# Noeteric

REPORT to the Board

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# Executive summary

Noeteric enjoys a pole position in the domestic industry market and has started its expansions to different countries, and with the nature of the healthcare industry in addition to the profilic use of social networks data and internet of things, it deals with massive amounts of data.  
This gives Neoteric a great foundation to build a strong and data architecture, and with the support and passion to innovation by the board members, an excellent opportunity is there to take and implement the proper data strategy.

Working on the data awareness and maturity and the compliance with local and global regulatory, in addition to the continuous data quality framework are the steps needed to build a successful data governance that can assure the positive revenue of the investment in data and improve the trust wth customers.

## Strengths

1. The available data and various resources:  
   The strong data architecture and strategy starts from the strong basement, which is the availability of data (raw data), the more data and the various data sources the better and stronger data architecture we can build on. And in Neoteric case the different points of data collection, the various services they provide, the solutions they use, and the richness of data available to use is one the strengthes that we have. In addition to the expansion to new global markets.
2. The nature of the industry:  
   This strength came originally from the nature of the industry and the services the company provides, which can easily and perfectly be ideal for a successful data-driven industry, as the rely heavily on researchs and trials which are then data collected and analysed to extract insighs and provide the business with the knowledge which is used to make the right decisions. (*Ref. multiple references*)
3. The executive awareness and readiness to support:  
   The second layer in the data strategy which comes immediately after the available data and it more relates to the data governance is the awareness of the importance of data that the corporate executive level (management and the board) has and and pasion for data and innovation.
4. Additional external data resources:  
   The good network and connections with external data provides and brokers.
5. Compliance:  
   Patients can securily access their personal information, and this comply with the Australian Privacy princeples(privacy Act 1988). (*Ref.1*)

## Opportunities

1. Take the advantage of the new acquisitions in different global markets to create a rich data feeds.
2. To construct strong data architecture and good governance, it is a critical requirement for a formal and clear data strategy at all levels.
3. Maintain a high quality data through the data lifecyle, to ensure best data fed for best outcomes as the fewer quality issues with data, the faster to convert data into value. (*Ref.4 and 11*)
4. Build an in-house data team, rather than relying on external consultants.
5. Creating a centralised data governance model by building a federated operating model.

## Gaps

1. Taking the advantage of the new acquisitions should start from having a centralised enterprise data strategy, with the possibility to develop standards per regions and comply with local regulations.
2. Implement governance framework, a formal and clear data strategy requires a very good level on data maturity across all corporate and regions organisation levels, in addition to data-enabled processes and technologies.
3. Define data quality measures/metrics and construct an efficient and continuous data quality plan. (*Ref. 11*)
4. Clear definitions of data and pruposes of data analysis outcomes, this provides a ground to set data validity measures and avoid validity issues. (*Ref. 11)*
5. Having highly skilled roles across the units/regions to fit the federated data governance operating model.

## Risks

1. The lack of centralisation in data governance operating model might result diffictulities in aliging regions to the corporate strategy which will lead to missing potential financial gains.
2. Failing to comply with regulations and policies will result loss of credibility and trust, in addition to financial loss.
3. The absence of data governance framework might result the lack of visibility on data quality, the misuse/abuse of data, which turns into financial and reputational loss.
4. Lack of ongoing data assessment quality plan (along the data journey) might lead to investing more time and money to investigate and rectify data quality issues that appears late at the end of data journey.
5. Ambigous definitions and purposes of data analysis outcomes will make it difficult to tell which data is valid and which is not, and this must be communicated across all users of the data.
6. The absence of proper data aggregation rules among different systems (data sources) might result data transformation errors which impact the data quality as the measures might vary from source to source (in particular across different regions/countries).
7. Having different data sources might results issues in data consistency (one entity might have details in a data source that conflict with details of the same entity from another data source).
8. Relying on external consultants for technology and legal matters might lead to coordination problems.
9. Security breaches and leacking of personal health information this includes cyber attacks, insecure cloud/on-prem services, insecure medical devices and employee negligence.

## Recommendations

1. Construct a federated data governance operating model which secure a centralised enterprise strategy and easy development of standards.
2. Initiating a organisation-wide awareness campaign about the importance of data as a strategic asset, focusing on the accountabilities that each and every employee has, and the criticality of data privacy and compliance with the data regulations and policies.
3. Build an ongoing data quality assessment plan throughout the organisation along the data journey starting from identifying sourcesm collection, storage, cleansing and pre-processing and transformation, consolidation, to consumption and feeding into data models.
4. Data Validity framework: starting from clear purposes of data analysis, there should be definitions set of what data intended to be collected/captured, and then the assessment of data validity shoulde be based on theses definitions.
5. Patients must be notified about the collection of their personal information and must have the option of not identifying themselves to comply with APP 2 (Privacy Act 1988).
6. Maitaining high level of information security technology solutions and raise eomployees’ awareness across the organisation to prevent any potential breaches that cause any leakage of patients’ personal or sensitive information.

## Stakeholder Management Strategy :Communications matrix



Figure 1 - Data governance Communication Matrix, (Ref.7)

The data governance communications plan focuses on the below points:

* Every employees interact with Data is responsible for complying to the data governance which increase the data governance maturity: Make sure all employees are aware about the data governance and data assets and trained properly to confirm their understanding of their roles and repsoneibilities.
* Keep enterprise regulatory, legal and compliance updated with all data regaulatory matters to ensure avoiding any breach.
* Keep governmental and quasi-governmental organisations aligned to the related data regulatory matters to avoind any non-compliance.

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