Get Proactive!
How to use data to get ahead (and stay there)

Texas Assisted Living Association Conference 2022
Paul Jarvis

Bateau
Business Intelligence for Senior Living.

Agenda

01
5 MINUTES

Intro & goals
- Meet your speaker
- What are we learning today?

02
45 MINUTES

Making data work for you!
- Pick your North Star KPI
- Find your KPI equation
- Measure what matters
- How to make this work for you

03
10 MINUTES

Questions?

Bateau

Meet Your Speaker

Paul Jarvis

Spent 7 years helping Fortune 500 companies use data (at Palantir)

Started Bateau to help senior living teams use data to serve residents and improve operations

Originally from Connecticut but happily living in Houston now

Bateau

What are we learning today?

We're going to talk about how to:

KEY PERFORMANCE INDICATORS (KPI)

Identify the most important KPI for you

KPI EQUATIONS

Understand what drives your KPI

MEASURE WHAT MATTERS

Pick the most important part of the equation and track it

ENSURE LONG TERM SUCCESS

Set this up in a sustainable way that works!

Bateau

Finding Your North Star

- **What is the single most important metric for your team?**

- **What is the impact of driving improvement in that KPI?**

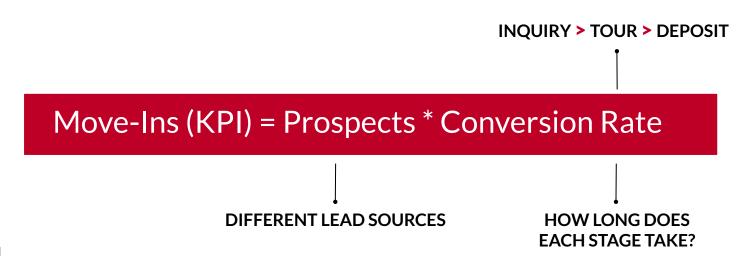| Team	KPI	Impact
Sales	Move-Ins	Revenue increase
Maintenance	Time to resolve issues	Increased resident satisfaction
Clinical	Hospitalizations	Safer residents
Marketing	New inquiries	More prospects for sales

Bateau

Finding Your KPI Equation

Once you've identified your North Star, it's important to understand what drives it: this is your **KPI equation**. Start out simple, then add more detail!

Let's take an example and frame it as a question: ***"How many of my prospects are going to turn into move-ins?"***

INQUIRY > TOUR > DEPOSIT

$$\text{Move-Ins (KPI)} = \text{Prospects} * \text{Conversion Rate}$$

DIFFERENT LEAD SOURCES

HOW LONG DOES EACH STAGE TAKE?

Bateau

Measure What Matters

Once you understand your KPI equation, **it's time to have an impact!**

Some parts of the KPI equation are more important than others. **You need to pick the most important part, and focus on improving that (and measuring the improvement!)**

Move-Ins (KPI) = Prospects * **Conversion Rate**

Inquiry → **25%** → **Tour** → **60%** → **Deposit**

Let's say that 60% of tours lead to a deposit. Getting more tours is the most valuable thing you can do, and you should focus on converting more inquiries into tours!

How to Make It Sustainable

01 | **Keep it simple!** Don't try to move the needle on multiple things at the same time.

02 | **Understand where your data comes from** and set up a regular meeting to look at it. Try to automate updating the dashboard if possible.

03 | **Data challenges (messy or incomplete data) are normal, and okay!** Admitting you have a data problem is the first step to solving your data problem.

Bateau

Getting Fancy: How to Take It Further

It's hard to measure multiple KPIs at the same time without losing focus or creating a huge time burden.

This is where technology comes in: people are good at spotting patterns and computers are good at crunching data.

Bateau

Summary

Here are the 4 steps to using data to get ahead.

STEP 01	STEP 02	STEP 03	STEP 04
Pick your North Star KPI	Understand what impacts your North Star	Measure what matters	Keep it simple to have long-term success

Bateau

Questions?

paulj@bateau.io

www.TryBateau.com