Case Study:

Medibank

PowerData Group helped Medibank to implement a robust data governance program, standardising guidelines, policies, roles, and processes for effective data management.

Client

Medibank , Melbourne

Challenge

Medibank, a leading healthcare company in Australia, aimed to enhance personalized care delivery and retain top talent by implementing a robust data governance program. To achieve this, they developed a data strategy outlining standardized guidelines, policies, roles, and processes for effective data management. However, rapid growth and acquisitions led to data management challenges, with scattered data across multiple databases and inconsistent definitions, impacting analysis and metrics.

Our Work

The data governance framework comprised two key components:

- Data Governance Program Management: This involved team establishment, drafting processes, policies, and guidelines, and providing training for data governance initiatives.
- Metadata Management: Vital for understanding and supervising data assets, our contributions included:

o Standardized Data Definitions: Ensured consistency across metrics and KPIs, enhancing data accuracy and enabling meaningful comparisons.
o Data Lineage: Established a process for maintaining data lineage, offering a clear understanding of data history for enhanced integrity and troubleshooting during analysis.

The Outcome

Following the data governance program implementation, the healthcare provider experienced several positive outcomes:

- Automated Insights: Standardized data definitions and unified data views reduced manual manipulation time, enabling focus on extracting insights from employee-related data, enhancing decision-making in areas like hiring and retention.
- Unified Data: Disparate data sources were merged into unified tables, facilitating access to 13 months of employee data across all acquisitions and business units.
- Trustworthy Data Access: Data lineage ensures clear visibility into data sources and relationships, enabling users to access reliable data. This benefits non-data engineering users in understanding and utilizing data for building dashboards and reports.

Overall, the data governance framework positions the healthcare provider for continued growth and success in providing exceptional healthcare services nationwide.