

**STRATEGIC PLAN:  
CUSTOMER JOURNEY**

**MAY 4, 2021**

# DATA-DRIVEN PROGRAMS AND OPERATIONS

## Improve and Streamline the “Child’s Journey”

### INITIATIVE GOALS

Improve and streamline the child’s journey through the KidCare program using clearly articulated dashboards with relevant metrics

### KEY TASKS

- Trace a child’s journey through the KidCare program
- Assess data needs and availability
- Enhance data sharing standards with partner organizations
- Define appropriate outcome metrics and measurements
- Create dashboard(s) to monitor child’s journey
- Identify area(s) of opportunity for improvement

### RISKS / CHALLENGES

- Desired data is unavailable or unreliable
- Partner organizations may be unwilling to share data
- Legal restrictions limit data availability
- Misalignment of data measures

### SUCCESS CRITERIA

- Document the child’s journey
- Publish dashboard to monitor a child’s journey
- Develop plan for areas of opportunity

### STAKEHOLDERS

#### Internal

- Board members
- Executive Team
- Staff

#### External

- Stakeholder agencies that are data partners
- Academia

#### Committee Oversight

- Operational Efficiency and Quality Committee

### PROJECT MANAGER

**Title:** Chief Operating Officer

### BUDGET IMPACT

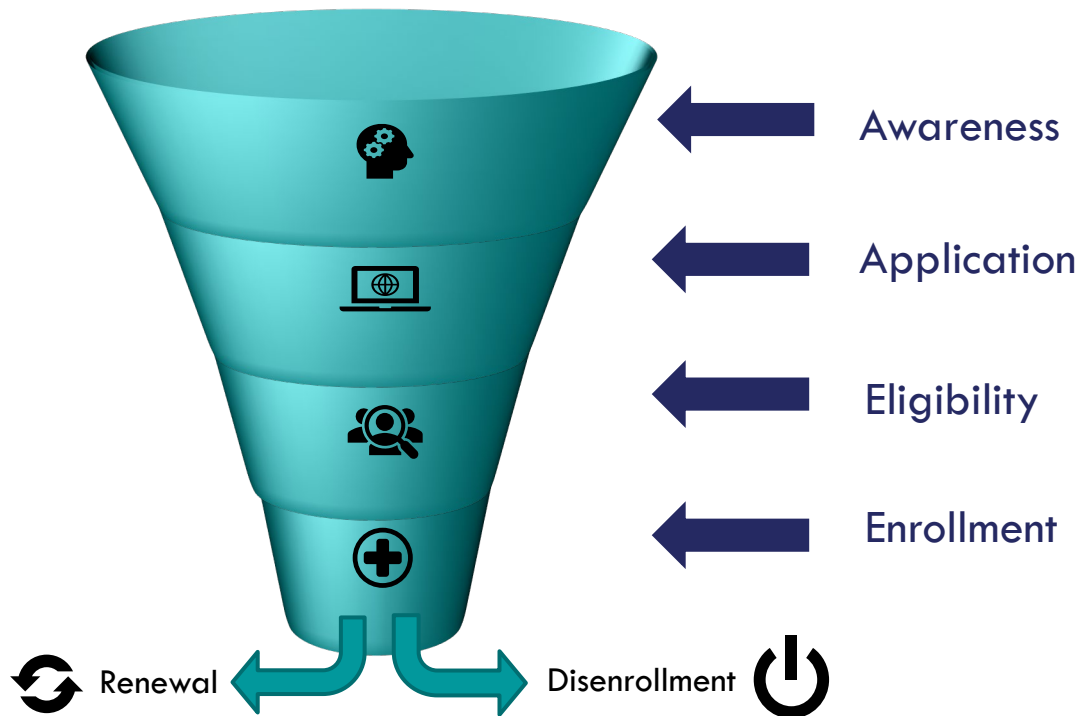
#### Can it be accomplished with existing staff?

Yes, and external resources may also be needed

#### Can it be accomplished with existing funds?

Yes, pending funding availability and Board approval

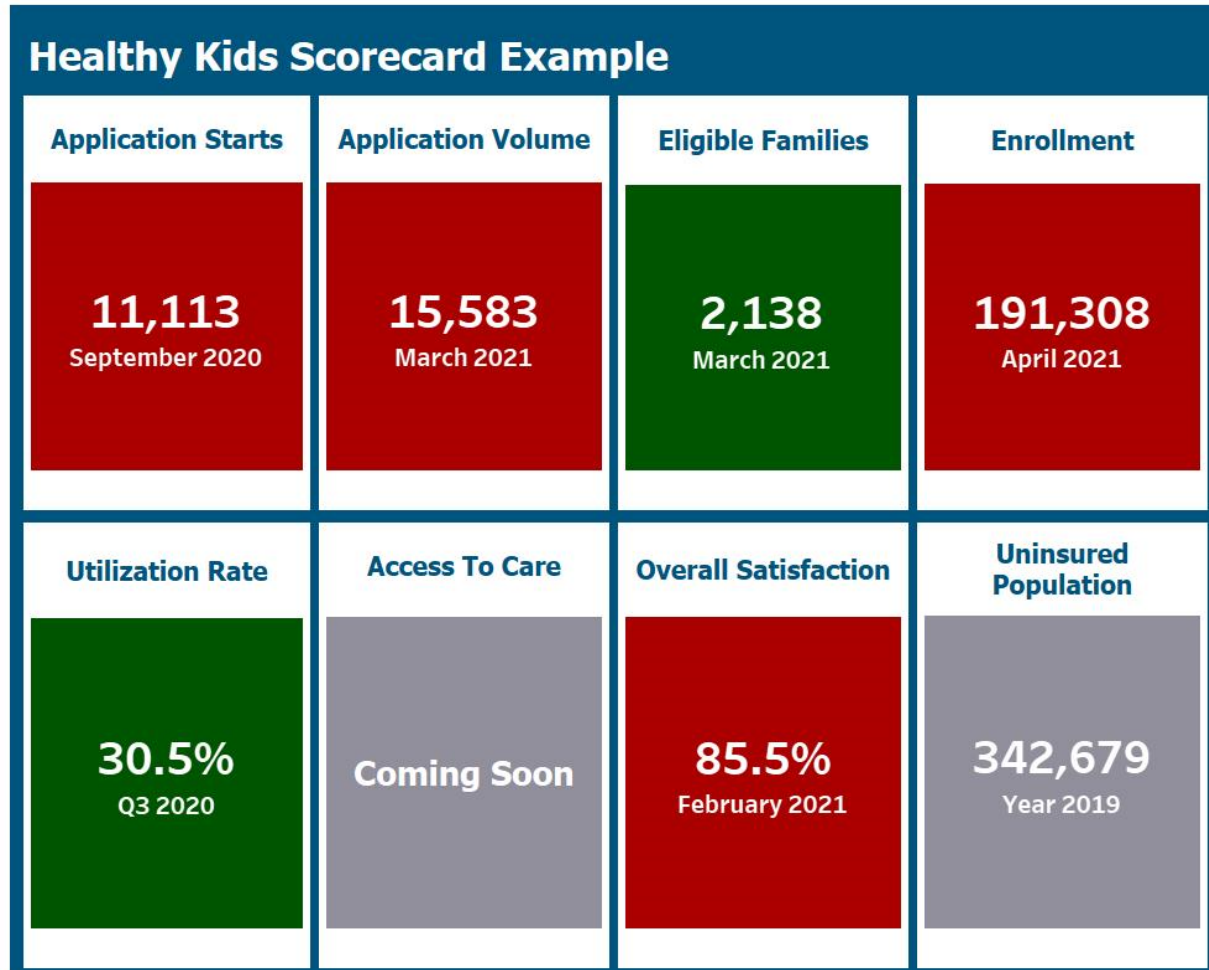
# Customer Journey Funnel



# Scorecard – Primary Factors

Activity	Primary Factor
Awareness	<i>Application Starts</i>
Application	<i>KidCare Total Applications</i>
Eligibility	<i>Applications CHIP Eligible</i>
Enrollment	<i>Overall CHIP + Full-Pay Enrollment</i>
Health Quality	<i>Percent of Enrollees Utilizing Services</i>
Family Experience	<i>Customer Sentiment</i>
Access to Care	<i>Network Accessibility (enrollment by County and Network access by county)</i>
State of the State	<i>Total Uninsured Population</i>

# Scorecard – Example



# Questions?

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