

# Bringing Hope Home D4Gx Immersion

Paul Isenberg and Vincent Major

@BHHNation  
@paul\_isenberg  
@vincentjmajor



*We are*  
**HOPE Nation**



**#D4GX**

# Mission

## OUR MISSION

Bringing Hope Home is a non-profit organization that provides Unexpected Amazingness to local Families with cancer through financial and emotional support. Through our Light of Hope Family Grant, we offer a one-time grant to pay essential household bills for Families with cancer.

Families served: 4,200+ total Families since 2008

Geographic Areas served: PA, NJ, DE, MD, NY, CT

Different types of cancer we work with: 65

Number of cancer centers we work with: 62

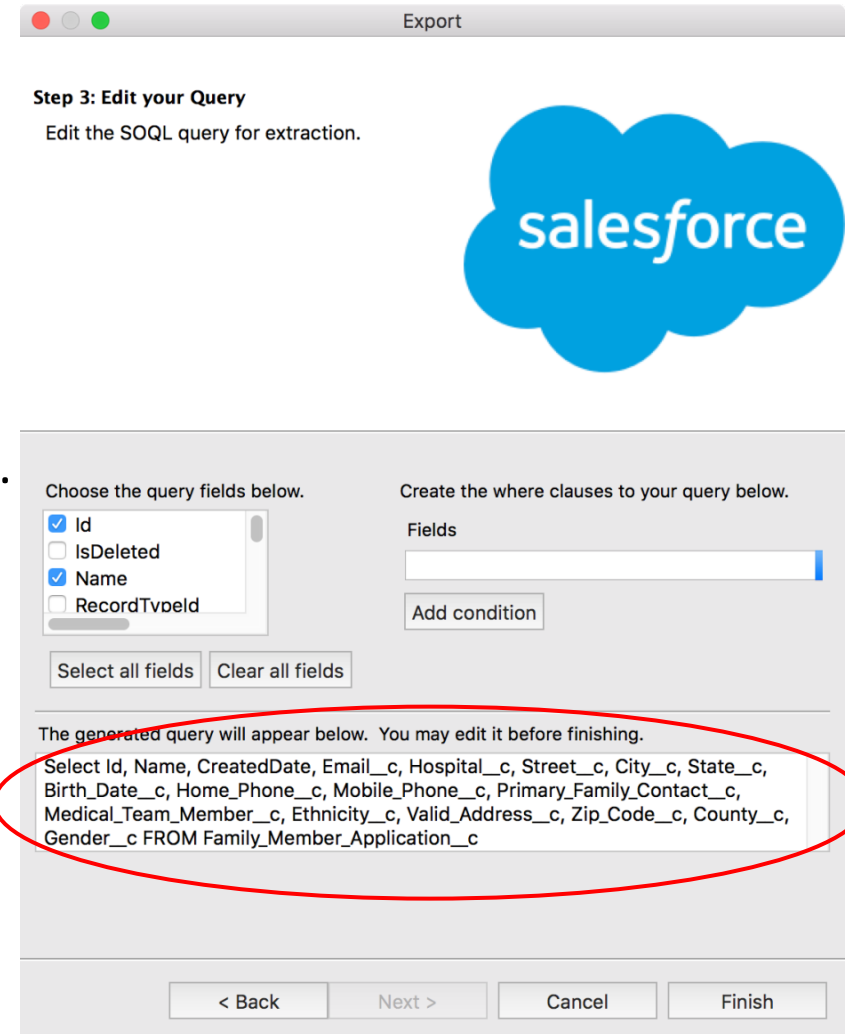
We help men, women and children with any type of cancer

# Problems and Data Opportunities

1. No way to forecast nomination demand.
  - a. Led to a first-come, first-served process for nominations to manage supply.
  - b. Opportunity: use the pre-application as a surrogate for demand.
2. No systematic way to identify top nominators
  - a. BHH wants to partner with motivated nominators.
1. Wait time for families is too long (6-8 weeks).
  - a. Families and nominators were getting frustrated.
  - b. Opportunity: use activity data to identify bottlenecks.
2. No elegant way of accessing data across different systems (Salesforce, DonorPerfect, QB).
  - a. Currently rely on summary reports of only a few key features.
  - b. Opportunity: use an integrated dashboard.

# Data

- Application data is fed into Salesforce
- Export a snapshot with a Salesforce utility (DataLoader).
  - Basically querying a SQL-like database.
- Multiple tables
  - Applications (3729 rows)
  - Medical team referees (552 rows)
  - Institutions (126 rows)
- ‘Dirty’ data
  - User entered fields – typos introduce duplicate records.
  - Legacy data imported from prior system – missing activity timestamps etc.



Export

**Step 3: Edit your Query**  
Edit the SOQL query for extraction.

**salesforce**

Choose the query fields below.

☒ Id  
☐ IsDeleted  
☒ Name  
☐ RecordTypeId

Select all fields Clear all fields

Create the where clauses to your query below.

Fields

Add condition

The generated query will appear below. You may edit it before finishing.

Select Id, Name, CreatedDate, Email\_\_c, Hospital\_\_c, Street\_\_c, City\_\_c, State\_\_c, Birth\_Date\_\_c, Home\_Phone\_\_c, Mobile\_Phone\_\_c, Primary\_Family\_Contact\_\_c, Medical\_Team\_Member\_\_c, Ethnicity\_\_c, Valid\_Address\_\_c, Zip\_Code\_\_c, County\_\_c, Gender\_\_c FROM Family\_Member\_Application\_\_c

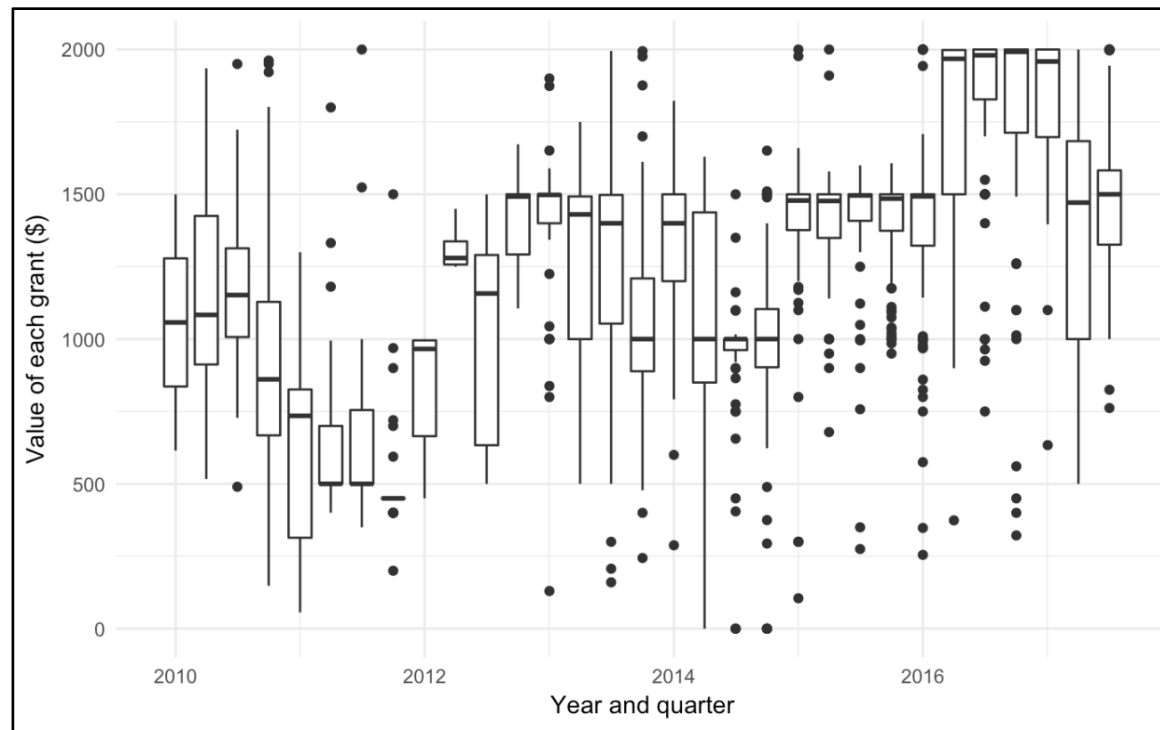
< Back Next > Cancel Finish

# Analytic 1: Project demand

Problem: No way to forecast nomination demand.

Opportunity: use the pre-application as a surrogate for demand.

- BHH repeatedly had conversations about how to balance helping as many families as possible with giving an impactful grant amount.

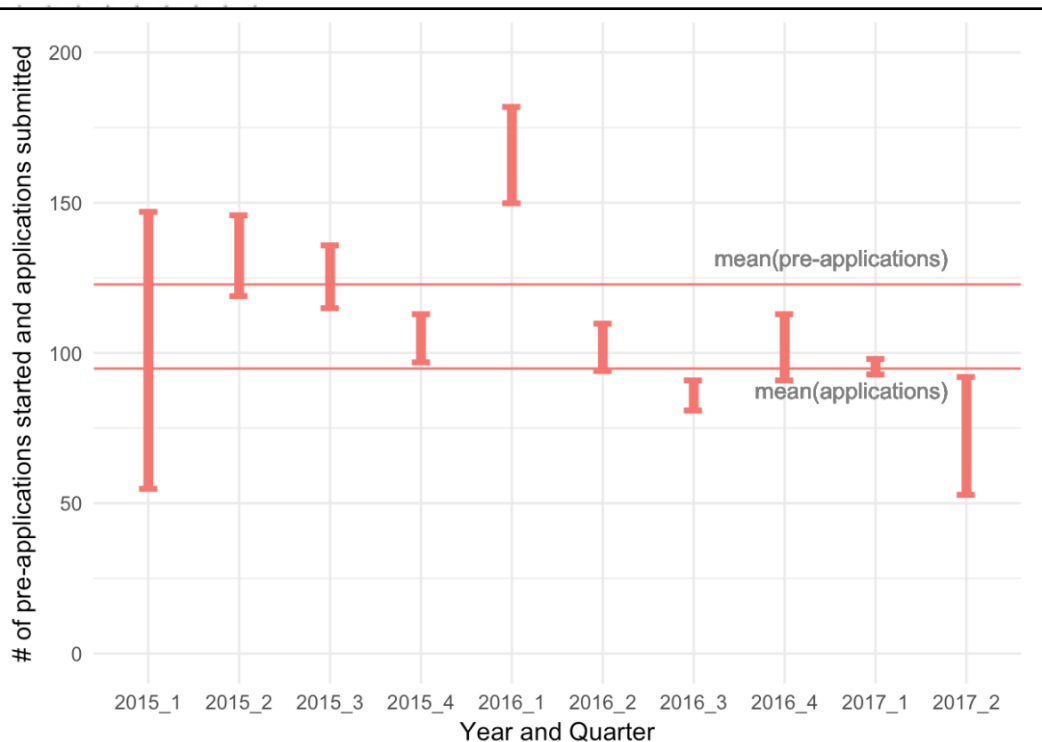


# Analytic 1: Project demand

- The number of pre-applications was not as high as expected.
  - If all of 2016's applications were accepted and the money was shared equally, each grant would be:

$$\frac{\# \text{ of preapps}}{\sum \text{ grants awarded}} = \$1195$$

- Reasonably simple retrospective data analytics, leads to an objective decision.
- Implemented in September's application cycle.
  - 40 applications were received and all could be funded.



## Analytic 2: Identify top nominators

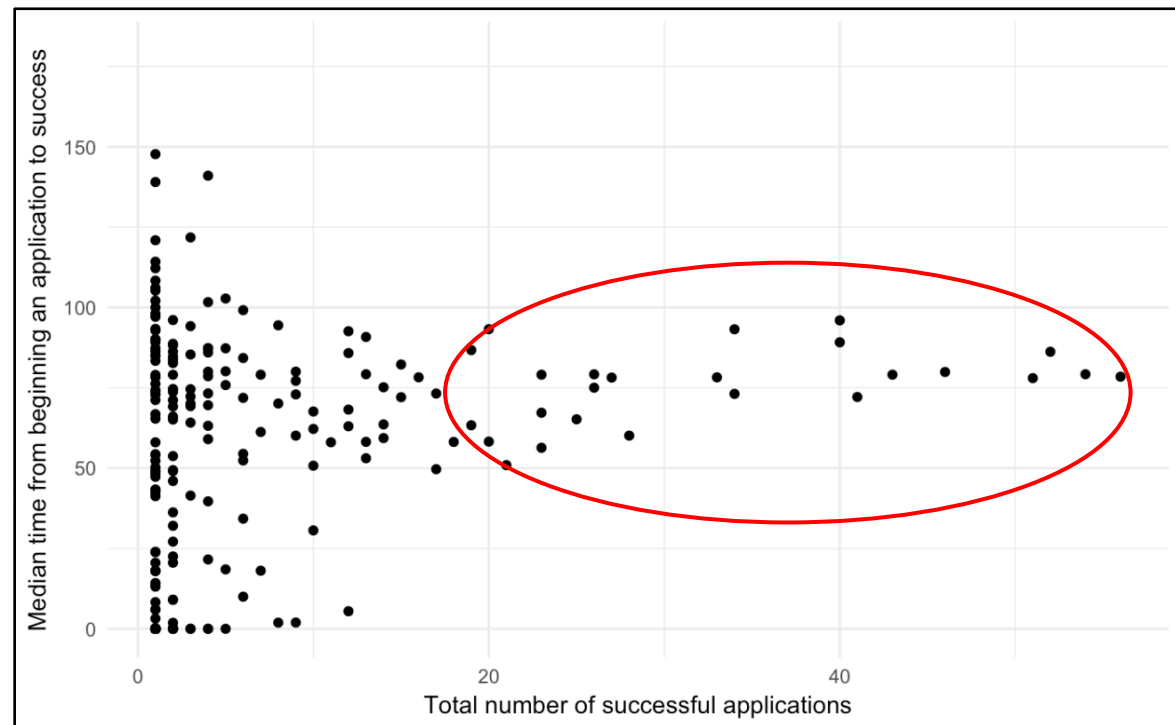
Problem: No systematic way to identify top nominators.

Opportunity: Identify and partner with motivated nominators.

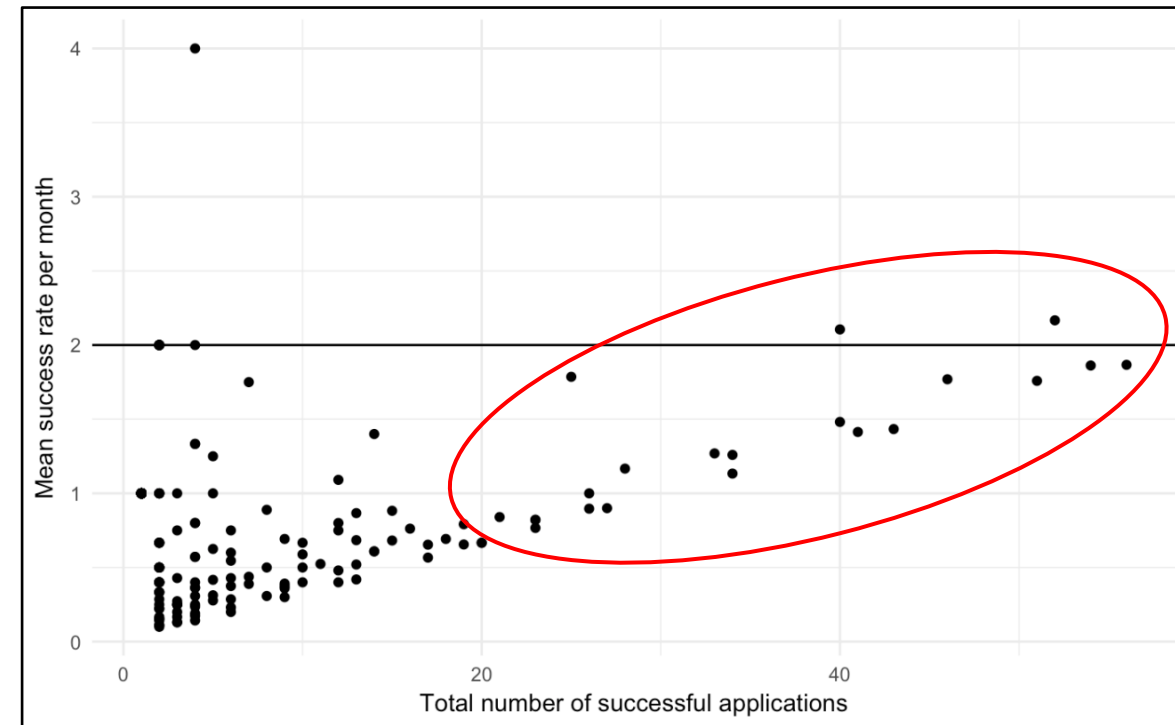
- Identify nominators that consistently succeed in their applications.
  - How many applications have they submitted?
  - What is the typical time between starting an application and submission?
  - How consistently do they succeed?

## Analytic 2: Identify top nominators

- What is the typical time between starting an application and submission?
  - 50-100 days.
    - accepting all applications in each month would greatly decrease this wait.



- How consistently do they succeed?
  - >1 per month.





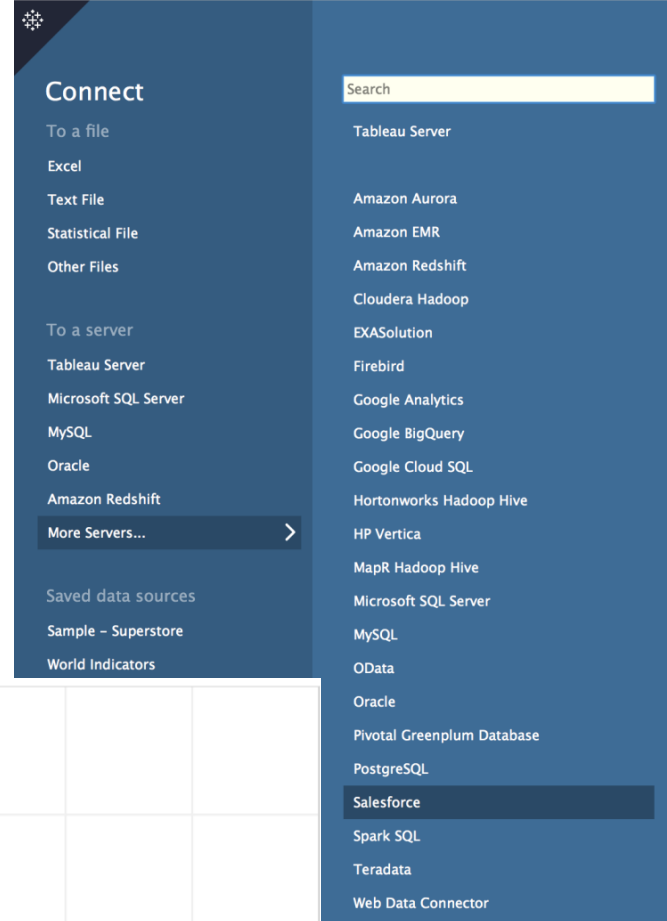


Unexpected amazingness  
for families with cancer.

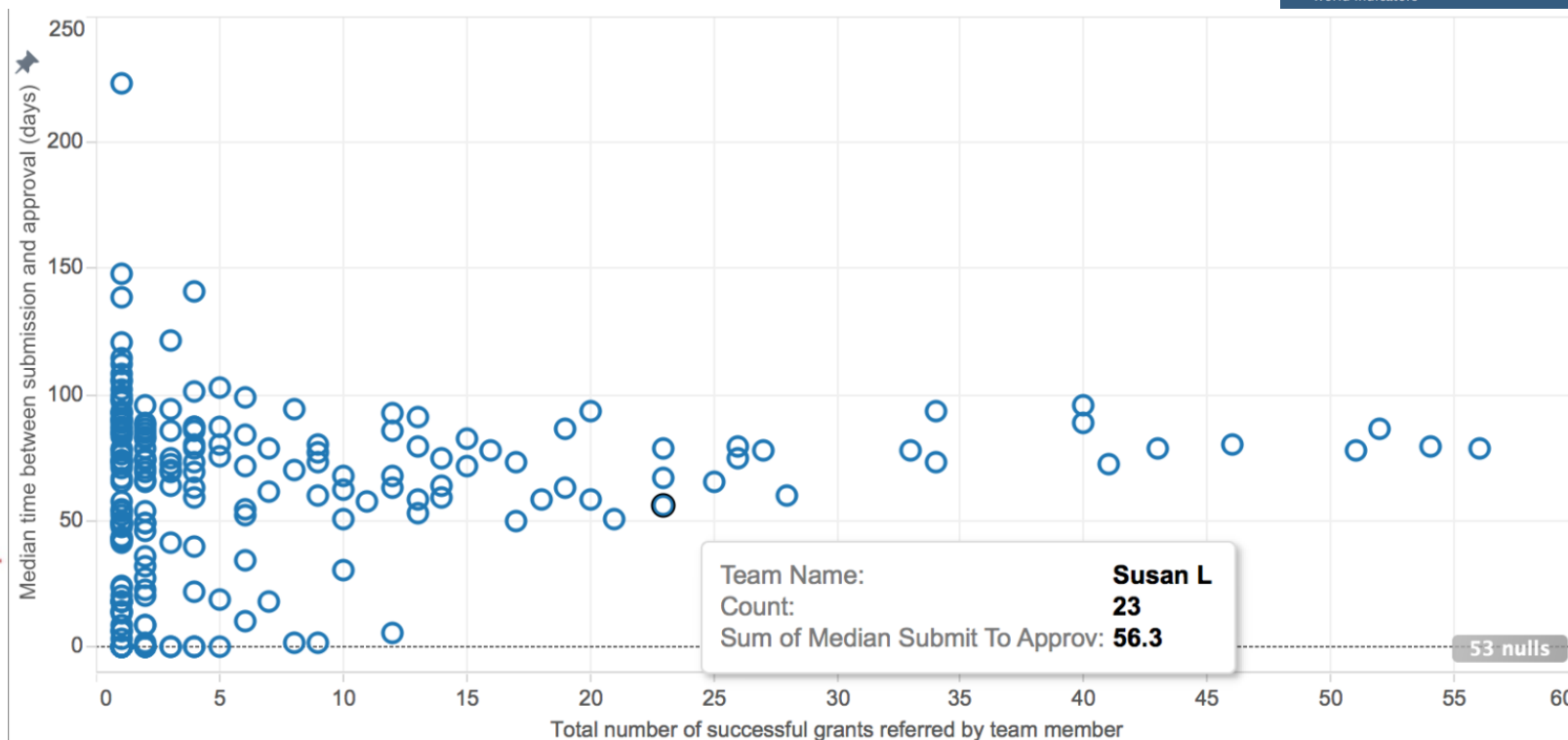
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# Next steps

- Live connection to Tableau.
  - Tableau makes connections to Salesforce super simple.
- Incorporate other data sources.



**Data for  
Good  
Exchange  
2017**  
Bloomberg



**#D4GX**

# Outcomes from Immersion

BHH decided to:

- Reduce the grant amount to \$1200 (analytic 1)
- In each month, plan to help ~40 families (based on Sep.)
  - 20 of those will be reserved for our 'most active' hospitals and nominators (analytic 2).
  - ~20 will remain first-come, first-served

Thank you!