**MARCH 24 & 25, 2022**

# Data 101: Practical Data Analytics for Healthcare

## Younes Conference Center South
## 416 W Talmadge Street
## Kearney, NE 68845

*With the COVID-19 pandemic still among us, the conference participants safety is our utmost priority. Masking is required throughout the conference, vaccination is highly recommended, and seating will be socially distanced to the best of our ability.*

This interactive data conference is intended to lay groundwork for understanding and analyzing data and then using that data to engage others in your journey. Day one will focus on hands-on data exploration and analysis. Day two builds upon these lessons with national speaker Mike Cisneros, data storyteller from *storytelling with data*.

Audience: Healthcare personnel with a desire to build fundamental data analytics knowledge and/or become better data storytellers.

**OBJECTIVES:**

- Apply data analysis methods to explore, draw conclusions from and visualize data

- Apply data analysis procedures to maximize the impact and governance of data

- Design visualizations to display data in a meaningful way

- Create a narrative and help your audience comprehend and take action based on data analysis

# Agenda:

**Thursday, March 24, 2022**
1:00 – 5:00 p.m.

**Learn the fundamentals of data analysis and visualization.**

This 4-hour workshop in two parts teaches the basics of exploring data in Microsoft Excel. The first session will assume no Excel skills and build a toolbox of useful skills. The second session will utilize those skills to analyze and visualize data. Participants will gain hands-on experience in drawing conclusions from raw data and representing those conclusions graphically.

Participants are required to bring laptops for this interactive workshop.

This session will cover:

**1:00 – 2:45pm**
**Intro to Excel**
   Navigation
   Text and number formatting
   Basic arithmetic

**Excel Formulas & Skills**
   Formulas for dealing with text, summarizing values, measurement, logic
   Useful tricks
       Keyboard shortcuts
       Conditional formatting
       AutoFill
       Freeze panes
       Absolute vs. relative references

**2:45 – 3:00pm**
**Break**

**3:00 – 5:00pm**
**Analytics**
   Basic stats (types of data, measurements)
   PivotTables
   How to think about and explore data

**Visualizations**
   Types of charts
   Creating and formatting charts
   Choosing the best chart to represent the data

*Beverages and mid-day snacks will be provided.*

**storytelling with data**

**Friday, March 25, 2022**
8:00 a.m. – 12:00 p.m.

**Learn to tell a story with data.**

Based on the strategies covered in the bestselling book, *storytelling with data: a data visualization guide for business professionals*, this engaging 4-hour workshop teaches the fundamentals of effective data visualization, with emphasis on building a compelling narrative around the information you want to communicate. This is achieved through five key lessons:

•   Understand the context

•   Choose an effective visual

•   Eliminate clutter

•   Focus attention

•   Tell a story

Concepts are illustrated through real world examples.

*Beverages and morning snacks will be provided.*

Attendee's are encouraged to visit *storytelling with data* social media platforms

• Website

• Free Online Community

• YouTube Channel

# Speakers

### AMANDA BOND

Amanda Bond is a Data Analyst at the Nebraska Hospital Association. With experience in Excel, Python, and Tableau, she provides expertise in data cleaning, analysis, and visualizations. She earned her bachelor's degree in Mathematics from the University of Nebraska at Kearney and is pursuing her master's degree in Data Science at the University of Nebraska at Omaha.

### MIKE CISNEROS

Mike encourages people around the world to tell their own personal, social, and cultural data-driven stories. He is a Tableau Zen Master who has spent more than 20 years working in environments ranging from entertainment to the federal government, from academic publishing to energy retailing, from internet startups to multi-billion-dollar conglomerates. He notes a common struggle: communicating simply, clearly, and intentionally. Today, Mike teaches others how to take their complicated analyses and turn them into convincing, clear visual messages so that everyone can learn how their story can best be told, heard, and understood.

# Registration Information

Registration fee of $75 includes both days of training and refreshments.

**Register Online:**

**REGISTER**

**Register using form:**
Fill out the next page and email to Heather Bullock

A small block of rooms are being for Thursday, March 24, 2022, held at the Fairfield Inn & Suites at the rate of $139.95. Please be sure to call (308) 236-4200 and mention the NHA - Data 101 Conference no later than March 3, 2022 to reserve your room at the discounted rate. After March 3, 2022, the rate cannot be guaranteed.

# Registration Form

**STEP ONE:**

## Your Information (please print)

_____

Name, Title & Credentials

_____

Hospital/Organization

_____

Address, City, State, ZIP

_____

Email                                          Phone

**STEP TWO:**

## Payment Information

☐ Registration fee for event is $75

☐ Pay by Check  (Please make check payable to NHA)

☐ Pay by Credit Card: ☐ Visa ☐ MasterCard ☐ Discover

Name on Card:  _____

Credit Card #:  _____

Expiration Date:  _____

Signature:  _____

**STEP THREE:**

## Register

Email form to Heather Bullock, Executive Office & Events Manager at hbullock@nebraskahospitals.org

Registration deadline is Febuary 28, 2022. Space is limited, so please register early to secure your seat.

Questions? Contact Margaret Woeppel, NHA Vice President, Quality & Data at mwoeppel@nebraskahospitals.org