

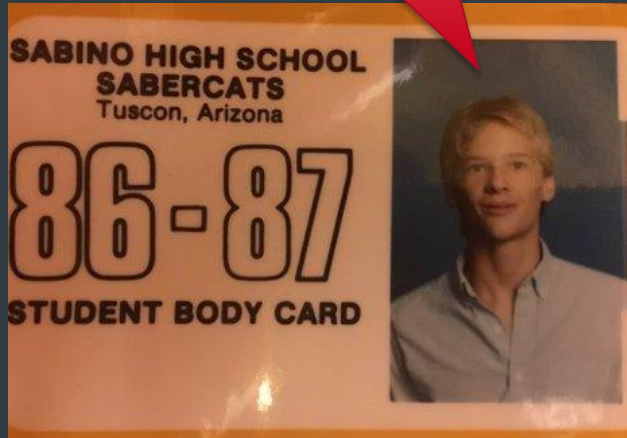
Beyond Big Dumb Numbers

Paul Baltes

Director of Communications

Nebraska Medicine

“Math is hard.
I don’t like it.”

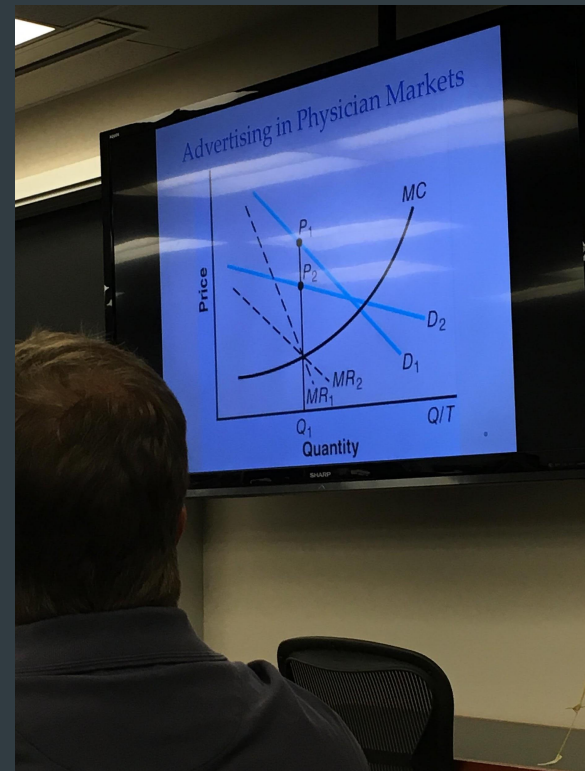


Still not big on math or
numbers



Getting more concerned
about numbers





20 / 22

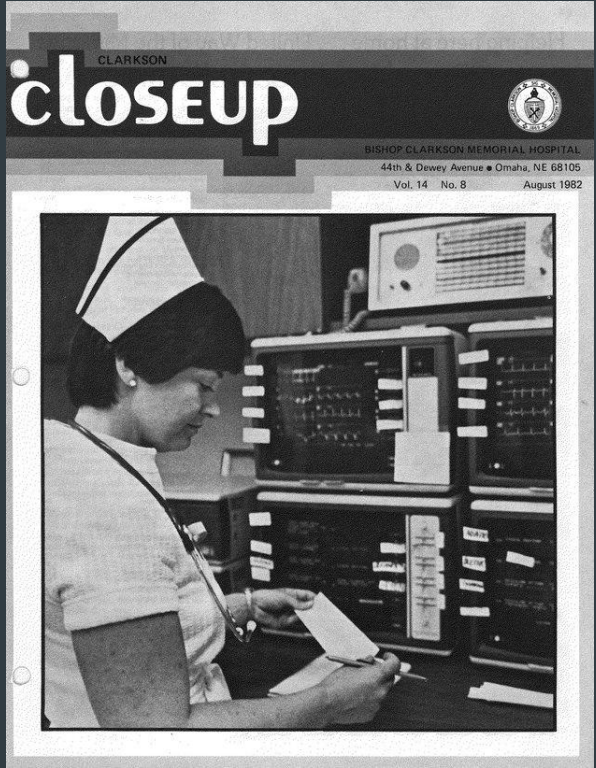
Correlation and Covariance

Sample **correlation r** is a measure of the strength of the linear relationship between two variables, X and Y. The value of r will be between -1 and +1.

$$r = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2} \sqrt{\sum_{i=1}^n (y_i - \bar{y})^2}}$$

The sign of r indicates the sign of the slope of the implied linear fit. We will use this in chapter 6 when we consider linear





BISHOP CLARKSON MEMORIAL HOSPITAL
44th & Dewey Avenue • Omaha, NE 68105
Vol. 14 No. 8 August 1982



Nebraska Medicine NOW (then)

The screenshot shows the Nebraska Medicine NOW intranet homepage. At the top left is the Nebraska Medicine logo and the 'NOW' branding. Navigation links for NEWS, EVENTS, LEADERSHIP, and RESOURCES are in the top right, along with a search bar. A dark red banner below the navigation contains the text 'The Intranet of Nebraska Medicine'. The main content area features a large graphic for 'Celebrate! National Hospital Week' with illustrations of four ice cream cones. Below this are two columns: 'Recent News' and 'Upcoming Events'. The 'Recent News' section includes an article titled 'Nominate a colleague for the Caring Kind Award' dated May 15, 2019. The 'Upcoming Events' section includes 'Frozen Treats for Hospital Week!' on May 17, 2019, and 'Escalator repair in Durham Outpatient'. On the right side, there is a 'Quick Links' section with a list of resources such as 'Shout Out for Safety Report', 'Colleague Pulse Check', and 'Cafe Menus and Food Service'.

Nebraska Medicine NOW

NEWS EVENTS LEADERSHIP RESOURCES

The Intranet of Nebraska Medicine

Quick Links

NEBRASKA MEDICINE

Celebrate!
National Hospital Week

Recent News

Nominate a colleague for the Caring Kind Award
May 15, 2019
Colleague Focus
Do you know someone who embodies our ITEACH values and is deserving of recognition? If so, you can nominate him or her for this year's award. Nominations are due Friday, June 7. [READ MORE](#)

Upcoming Events

Frozen Treats for Hospital Week!
May 17, 2019
Events
Check out the schedule to find out when an ice cream truck is coming to a location near you! [READ MORE](#)

Escalator repair in Durham Outpatient

Shout Out for Safety Report
(Incident Reporting)

Colleague Pulse Check
(Resource Center)

Apollo
(Resource Center)

Cafe Menus and Food Service

Clinic Information

Colleague Referral Form

Counseling Resources

Empower Your Wellbeing Forums

Infectious Disease Protocols

Influenza Vaccine

MyHR and Lawson

MyTime
(Resource Center)

One Chart (Citrix)

Outlook Email

Strata

One Chart Resources

Phone Directory

Work/Support Requests

Smart Square

Team Learning





Nebraska Medicine NOW (now)

NOW
Nebraska Medicine News

Search posts, topics, or people

MyTime
Clock in and out for work or schedule time off.

Shout Out for Safety
Submit safety incident reports.

Workday/MyHR
Access Human Resources and Finance functions.

Quick Links
The most important links and Nebraska Medicine resources.

FEATURED VIEW ALL FEATURED >

Celebrating excellence and a decline in COVID-19 cases

Bellevue Medical Center receives high honors, plus a look ahead to upcoming vaccination clinics....

by Kara Haworth
Published 2 days ago
38 Likes 3 Comments

HIGH-SENSITIVITY Troponin Assay
High-sensitivity cardiac troponin testing to go live Sept. 20
Nebraska Medicine NOW • 3 days ago
58 Likes 4 Comments

Reflecting on the past to prepare for the future
Joe Evans • 3 days ago
39 Likes 0 Comments

Volunteers needed for flu, booster clinic
Erin Merrill • 4 days ago
28 Likes 6 Comments

2:01

NOW
Nebraska Medicine News

LATEST FEATURED TRENDING

Nothing like a free Coke and a hug on a Friday, Sept. 23 at Bellevue Medical Center. Get your free Coke until 12 p.m. Then stop back from 2-3 p.m. for free sampling of healthier beverages Coca-Cola offers.

less

Joe Evans • 2 days ago

12

📄 💡 ✍️ ☰

Celebrating quality, excellence and giving back

NN Nebraska Medicine Now
To: Baltes, Paul A
Fri 9/23/2022 6:02 AM

NOW Nebraska Medicine News

advocate.socialchorus.com

Celebrating excellence and a decline in COVID-19 cases
[\[advocate.socialchorus.com\]](https://advocate.socialchorus.com)
Bellevue Medical Center receives High honors, plus a look ahead to upcoming vaccination clinics....



Measurement Philosophy


- No more "vanity metrics"
- Measure action as a function of engagement
- "Viewers" becomes less important
- Emphasis on active engagement:
 - Clicks
 - Likes
 - Comments



Evolution is a Journey

Example from our Physicians' Channel:


Magnesium citrate oral solution recall/shortage
Magnesium citrate laxative oral solution is currently unavailable due to a FDA drug recall.



by Sara Kjerengtroen
Published September 08, 2022

1 Like


Info for providers: Patient influenza vaccination goes live Monday, Sept. 12
On-site clinics for colleagues will start later this month....



by Mark Rupp
Published September 08, 2022

0 Likes 0 Comments

Hyperosmolar therapy for ICP Management Order Panel
A new order panel ("Hyperosmolar Therapy for ICP Management") will go live on Sept. 12 and the ICP...



by Sara Kjerengtroen
Published September 08, 2022

3 Likes



Evolution is a Journey

Example from our Nurses' Channel:

"They tell me nurses don't read Nebraska Medicine NOW."

Nurses: Join an upcoming employee roundtable

We want to see more nurses on our roundtables and enjoy lunch on us!...

by Suzanne Nuss
Published 4 days ago

3 Likes 0 Comments



Sunshine Award Celebration

by Nandi Bruns
Published September 15, 2022

16 Likes 2 Comments



Please join me to hear updates for Nebraska Medicine nursing

I'm hosting nursing forums in late September to update you on the important work happening in nursing with Nebraska...

by Suzanne Nuss
Published September 14, 2022

17 Likes 6 Comments



Evolution is a Journey



Physicians:

- 66% actively engaged each month

Nurses:

- 72.3% Actively engaged each month

All NOW users:

- 67.1 % Actively engaged each month




Specific Examples can Help










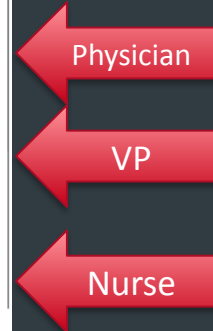
All in the family

The Brester bunch took over the Special Care Unit for the summer.

 Kayla Thomas
Tuesday, September 6, 2022

We've heard many of our health care teams say their units feel like family. That was certainly the case in the Special Care Unit at the Fred & Pamela Buffett Cancer Center this summer, with three siblings all working together.

-  Cindy Phephles September 06, 2022 ...
The Brester trio are a great addition to our unit! I enjoy working with all three of them.
♡ 2 • Reply
-  Lisa Gulseth September 06, 2022 ...
Love this story... I had no idea Derek's siblings work here too. I'm sure they are just as dedicated to their careers as he is. Nothing beats family. Good luck to all.
♡ 1 • Reply
-  Krishna Gundabolu September 06, 2022 ...
Its a beautiful story!
♡ 2 • Reply
-  Julie Lazure September 06, 2022 ...
What a nice story! Any more Brester's in the pipeline? Ha!! I appreciate your commitment to our cancer pts and to NM!
♡ 2 • Reply
-  Denise Jensen September 06, 2022 ...
YAY, Derek!!! Lovely story! Miss seeing all of my Oncology colleagues.
♡ 1 • Reply
-  Minnie Floersch September 06, 2022 ...
So wonderful! <3
♡ 1 • Reply
-  Susan Blumel September 06, 2022 ...



Communicating with a Purpose



Clinical training not required

The revitalized Decontamination Team is looking for colleagues interested in joining the effort.

Email subject line:

Got mad showering skills? The Decon Team might be for you

Results?

- 9788 saw it
- 6483 opened that email
- 1628 clicked on this post
- 40 people applied to joined the team



Beyond Big Dumb Numbers

- Better data-influenced editorial decisions
- Smarter approaches to business goal-oriented communications
- Better reporting
- What it can't do:
 - Fix operational problems



Don't Forget the Little Data



“The weekly meeting on COVID makes me feel fortunate to work at Nebraska Medicine. I respect leadership taking time out of their busy workday to inform employees about COVID and keep us up to date on what is taking place in Nebraska and Nebraska Medicine. For me it really puts everything in perspective, this has increased my respect for Nebraska Medicine doing what is best for humanity.”

-Paula, Nebraska Medicine employee August 2020



Paul Baltes

- Pbaltes@nebraskamed.com
- www.linkedin.com/in/paulbaltes

