



CLINICAL BUSINESS INTELLIGENCE NETWORK

Learn. Share. Connect.

Frequently Asked Questions

How is a peer-to-peer learning network different from any of the trade associations or user groups we are already a member of?

A peer-to-peer learning community is based upon the idea that all participants work together to create knowledge, build skills, share tools and apply learning around a particular area of mutual interest. It is learning by everyone, for everyone and is especially suited to Clinical Business Intelligence where best practice has not yet been established and there is no centralized fountain of knowledge from which to learn. Unlike trade associations or vendor user groups, participants in peer-to-peer learning groups design and drive the agenda of the network activities based on the interests and motivations of their own organizations. Everyone contributes and everyone benefits. The CBIN will purposefully remain vendor agnostic.

What falls under the term 'clinical business intelligence' as it relates to the scope of work the CBIN will encompass?

For purposes of our peer-to-peer learning community, we'll define clinical business intelligence to be meaningful information that is timely, credible, and actionable and delivered and used where, when and how it's needed in the healthcare delivery organization. Gartner suggests that volume, velocity and variety are key aspects of successful CBI: the volume of information required by the organization/business function, the speed with which the information needs to be accessed, and the variety of formats and devices it must be delivered in to be maximally useful must all be taken into consideration. Information delivery on its own is not sufficient; effective use of the information that results in a higher performing organization is an essential component of CBI, thus our definition includes this aspect of information management as well.

What benefits do I get as a CBIN member?

As a member of the CBIN, you will receive the following benefits:

- a) Learn, share, and connect with other Network Members at organized events, affinity groups or informal consults and/or one on one as interested using the private Network Contact List.
- b) Direct access to business intelligence and healthcare Lean IT thought leaders through events and learning programs offered through the Network. Network Members will provide input on topics for exploration.
- c) Expert assistance in developing a Clinical Business Intelligence road map for your organization.
- d) The opportunity to participate in Network Gemba visits (Gemba a site visit to another member organization to see firsthand how CBI is being managed and implemented at their organization).
- e) Affinity/Work Group with topics driven by member interest and urgency.
- f) Access to the members only CBIN SharePoint Learning Library, an on-line site for the exchange of ideas, tools, case studies and reference materials to support your journey.
- g) Complimentary copy of newly released Center products.
- h) Attend pilot versions of Center education offerings at 50% discount.
- i) Five percent discount on custom Center education programs.
- j) One free registration to the annual Lean Healthcare Transformation Summit or a two day Lean IT workshop.
- k) Gemba visit to ThedaCare to learn from IT, CBI, and Clinical Operations leaders about how they have used data as an asset and strategically integrated it into their management system.
- l) Organization, coordination, facilitation of Network activities by Network Staff.
- m) Opportunity to continuously drive Network programming through participation in Network Planning events and via the annual Network Member Survey.
- n) Affect Public Policy by speaking with one voice through the Network.

Who can join CBIN? Do we need to have a CBI strategy in place? What if we haven't started our CBI Journey yet?

Every healthcare organization is currently engaged in (and challenged by) information flow management. CBI is an emerging science in healthcare and even those who have been on the CBI journey for some time will admit there is much to learn and a long way to go before we can consider this a mature part of our organizational strategy. The only requirement is that member organizations have a sincere commitment to improving information flow by developing their clinical business intelligence capabilities and capacity. We will learn, share, and connect with each other to leverage our collective know-how and experience.

What is required to become a CBIN member?

To become a CBIN participant your organization must commit to the following:

1. Commit to share tools, best practices, and strategies with Network members.
2. Participate in Network activities.
3. Host a Network visit at your organization at some point in future.
4. Participate in and potentially present at the annual Summit.
5. Submit annual membership fee.

What is the annual membership fee for CBIN?

The annual fee for CBIN membership is \$20,000. This fee is collected by the ThedaCare Center for Healthcare Value and used exclusively for the development and implementation of CBIN member activities and benefits.

Are Healthcare Value Network (HVN) members automatically part of the Clinical Business Intelligence Network (CBIN)?

No, HVN and CBIN are separate, standalone peer-to-peer learning networks. Each is focused on a specific component of the Healthcare Transformation Model: HVN, on delivery redesign around value to the patient and CBIN, on the continuous flow of meaningful information (business intelligence) as a strategy for value management. Each network collects annual dues to support its work. Members may choose to enroll in either or both networks depending on their needs and capacity to actively participate in network activities.

Is there a discount for organizations that enroll in both HVN and CBIN?

No, annual fees are set to support the work of each network. Since the focus and activities of HVN and CBIN are unique and discrete, dual enrollment does not create any administrative savings to pass along in pricing.

How will Network Membership fees be collected and used?

The ThedaCare Center for Healthcare Value will collect and manage Network Membership fees. The Center is a non-profit organization. All membership and sponsor fees will be used to defray costs of the Network and Network Activities.

How long is my initial commitment?

The initial membership commitment to the Clinical Business Intelligence Network is two years. Members can enroll at any time during the year. Annual renewal occurs on the Anniversary Date.

How can I justify the financial investment in CBIN membership to my organization?

CBIN's sole purpose is to deliver value to its members. Network Members should expect to realize savings in (at least) three ways:

1. Accelerated design and implementation of your CBI road map will result in delivering critical information throughout your organization faster.
2. Access to other members, business intelligence, and healthcare lean IT experts through the Network will result in a reduced need for higher priced outside consultants to support your clinical business intelligence journey.
3. Where outside consultants are still necessary, the CBI Network can help you to design contracts and projects that make best use of the consultant.

Is CBIN membership an individual membership or organizational membership? How many people can we get involved in CBIN activities?

While we ask that one person from your organization be designated as the primary contact for the Clinical Business Intelligence Network, there is no limit on the number of organizational representatives that can participate in various Network activities. We do limit the number of people from one organization registered for any event to two in order to maximize the number of organizations that can participate. As specific learning opportunities are identified, you will be able to determine who among your staff is best suited to participate in that particular event or on-going initiative.

What is the role of the ThedaCare Center for Healthcare Value in CBIN?

Participants in the CBI Network are committed to learn, share and connect to accelerate the pace and expand the impact of their CBI journey. The challenge, as one attendee put it, is that "it's pretty easy to say you will collaborate, but much harder to actually collaborate when we all have full time day jobs." John Toussaint, MD reminds us "collaboration does not just 'happen' and good intentions are not enough." The Center's role in CBIN will be to serve as the hub for all Network activities, providing organization, coordination and facilitation of CBIN activities. This will relieve Members of the burden of planning, communicating and managing the logistics of the peer-to-peer learning.

What kinds of work will the CBI Network tackle?

The focus of events and activities of the Clinical Business Intelligence Network are driven by member interest and urgency. Current workgroups are organized around the following areas of interest:

- 1) CBI Strategy and Implementation Roadmap
- 2) Executive engagement
- 3) Data Governance
- 4) Staff skills assessment and development planning

How much time should each organization expect to commit to the network?

In a peer-to-peer learning community, the benefits/learning that members get out of the network is directly related to the time they commit to participating in Network activities. Based on our HVN experience, we have some members who are more heavily involved than others. Some of it depends on what activities you chose to become involved in and who within your organization is the point person for that activity. There is no limit to the number of people you can engage, and certain types of work will require different skills sets to become involved. We do require that the organizational primary contacts participate in at least two face-to-face events throughout the year (Remember, however, that one of those events could happen at your location if you are willing to host the meeting). The bottom line is that it is up to you how much resource you are willing and able to commit to maximize the benefit of your membership.

My organization is at the beginning stage of setting up a CBI Network – can I participate even though the scope of my CBI work has not been defined yet?

Yes, this network is intended to be inclusive of organizations that are at all stages of CBI development and implementation. Because the focus of this network is inclusive of behavioral and operational aspects of CBI in addition to technology, each organization will be able to share knowledge and experience in a number of different areas.

Can you tell us the names of the organizations that have committed to participating in the network so far?

CBI Network Members include: Aspirus, Bellin Health, Boulder Community Hospital, City of Hope, Stanford Children's Hospital, Lee Memorial Health System, Martin Health System, MemorialCare Health System, MultiCare Health System, New Hanover Regional Medical Center, North Bay Regional Health Centre, Palo Alto Medical Foundation, Salem Healthcare, Seattle Cancer Care Alliance, Southern Illinois Healthcare, Spectrum Health, ThedaCare, and Tucson Medical Center.

How do I sign up?

Enrollment is open. To find out more or to become a CBIN participant, please contact:

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