning, and take informed action toward improvement.
- **From Numbers to Narratives** - Data storytelling transforms metrics into human-centered insights that connect to real-world experiences.

Thank you.

