

Is your data helping you go places?

Analytics
Capability
Statement



SYNERGIA

Synergia analytics

Synergia has been working extensively with health and social care data for 20 years, and over that time we have advocated for, and embraced, the increased focus on the role of intelligent data analytics to support decision-making.

We have a unique offering that combines our strong contextual and strategic knowledge with our technical

design and analysis skillsets. Our high-powered analyst team has extensive experience in data science, business analysis, data visualisation, and data cleaning, processing and management, as well as in the 'softer' skillsets of experience design, systems design, evaluation, strategy and performance monitoring.



Our analytics offerings

Statistical analysis

We use advanced statistical techniques such as cluster analysis, decision tree analysis, ANOVA, regression to solve clients problems.

Simulation modelling

Using System Dynamics modelling we create dynamic models which enable our clients to test future scenarios and undertake what-if analysis.

Custom excel tools

Excel is the world's most widely used analytics tool – we utilise all its features to create custom Excel tools that help our clients manage their businesses and programmes.

Data exploration

Give us your data and we will explore it, providing insights and a plan to drive value from data.

Geospatial mapping

The geospatial mapping of data can help highlight patterns and create better understanding and insight from action.

Custom applications

We develop custom online platforms to solve complex problems for our clients.

Our clients know us best



The platform enables timely continuous improvement through evaluation, monitoring, and feedback from students, and will ensure Mates & Dates remains relevant and best practice.

The dashboards have been beneficial in addressing core problems identified through the rapid growth of the programme, including accurate financial forecasting, scheduling and reach figures and ensuring consistency of reporting.”

Becca Barrow, Injury Prevention Partner, ACC



Synergia worked with the Western NSW PHN to develop an online platform for a range of clinical indicators. This platform means all participating general practices now have a user-friendly view of their practice data key indicators. We have had positive feedback from general practice, that the platform is insightful and supports quality improvement activities.

Yvette Lloyd, Executive Manager, Western NSW Primary Health Network



Our value proposition to you

Synergia's analytics offerings are designed to support our clients to achieve data driven decision-making. We work with our clients to provide solutions that are fit for purpose and support ongoing analytical capability through sustainable offerings that support ongoing insight.

We are passionate about making data accessible and useful. This is not always about collecting more data but making great use of what is already available and building on this in the future.

Whether we are working with you to create an attractive and easy-to-use reports or simple dashboards, modelling the potential impact of a decision, or building a fully functional and interactive online platform, we have a range of skills and staff that we can draw upon.



How we work

Synergia's analytics approach combines best-practice design-led development with a robust quantitative and statistical skillset.

We aim to create engaging and intuitive solutions that support our clients to explore complex information and use those data-driven insights to make effective decisions.

Our analytics offerings are developed in close collaboration with our clients to ensure that the offerings are responsive to their needs and contexts.

Our extensive experience in this area has resulted in data analytics solutions that are supporting system design, programme management and monitoring and evaluation projects across New Zealand and Australia



PHASE 1
Discovery

PHASE 2
Design

PHASE 3
Development

PHASE 4
Delivery

INITIAL SCOPE
ACCURACY UP TO 75%

REFINED SCOPE
ACCURACY OVER 90%

Concept

Discovery

EXPERIENCE
DESIGN

ANALYSIS

Architecture

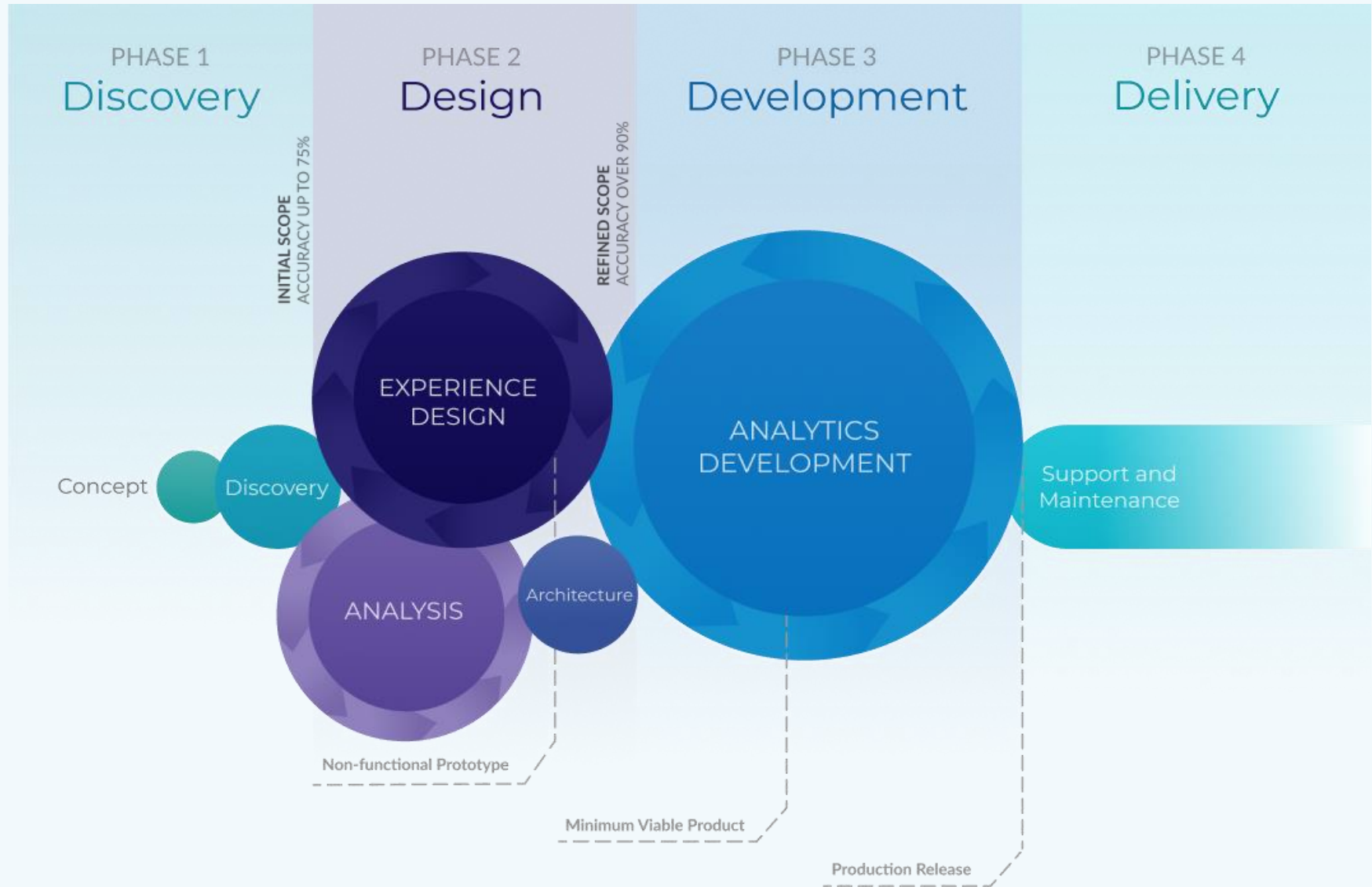
ANALYTICS
DEVELOPMENT

Support and
Maintenance

Non-functional Prototype

Minimum Viable Product

Production Release



4 phases of development

1. Discovery
2. Design
3. Development
4. Delivery



Discovery

Discovery is the first stage of any analytics or development process. Here we work with our clients to define a problem, refine a concept or an idea, and identify an audience. This stage is about keeping an open mind and exploring all potential options.

In this phase, we often do research, preliminary user testing, an initial exploration of your data and the information you want to present or collect on the platform.

By the end of this stage we will work with you to develop an initial scope or specification. This scope will give you a good idea of the time and resources required to deliver the platform, but will still retain some flexibility, with the capability to further refine as we work through the design process and get a much better idea of what you need.



Design

The design phase is a crucial component of Synergia's analytics approach. Developing effective analytics offerings or platforms is about much more than the data, or the tools and technology. The primary focus must be about the key decisions we are trying to influence and the users that are making those decisions.

The Design phase has two parallel and linked components: [Experience Design](#), and [Data Analysis and Architecture](#). These processes are iterative and highly collaborative, and we often go through several cycles of revision.

Experience design

Experience Design is about using data and information to bring clarity and conviction to key decision makers. By taking a design-led development approach, we can build upon the research and best practices from information design, data visualisation, user experience, and evaluative thinking to create something that is targeted, intuitive and effective at informing decisions and changing behaviours.

Data Analysis and Architecture

Going hand-in-hand with the Experience Design process, this component is about starting to work with the real data – identifying key information, statistical patterns and trends, and working through the practical requirements of information architecture, automation and operationalisation.

Particularly when developing online platforms, we feel this component is as important as Experience design, but often overlooked in the traditional web development process.

Initially this process can be very technical and focus on producing useable information and numbers. But as we refine the Experience Process, we start bringing in an information design and data visualisation lens to produce functional prototypes populated with real data.



Development

The Development Phase focuses on the nuts and bolts of actual platform creation, report automation, or data crunching and modelling.

In this phase, we write the code that will produce the final analytics output. We operate using a Lean/Agile approach consisting of rapid cycles of development, with the potential for ongoing feedback, design and testing. This is important for ensuring that the resulting outputs are fit for purpose and meet our client's data analytics requirements



Delivery

Once the Development process is complete, we transition into the Delivery and Deployment phase. Depending on the requirements, this phase might include:

Supporting your internal teams with the ongoing capability development and report generation processes

Support and monitoring for an online platform and making sure it remains robust and reliable.

Monitoring how users are engaging with the reports/dashboards/platform.

In some cases, The Delivery phase is short and simply involves an effective handover of outputs and training in future use, other times it may represent an ongoing collaboration and partnership between Synergia and our clients.

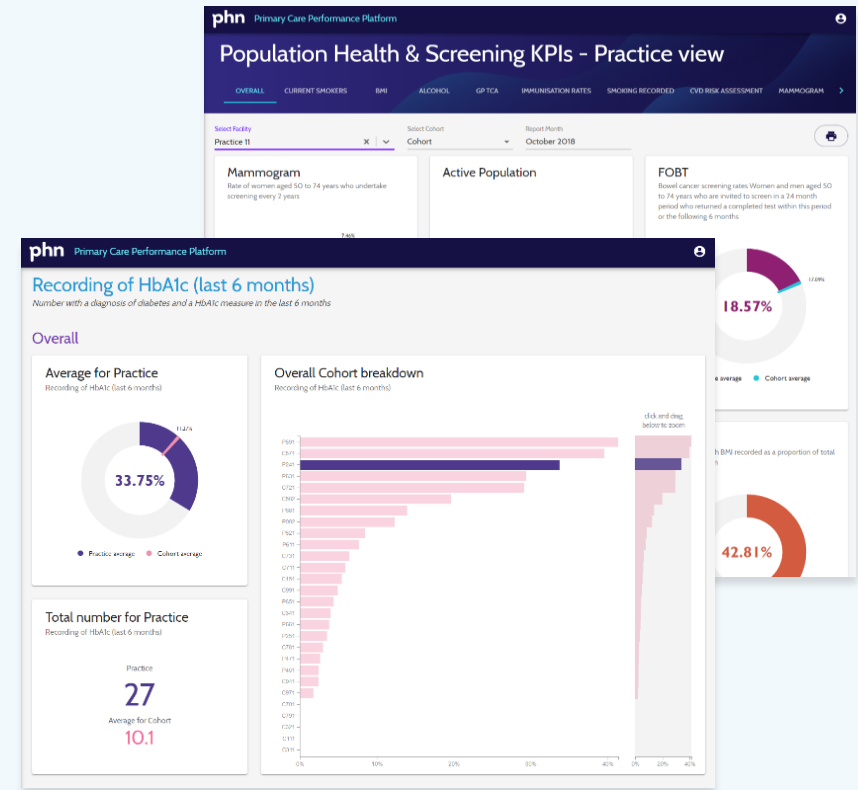


Primary Care Performance platform

The Practice Incentives Program (PIP) is a new upcoming national initiative that will encourage Australian general practices to continue providing quality care, enhancing capacity, and improving access and health outcomes for patients.

Synergia worked with Western PHN's primary care improvement staff, with input from clinicians, to develop a set of KPIs to prepare general

practices for the upcoming implementation of PIP. The outputs of this process were then built into a secure cloud-based online platform, that automatically extracts data out of WNSW PHN's primary care database and presents the information in an intuitive and engaging dashboard. This specifically tailored for general practices to allow them to rapidly examine their KPIs, look at patterns and change over time, and compare their performance to other similar practices.



Evaluation and Analytics support

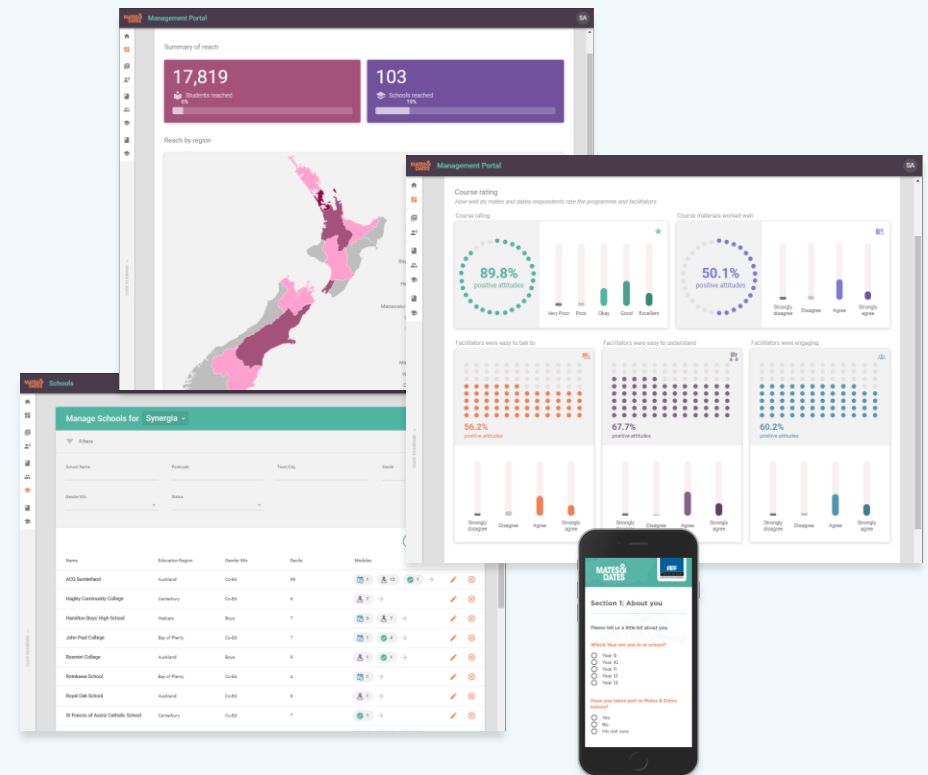
Mates and Dates is a school-based programme currently delivered to over 100 schools by ACC-accredited providers across Aotearoa.

Synergia has been working with ACC to provide the monitoring, evaluation and improved implementation support for the Mates & Dates programme.

Subsequently, Synergia worked through a co-design process with ACC to develop an online monitoring, evaluation, management and

reporting platform.

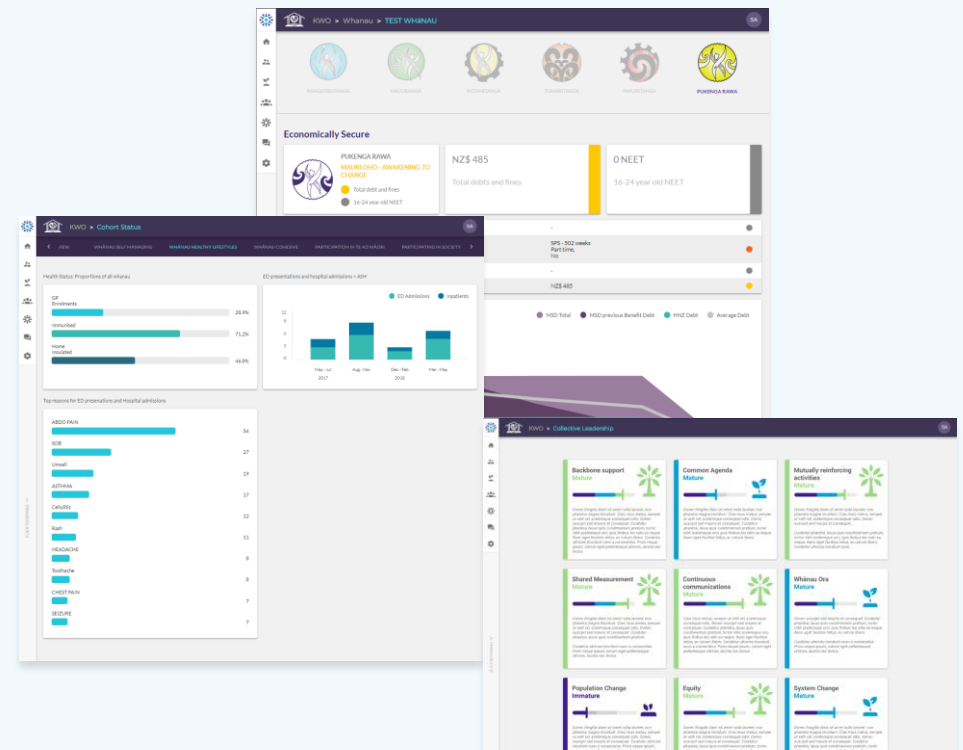
This platform has provided a number of benefits to the programme including: embedding evaluation and monitoring processes into the business-as-usual delivery of the programme, helping standardise provider processes and delivery, capturing feedback from over 3,000 student participants per year, and providing enhanced and real-time reporting back to providers and ACC.



Evaluation support and monitoring platform

Synergia worked with Social Investment Agency and Te Tihi to develop an evaluation framework, data infrastructure and online platform to support their Kāinga Whānau Ora programme.

The evaluation helped to inform development of an online platform which integrates data from Te Tihi and over 10 other partner agencies to track progress and outcomes in the different whānau ora outcome areas at a whānau and cohort level, as well as maturity of the collective impact model. The data infrastructure developed allows for automatic updating of the platform between the partner agencies, Te Tihi and the online platform developed by Synergia.



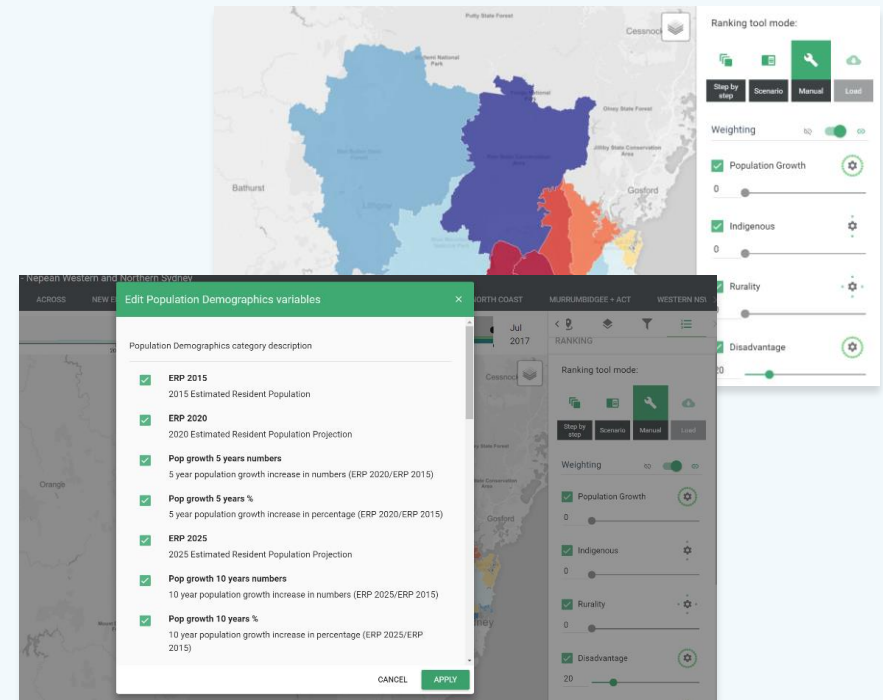
Analysis and Mapping Support

Synergia has provided ongoing analytical support to GP Synergy to enhance their understanding of the drivers of GP registrar training demands, the population health and demographic pressures on the general practice workforce, and balancing of the supply and demand for registrar training.

Synergia designed and built an Informatics platform which maps over 50 population health, workforce, and training

capacity variables as well as over 5,000 primary and secondary care facilities across all of Australia.

In addition, the platform provides interactive models and tools to support GP Synergy's operational processes, allowing them to test different scenarios, identify areas of high demand, and ensure that the process of placing registrars into training facilities is fair and equitable across the states of NSW and ACT.



Auckland Regional After Hours Network support

Since 2009 Synergia has provided design, development, analysis and ongoing performance improvement support for the Auckland Regional After-hours Network (ARAHN) – an alliance of General Practices, major tertiary hospitals, individual after-hours providers, ambulance, DHBs and ACC.

Synergia helped to align these multiple interests through the development of agreed optimal patient pathways that drove a service response. This

led to agreed co-funding mechanisms, coordinated communications and subsidies to achieve increased access and coordination of opening hours.

Synergia led a co-design process to develop Quality and Outcome markers presented in an online reporting platform for the Network, which is used by clinicians and managers to develop strategies for more efficient, and equitable urgent care access across the Auckland region.



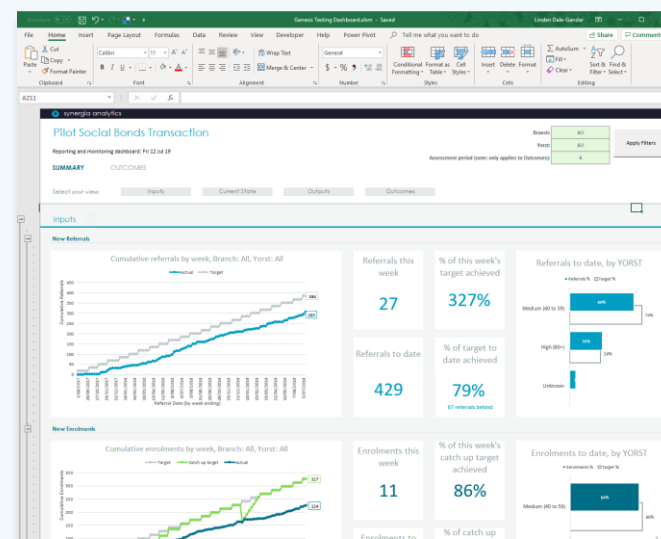
Social Bonds Pilot Analytics support

Synergia worked with Genesis Youth Trust to link their referral and assessment data with external outcome data, to produce a weekly performance dashboard based in MS Excel.

The dashboard provides a visual summary of the flow of clients into and through the programme, with the ability to drill down by areas of interest. Client outcomes are tracked against the social

bond contract and translated into claimable outcome payments. Future outcomes forecasting is included based on the client pipeline and past performance.

Synergia worked with Genesis to build a System Dynamics model of enrolments and the resulting workforce requirements through the whole five-year social bond programme.



Synergia

Synergia is a leading Australasian consulting group focussing on analytics, evaluation and system design

- Deep expertise in health, social services and the public sector
- Founded in 1999 – over 20 years of experience
- Offices in Wellington, Auckland and Sydney
- Experienced senior team
- Robust system thinking based approaches, techniques and tools

Our team includes designers, developers, clinicians, data scientists, analysts, technology experts, researchers, evaluators and specialist academics

- Our diverse backgrounds span population, primary and secondary health, social services, mental health and disabilities.
- We balance this content knowledge with a strong technical and design processes to deliver sustainable solutions that work for the complex 'real world'.



SYNERGIA

Take the next step



Synergia

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