



Success Stories

Mercy Health System Utilizes DataBay's Navigate Software to Document Results for Baldrige Award

The Challenge

In 2001, after more than a decade of tremendous growth and development within their organization, strategic decision-makers and senior leadership at Mercy Health System in Janesville, Wisconsin, decided to undertake an enormous and exciting challenge – pursuit of the Malcolm Baldrige National Quality Award. This world-renowned award is the nation's highest Presidential honor recognizing organizational quality and performance excellence. Since 1988, only 72 organizations have received Baldrige Awards.

Within the 55-page application, health care organizations striving for excellence must measure their efforts in seven areas: leadership; strategic planning; customer and market focus; measurement, analysis and knowledge management; workforce focus; process management; and results. Applicants must quantitatively measure organizational performance, growth and outcomes throughout these criteria. Mercy Health System was challenged to find effective methods to access, analyze and report on current data to show tangible results in many of these areas.

The Solution

DataBay Resources' Navigate software was one of the key tools Mercy Health System used to meet their data reporting requirements – especially to respond to criteria regarding market position and competitiveness – throughout the six-year Baldrige Award application process.

“The Baldrige process is the most comprehensive model our organization has found to help organizations achieve performance excellence,” explains Kathy Wynes, manager of Planning and Market Research for Mercy Health System. “By improving services across the system, we can better meet the needs of those we serve. With DataBay's Navigate product, we have access to best practice comparative data and competitor data, as well as the ability to analyze and report how effectively we are deploying services across all areas of our large and diverse health system.”

Mercy Health System has been recognized by Baldrige for its innovation, excellence and world-class performance in a number of different areas, many of which required the extensive data mining capabilities that are provided with Navigate. “Another reason the Navigate product is so powerful is the flexibility it allows,” says Wynes. “The group building feature is great, and the pivot table abilities in Navigate make data extraction much easier. We needed to run many reports to address specific criteria in the application process, and Navigate offers opportunities for adjustments. Instead of redoing an entire report to meet a particular need, we could choose specific fields of data after the report generated, or we could manipulate the report to show the results in different ways.”

“With DataBay's intuitive and powerful Navigate software, we were able to accurately quantify our growth and success in the lengthy application process for the Baldrige Award, but Navigate is a robust tool that won't just be used to achieve this distinction... We plan to utilize Navigate's comprehensive measurement tools both quarterly and annually to help us analyze our markets and develop environmental assessments to guide our strategic planning processes and set future goals.”

Throughout their years of tracking performance measurements with Navigate, Mercy has shown steady increases and growth in market share, profit margin and customer satisfaction. The Navigate software is designed to give users like Mercy Health System a channel for more effective business and network development; physician recruitment; retention and resource planning; financial and clinical benchmarking; and trend and market analysis.

Kathy Wynes
Manager, Planning and Market Research
Mercy Health System



The Outcome

In 2007, Mercy Health System was one of only five organizations from across the nation to be honored with the Malcolm Baldrige National Quality Award. On April 23, 2008, Mercy leaders were presented with the award by President George W. Bush and Secretary of Commerce Carlos Gutierrez in separate private ceremonies.

“Earning this award is not the end goal for us,” Wynes explains. “It is just the beginning of a process that will continue to propel our organization forward to achieve greater levels of performance excellence. We want to keep this momentum for years to come, in addition to sharing what we have learned to help others improve their organizations.”

“Baldrige winners demonstrate increased market share, greater customer satisfaction, improved employee relations and enhanced operating performance,” Wynes continues. “Thanks to the efforts of our employee partners, we have consistently seen growth and improvement in all of these areas. We now have the Baldrige criteria engrained in us and are still implementing processes to ensure that improvements continue into the future.”

“With DataBay’s intuitive and powerful Navigate software, we were able to accurately quantify our growth and success in the lengthy application process for the Baldrige Award, but Navigate is a robust tool that won’t just be used to achieve this distinction. DataBay makes it easier for us to get up-to-date data quickly and economically, and we plan to utilize Navigate’s comprehensive management tools both quarterly and annually to help us analyze our markets and develop environmental assessments to guide our strategic planning processes and set future goals.” Wynes concludes. “As we grow and improve, it’s great to know that DataBay’s responsive, knowledgeable staff is working to improve their products and offer valuable upgrades.”

The Partners

Mercy Health System

Founded in 1895, Mercy Health System is a not-for-profit, vertically integrated, multi-specialty health system that serves more than one million patients each year through its 64 facilities – including three hospitals – in 24 southern Wisconsin and northern Illinois communities. Its mission is to provide exceptional health care services resulting in healing in the broadest sense. Mercy Health System employs more than 4,000 people and provides services that span four core areas, including hospital-based services, clinic-based services, post-acute care and retail services, and insurance products. These four core service areas make up the comprehensive delivery system that makes Mercy unique in its ability to serve the full range of health care needs of its patients. Visit the web site at www.mercyhealthsystem.org.

DataBay Resources

DataBay Resources is a national leader in market analysis systems. Since 2000, DataBay has provided valuable, cutting-edge, customized health care market intelligence software, reporting services and analysis to improve the market and financial positions of hospitals, health systems and ambulatory surgery centers. DataBay’s Navigate software is a powerful data analysis system that converts data into solutions for strategic decision making. Navigate’s user-friendly format streamlines research and analysis while providing limitless reporting flexibility and opportunities for customization. Clients also benefit from the expertise of the DataBay Application Support Team, whose multiple years of experience with the software tools have prepared them to address issues with proficiency. For more information, visit the web site at www.databayresources.com.