

# MAVENT™

ANALYTICS

## UNITE HERE HEALTH (UHH) turbocharges member experience, innovation, and operational efficiencies with strategic analytics

Mavent Analytics partnered with UHH to design and implement a multi-phased data and analytics roadmap – eliminating data silos and inefficiencies while enhancing innovation and member satisfaction.



## Services

### Agile Analytics Strategy

- Current State Assessment
- Analytics Opportunity Prioritization
- Future State Capabilities
- EDW Roadmap Development

## OVERVIEW

UNITE HERE HEALTH (UHH) is a Taft-Hartley labor management trust fund that provides high-quality, affordable healthcare benefits to approximately 200,000 participants nationwide. The fund was established nearly 50 years ago and serves workers and their families in the Hospitality, Food Service, and Gaming industries. UHH has offices in Illinois, Massachusetts, Nevada, New Jersey, and New York.

## CHALLENGE

After nearly a decade of rapid growth, UHH recognized that its current data and analytics capabilities were challenged to support continued growth. With dozens of external data sources and highly manual reporting systems, UHH's siloed legacy data management and business reporting strategies lacked automation and flexibility. There was no single source of reporting truth. UHH's existing reporting infrastructure could not support its long-term business goals of enhanced member experience, accelerated innovation, and improved operational efficiency.

## SOLUTION

Engaged by UHH's executive team, Mavent Analytics conducted a multi-phased Agile Analytics Strategy project. They began with a Current State Assessment of UHH's key data sources (internal and external), data management and analytics technologies, processes, and organization capabilities. Two dozen business leaders were interviewed to identify pain points, business improvement opportunities, and potential analytics and reporting enhancements. Mavent facilitated workshops with executive leaders to drive consensus and align on priorities.

Then, Future State Capabilities were outlined to achieve business initiatives in the areas of data architecture, technology, people, and governance. Mavent developed a 24-month execution roadmap with budget estimates for needed capital investments and people/project resources. Working closely with UHH, Mavent built a business case rationale for investing in a shared EDW platform.

## OUTCOMES

- Delivered a 24-month information management and technology capabilities plan that included a modernized EDW architecture.
- Established an EDW steering group consisting of the CFO, COO, President, and CIO that developed the business value scoring and recommendations for the top seven most critical initiatives with required capital investment.



*“Mavent Analytics quickly captured the current state of our data and analytics environment and closely collaborated with us to build a new analytics roadmap and prioritize projects that accelerated and maximized the benefit to our members and business. Mavent’s deep data, analytics, and consulting expertise was invaluable as we made critical strategic decisions and began execution.”*

– Wayne Bulmahn, CIO  
UNITE HERE HEALTH

- Identified key people, process, and technology projects required to successfully startup the EDW program. Educated EDW steering group on the critical dependencies, complexities, and risks related to delivering the 24-month EDW roadmap.
- Developed an analytics project portfolio comprising 24 potential business initiatives prioritized based on business value and speed to implement.
- Gained agreement from the CFO, President, COO, CEO, CIO, and ultimately the Board of Trustees to kick off the first projects - Pharmacy Utilization, Participant Enrollment, and Contribution Analysis.

## BY THE NUMBERS



Business initiatives included in the analytics project portfolio



Top priority initiatives identified with capital investments



EDW steering group to score and prioritize projects

**Achieve great analytics with trusted data. Contact Mavent Analytics today.**

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