

Developing Business Intelligence Expertise through Academic- Public-Private Partnerships

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Conestoga College

Today

- Who Am I?
- Polytechnic Education & the BAHIS Degree
- An Academic-Public-Private-Partnership (APPP) Case Study
- Some Impacts and Outcomes for APPP
- Discussion and Questions



Who Am I?

University of Waterloo

- PhD student in the Advanced Interface Design Lab
- Completing a doctorate in System Design Engineering
- Research in Data Quality & Design & Primary Care using CWA

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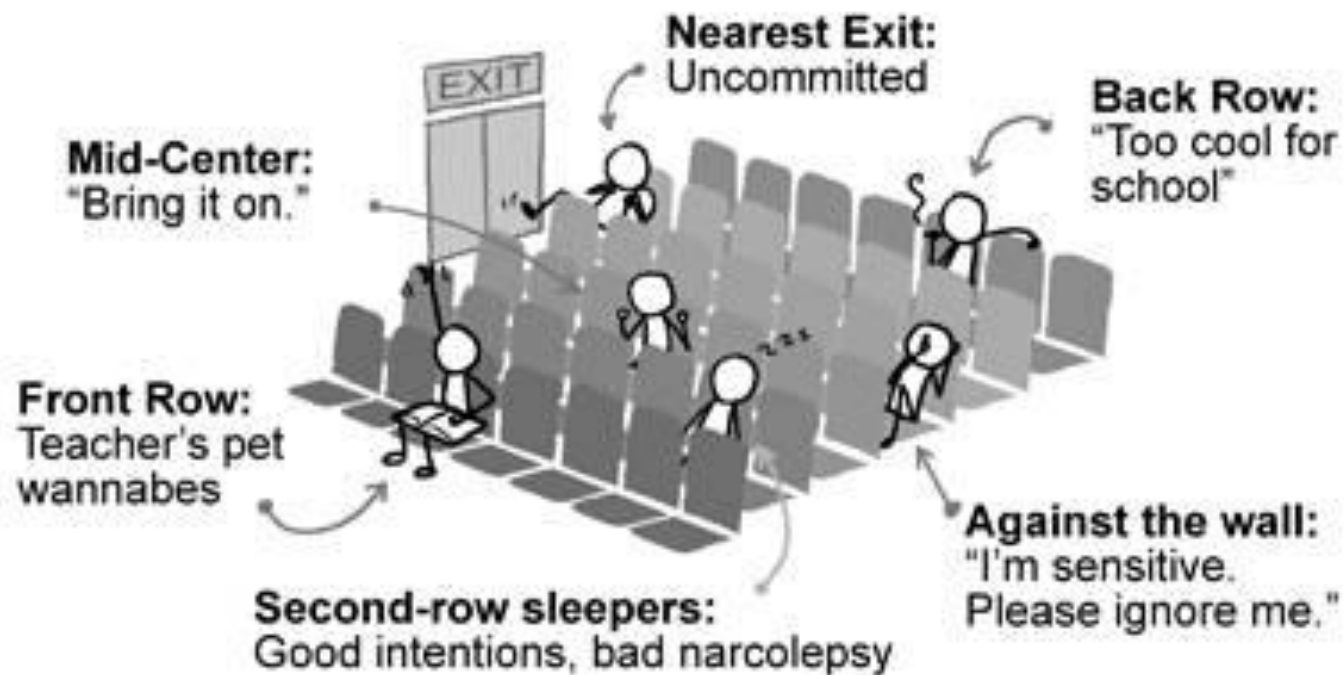
- Program Coordinator and Faculty for the Bachelor of Applied Health Information Science
- Projects in health informatics, health information management, data analytics & BI



WHAT YOU DO HERE... COUNTS OUT THERE

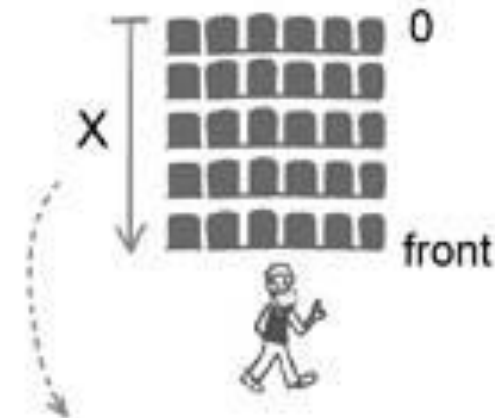
WHERE YOU SIT IN CLASS/SEMINAR

And what it says about you:



WWW.PHDCOMICS.COM

Proximity to Lecturer:



$$X = \frac{\text{How much you care}}{\text{How sleepy you are}}$$

JORGE CHAM © 2008

Bachelor of Applied Health Information Science

(which we lovingly call BAHIS)

The BAHIS Degree

- Polytechnic education
 - Career-focused degrees, diplomas, apprenticeships
 - Active learning
 - Access and pathways
 - Community partnerships & applied research

The BAHIS Degree

- Combination of skills including biomedical concepts, technical abilities, business sciences, health informatics and health information management
- Accredited by CHIMA
- Business analysts, data analysts, privacy officers, trainers, decision support specialists



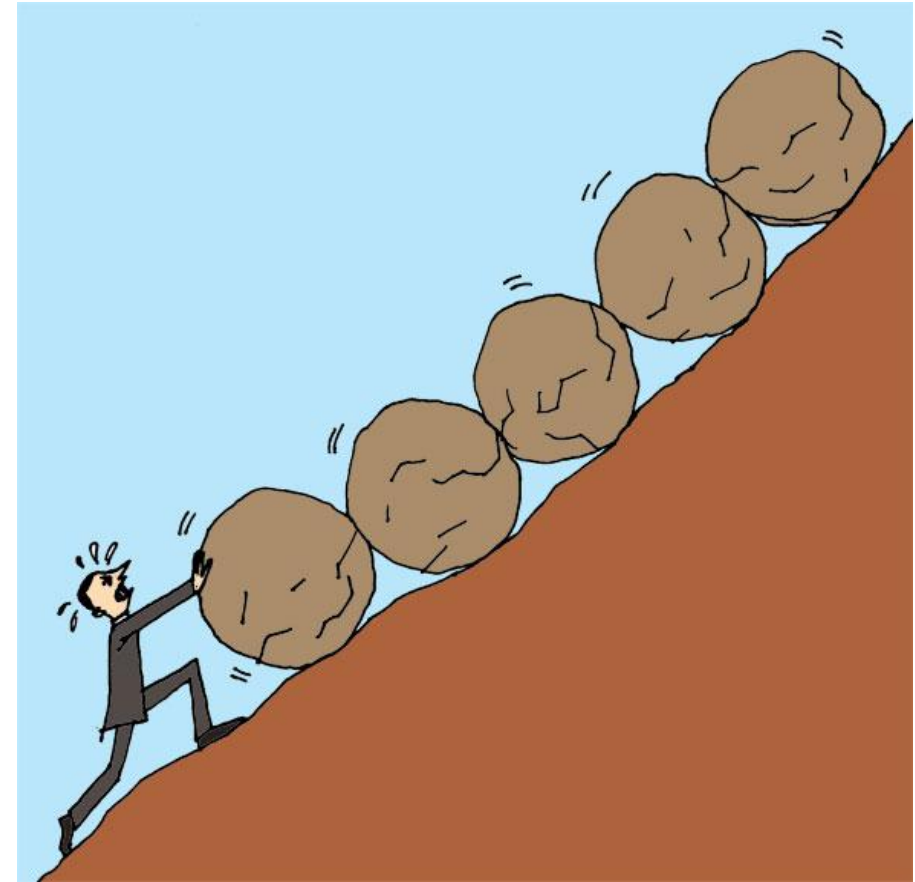
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WHAT YOU DO HERE...
COUNTS OUT THERE

The BAHIS Degree



**When it comes
to skill
development,
we're all faced
with challenges!**



**WHAT YOU DO HERE...
COUNTS OUT THERE**

Solving complimentary problems with an

**Academic-Public-
Private Partnership**
(which we lovingly call an APPP)

**Using an APPP
strategy to meet the
upcoming sector
needs:
A case study from
BAHIS**





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Connect Life and Learning

- Desire to train students for the workplace
- Desire to give students real world experiences for great careers



- Desire expertise to run effective data analytics
- Desire to have efficient, innovative and enthusiastic team members

**Information
Builders**

- Desire to have users able to effectively use WebFocus
- Desire to ensure customers are maximizing their investments
- Desire to reduce cost of ownership for customers

November
2014...



A Resource Development Engine!



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Connect Life and Learning

BAHIS



Leading Practice
Partner



**Information
Builders**

Healthcare
Application
Software



A Resource Development Engine

Winter 2015

- Our BI course was co-taught by Conestoga and GGH
 - Used GGH examples and data
- In the course, students used IBI's software to apply business intelligence concepts
- The course preceded a 1 month field placement, where students could immediately apply what they'd learned



A Resource Development Engine

2015 Impacts and Outcomes

- Increased student learning
 - Increased student readiness for practicums
- Increased opportunity and employer satisfaction
 - 4 related field placements, 1 co-op
- Lower cost of ownership for private partner's tool
 - Information Builders is able to promote the use of Coops in deploying their software, versus requiring a Full-Time specialist



A Resource Development Engine

Winter 2016

- Our BI course was co-taught by Conestoga and GGH and included new interactive tutorial videos
- Used anonymized NACRS and DAD data from the hospital to build 8 different dashboards
- Did a contest during “Health Information Science Day” for all students in the program

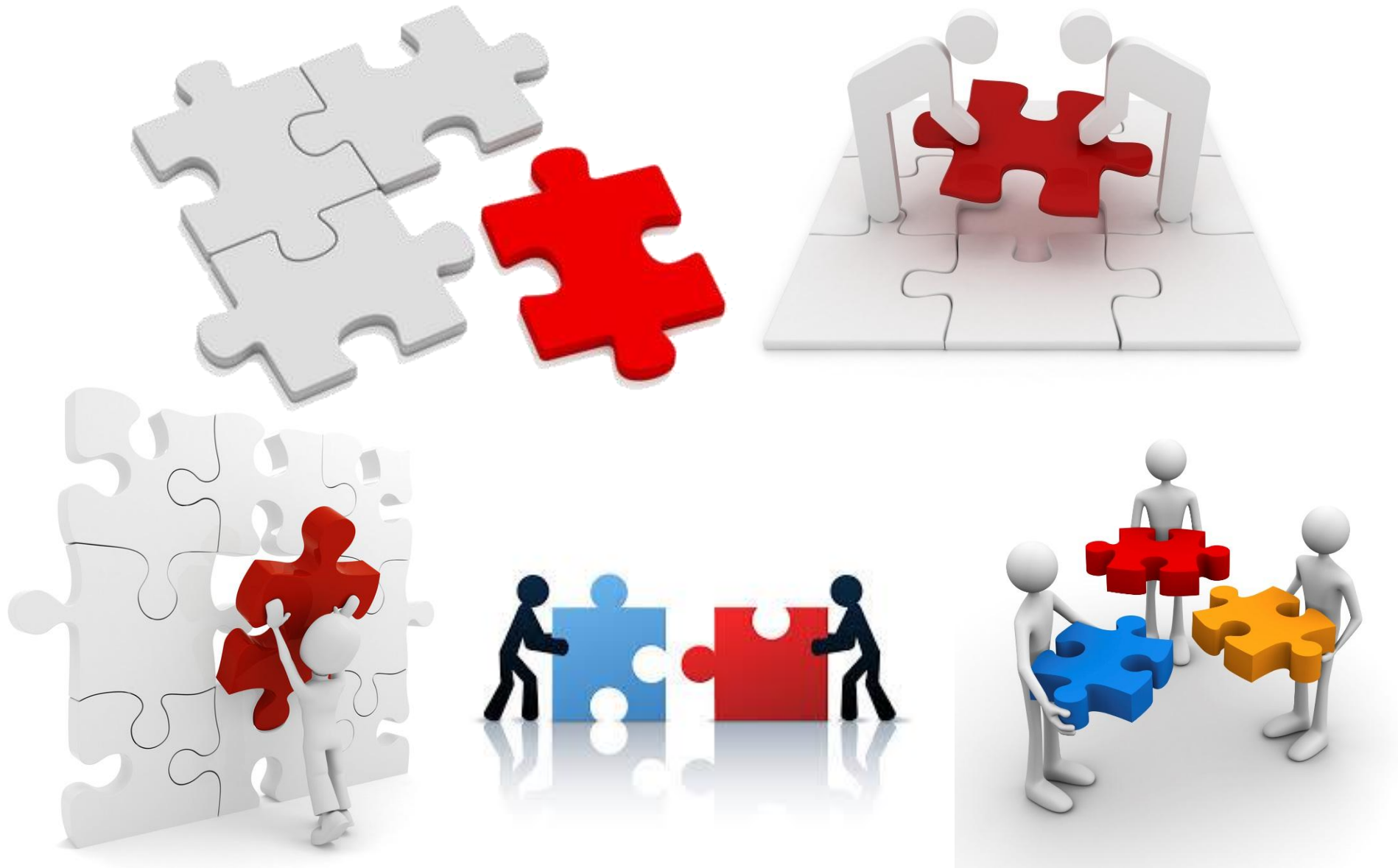


A Resource Development Engine

2016 Impacts and Outcomes

- Increased opportunities for students and employers
 - 5 related field placements, 5 co-op
 - More job postings than students available!
- Exposure to prospective clients and current customers
- Some press

Making Pieces for Everyone's Puzzle!



Making an APPP Work



APPPs needs to raise all the boats in the water!

Making an APPP Work



APPs require some negotiation and give-take.

Making an APPP Work



An APPP is part of a the long game strategy!

Takeaways for Audience

- An APPP is a different way of doing business and working towards your goals
- All parties can benefit from an educational partnership

Links about this work

- <http://insightaas.com/solving-for-the-data-science-conundrum/>
- <http://insightaas.com/aligning-bi-skill-practice-and-healthcare-outcomes/>
 - Both posted on Saintmaurice.ca
- Join me on LinkedIn!
 - <https://ca.linkedin.com/in/justinstmaurice>



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