

DATA ANALYTICS

CUSTOMER STORY

Data drives Monash IVF transformation

Qlik Sense helps support the complex
human fertility cycle

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Pierre Haila, CIO, Monash IVF

Reliable, transparent and sourced data

Monash IVF holds a proud pioneering history in the development of assisted reproductive technologies (ART) and tertiary-level prenatal diagnostics. The company achieved the world’s first IVF pregnancy in 1973 and Australia’s first IVF birth in 1980. Its network of 43 clinics across the country handles around 15,000 patients. Its staff of more than 700 people, of which 150 are clinicians, support the fertility journey of those patients.

Monash IVF helps its patients on the complex cycle from the first contact with a clinician or a nurse all the way through to a successful pregnancy. That human journey is accompanied and supported by some leading-edge technology.

The company is a major presence in this highly regulated sector. Part of its expansion progress has included acquiring several different small IVF providers. This meant the organization was absorbing many disparate reporting systems. The technical challenge was the volume of data produced through a complexity of systems, many of which did not talk to each other. The resultant inconsistencies were making it difficult to get holistic, vigorously audited or accurately reported outcomes.

Establishing two key strategic objectives

Monash IVF CIO, Pierre Haila says: “The ease of accessing reliable data, the transparency of the source and accountability are all important factors in a regulatory environment.”

Solution Overview

Customer Name

Monash IVF

Industry

Life Sciences

Geography

Australia

Function

HR, Marketing

Business Value Driver

Patient Intelligence, Reimagined Processes

Challenges

- Volume of unconnected data from disparate systems
- Unable to achieve holistic, vigorously audited or accurately reported outcomes
- Threatened compliance with highly regulated industry criteria

Solution

Qlik Sense data analytics platform replaced older, untrustworthy data warehouse project.

Results

- Decision making now more closely aligned with business strategy
- Successful identification of optimal new sites for clinic expansion
- Measured 10% reduction in effective marketing campaign costs

It prompted two strategic objectives. First, to simplify how the data was captured, handled and integrated before moving data from where it naturally lived in the IT function into the business operation. Second, to gain additional insight from a marketing perspective.

The organization installed the Qlik Sense data analytics platform. Data transformation and analytics consultancy, Notitia, was involved in the training, data literacy and upskilling of Monash IVF personnel.

“Notitia really helped the smooth deployment of the Qlik solution. We need to gather evidence-based science to track patients across our diverse systems. That was critical in understanding all the touch points in the process of creating a human life. Qlik Sense ensured we achieved that goal,” says Haila.

Eliminating the guesswork in sound decision making

Qlik revolutionized the selection of new clinic sites. “In a highly competitive industry sector we consider several key factors before committing to build a multimillion-dollar clinic. We want to know where our current patients are located, our potential patients, how are demographics changing, where do employees come from and what might be the tradeoff regarding accessibility. We put it through Google Maps and plot the postcodes that deliver the most convenient distances for our patients.

“We feed all this data into the Qlik platform, and the dashboard is very visual, including showing a map. This eliminates the guess work. Qlik has been very instrumental in the decision making of three sites so far. We know we’re putting clinics in the right place and expanding in the right way,” reveals Sloane Karlson, Project Leader at Monash IVF.

Six months into the deployment, Monash IVF is moving to a greater adoption of the Qlik Sense platform. “The Qlik Sense platform is an ideal middle layer. Because, as our systems or applications change, no data is lost. Nor do we lose the ability to access the power of the analysis and insights,” says Haila.

The fine tuning of the marketing function is the second element exciting Monash IVF executives. “Measuring improvements in our marketing effectiveness reach, and its cost, is a good tool for us,” says Matthew Storer, Digital Data Design Manager at Monash IVF. “With Qlik we can now map lead data which comes from spreadsheets and patient management systems. A deep dive analysis on our leads data in the last half a year shows we’ve managed to reduce our cost per lead across the board by 10%.”

“Qlik helps make sure that our services are always meeting our production requirements and in the right locations. We have a huge amount of historical data. We are very much at the beginning of a journey, and I see the engagement between Qlik and data only delivering more insights to aid, in turn, our goal of improving engagement with our patients,” concludes Haila.

The keys to success



3 optimal sites identified for new clinic



6 months to reduce the cost of marketing campaigns

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About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

qlik.com

notitia

About Notitia

Notitia is a data analytics and practical digital transformation specialist firm. It converts raw data into practical insights and actions, and drives the operational change that results from its clients better understanding their business. It works with clients across all industry sectors, and at all stages of data maturity. It upskills clients as it collaborates with them through projects; enabling clients to genuinely own the solution and improve their world. It is always keen to collaborate with those wanting to make a positive change and impact.

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