



How do you get business users to love data quality?

Selling Information Governance to the Business



Government and a Big Business

Workers
Compensation
Insurance Fund

Businesses
Insured

Annual
Premiums

Work Related
Injury or Illness

Claims
Paid

Weeks off
work

WorkCover
Employees

\$12
billion

265,000

\$2.5
billion

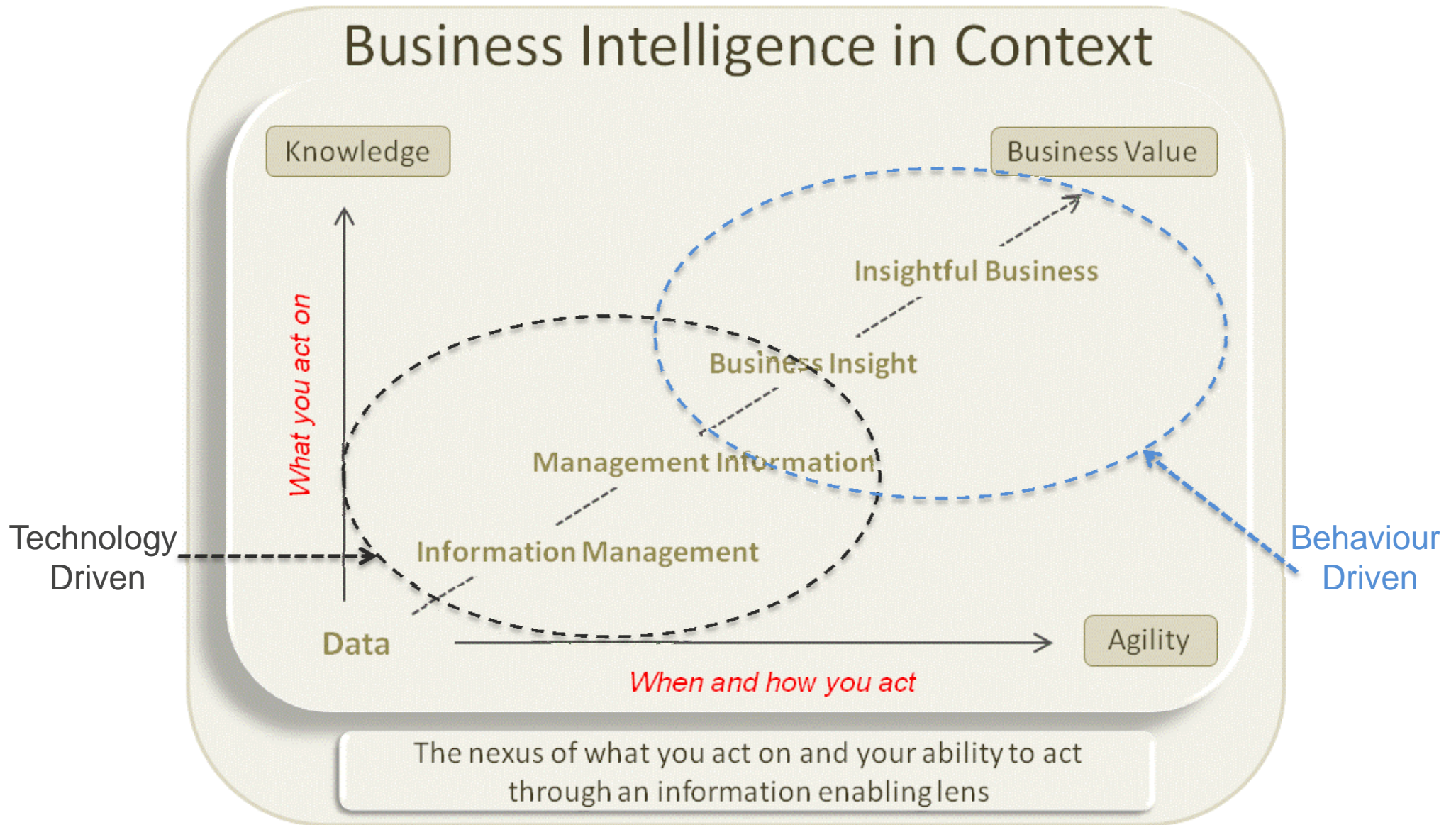
119,000

\$2
billion

350,000

1,182

Is IM Strategically Relevant?





The Value Proposition

Find an **important** and **solvable** business problem

Build **demonstrable** value **and** solve problem

Above all, find a way to **demonstrate** value



A Little About the Problem

Biannual actuarial valuation of workers compensation insurance fund using WorkCover provided data

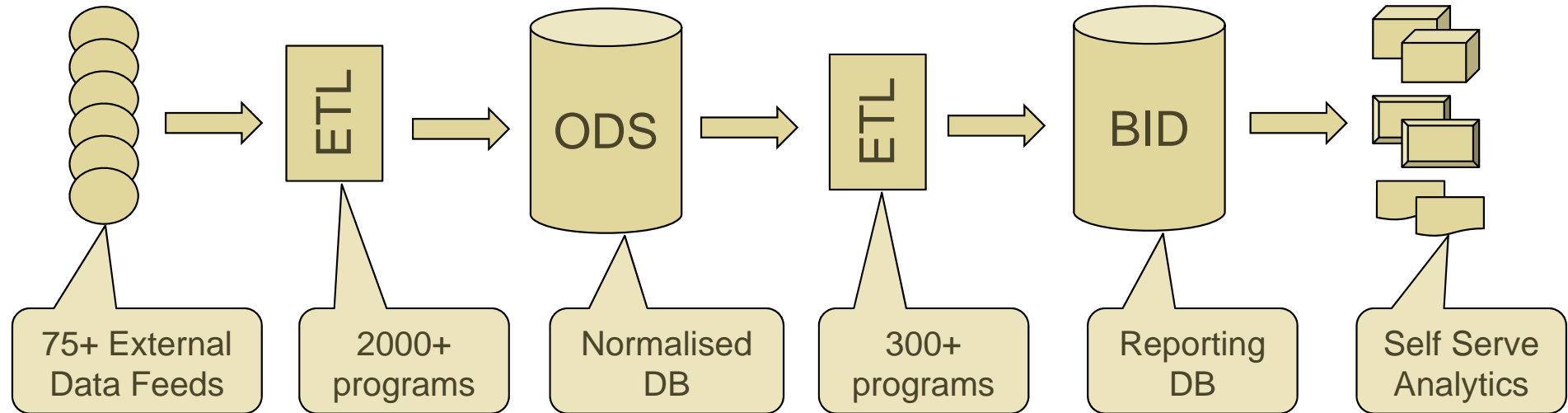
Then...

- Actuary regular, consistent negative data quality feedback
- 4 months, full time, explaining/fixing data issues
- Huge actuary, management and staff involvement
- Little trust of the data

Now...

- Actuaries come to us for interpretation and advice
- Business has visibility of data, meaning and quality

What We Did to Improve IM

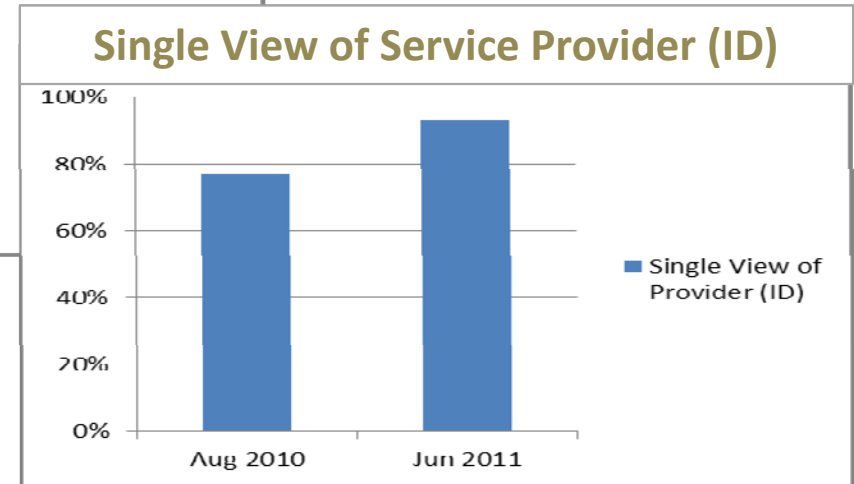
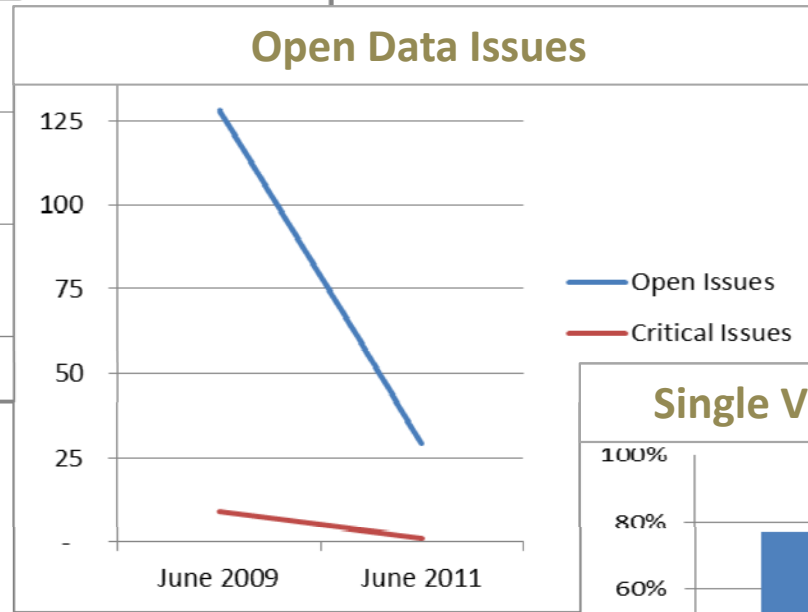
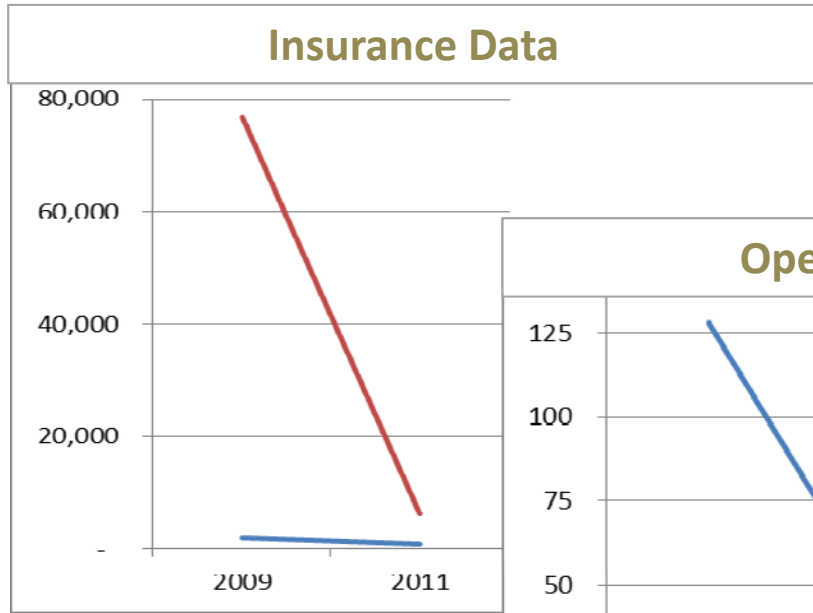


- Assigned a DQ manager and business data stewards
- Created enterprise DQ register and risk assessment process
- Business prioritised issues based on risk
- Structured approach to enterprise data definitions
- Very actively engaged external and internal data originators
- Fixed data issues, lots of them, dispelled rumour about others
- Data visibility on desktop through Business Glossary Anywhere

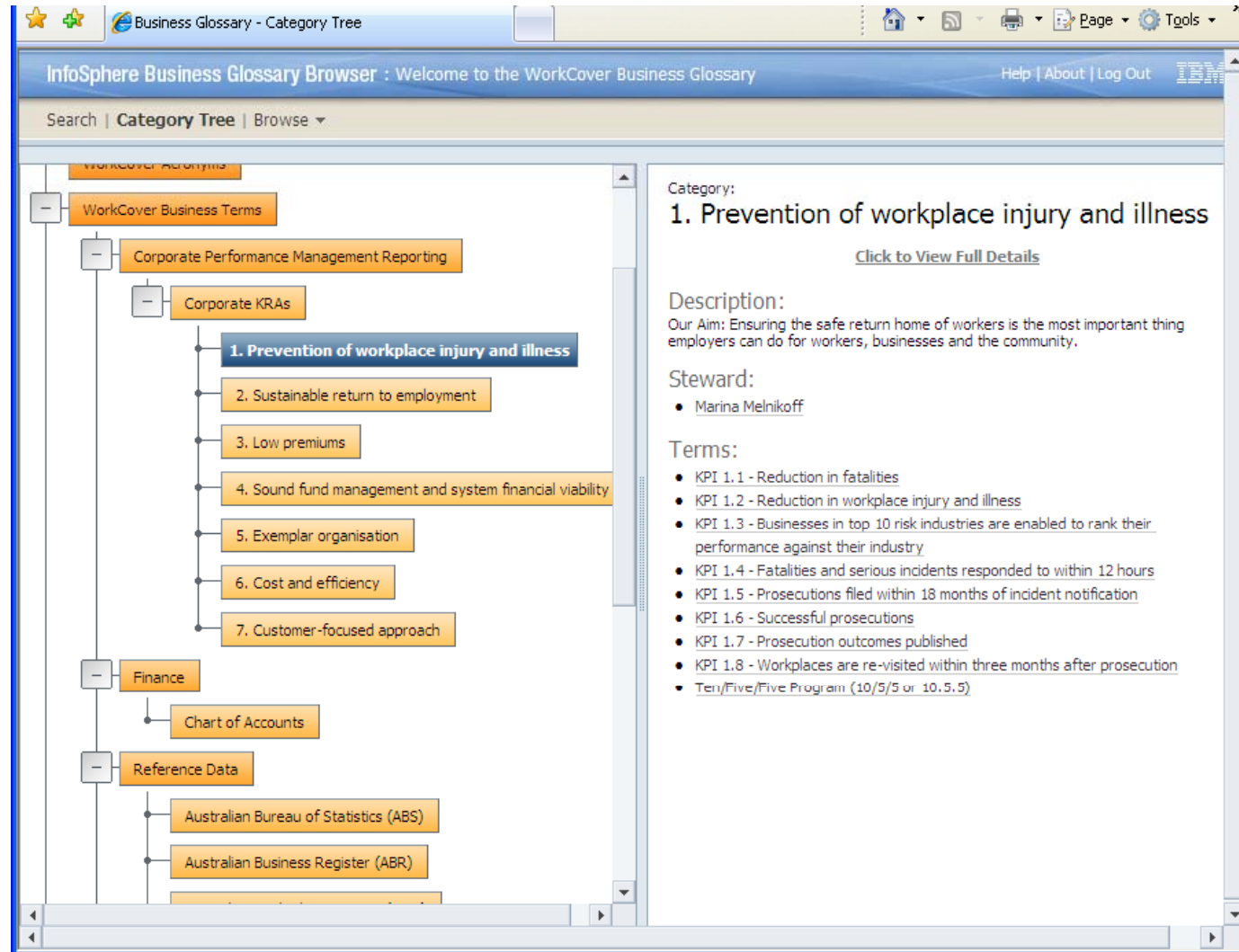
Demonstrable
face value



Data Quality Improvements



Face Value 1 - Exec Visibility



The screenshot displays a web browser window titled "Business Glossary - Category Tree". The main content area shows a hierarchical tree structure under "WorkCover Business Terms". The selected category is "1. Prevention of workplace injury and illness", which is highlighted in blue. Other categories in the tree include "Corporate Performance Management Reporting", "Corporate KRAs", "Finance", and "Reference Data".

Category:
1. Prevention of workplace injury and illness
[Click to View Full Details](#)

Description:
Our Aim: Ensuring the safe return home of workers is the most important thing employers can do for workers, businesses and the community.

Steward:
• Marina Melnikoff

Terms:
• KPI 1.1 - Reduction in fatalities
• KPI 1.2 - Reduction in workplace injury and illness
• KPI 1.3 - Businesses in top 10 risk industries are enabled to rank their performance against their industry
• KPI 1.4 - Fatalities and serious incidents responded to within 12 hours
• KPI 1.5 - Prosecutions filed within 18 months of incident notification
• KPI 1.6 - Successful prosecutions
• KPI 1.7 - Prosecution outcomes published
• KPI 1.8 - Workplaces are re-visited within three months after prosecution
• Ten/Five/Five Program (10/5/5 or 10.5.5)

Face Value 2 – All Users Visibility

Business Glossary - KPI 1.1 - Reduction in fatalities

Term Details [Print](#) [Feedback](#)

WorkCover Business Terms » Corporate Performance Management Reporting » Corporate KRAs » 1. Prevention of workplace injury and illness

KPI 1.1 - Reduction in fatalities

Short Description: Target: >20% by 2012 (from 2001/02 baseline)
Steward: Marina Melnikoff
Status: Standard

General Information

Related Terms —

- Ten/Five/Five Program (10/5/5 or 10.5.5) (WorkCover Business Terms » Corporate Performance Management Reporting » Corporate KRAs » 1. Prevention of workplace injury and illness)

Usage — Corporate Plan: 2010 - 2015

Quality Statement — The CDR data required to support the measurement of Reduction in Fatalities is considered 'Fit For Purpose'. Appropriate and timely quality controls are in place and there are no outstanding data quality issues

Created By — fullerc
Created On — 2010-11-10 16:06:58
Modified By — trotmanp
Modified On — 2011-03-18 14:44:21

Assigned Assets

- Corporate Plan 2010 - 2015 TYPE: PDF LOCATION: WorkCover Intranet
- Data Quality Statement TYPE: PDF LOCATION: TRIM

History

Date	Edited By	Comment
2011-03-18 14:44:21	trotmanp	
2011-03-18 10:58:25	trotmann	

Data Quality Statement

Statement Date		16 Feb. 11	
Key Initiative			
Key Performance Indicator 1.1 – Reduction in Fatalities			
Description and Business Owner			
Reduction in fatalities of >20% by 2012 from a 2001/02 baseline. This is measured using the fatalities data supplied through the Workers Compensation System and as a measure of incidence rate. Business Owner – General Manager WHSD			
Quality Statement			
The CDR data required to support the measurement of Reduction in Fatalities is considered 'Fit For Purpose'. Appropriate and timely quality controls are in place and there are no outstanding data quality issues			
Supporting Data Summary			
Key Data Elements (Corporate Data Repository data elements required to support, or measure the success of the initiative)			
Reference	Name	Reference	Name
C: 2.1.2	Claim Number	C: 2.1.50	Date Deceased
C: 2.1.49	Result of Injury – code = 1 Death		
Quality Controls (Current and planned quality controls for the data set required to support the initiative)			
Control	Status	Date	
Submission validations on supply of Date Deceased, Result of Injury and payments for death related expense.	Current	18/02/2011	
Monthly claims review. A review of all key fields associated with death claims. Ensures injury and incident coding matches the description of incident and injury and the result of injury. Exceptions are provided to Scheme Agents and SSI for review and correction	Current	18/02/2011	
No additional quality controls are planned for these data elements			
Data Quality Issues (Current data quality issues that may impact the data set required to support the initiative)			
OIM	Severity	Description	Status
There are no data quality issues associated with the key data elements supporting this initiative			

Face Value 3 – Analytics Visibility

Parameter Selections

P_WIC
* 232300

Employer Size (Wages-Based)
Medium

Rank Basis

- Claim Rate Score
- Loss Ratio Score
- Loss Rate Score
- Combined Score

Top Ranking Emp
* 10

Apply

IBM InfoSphere Business Glossary Anywhere

Loss Ratio Search

"Loss Ratio" - 1 Result

Loss ratio
The ratio of gross incurred costs (GIC) of a claim against the total premium payable.

If you did not find what you are looking for, [try an extended search.](#)

WIC Ranked Employers (Bar Chart)

Employer Primary Rate Code: 232300

Legal Name

- BEAVERVILLE PTY LTD ATF
- TRUSS MANUFACTURIN
- AWMANS FRAME & TRU
- H DALLAS INDUSTRIES P
- KPD PTY LTD
- TRUEFORM FRAMES & T
- VISTAMAZE PTY LTD
- V B JONES STAIRCASE &
- RESURE COAST KITCHE

WIC Ranked Employers (Table)

Legal Name	Value	Rank
AL...	32074794148	5
TR...	22001776183	6
BE...	74088400695	7
W...	72001278673	8
K...	99000739702	9
V...	15109600053	10

WORK SAFE HOME SAFE



Summary

Build an Internal Value Brand

Find a big problem.... but small enough to be solvable

Identify different types of consumer... don't be afraid to aim high

Specifically plan how to demonstrate value to the different consumers

Technology

Infosphere

Datastage, Qualitystage

Metadata Workbench

Business Glossary

Cognos 10

SAS

Oracle



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