

> Extending the Reach of the Enterprise: Collaboration and Authoring

How to Increase the Impact of Survey Research through
Collaboration and Automation

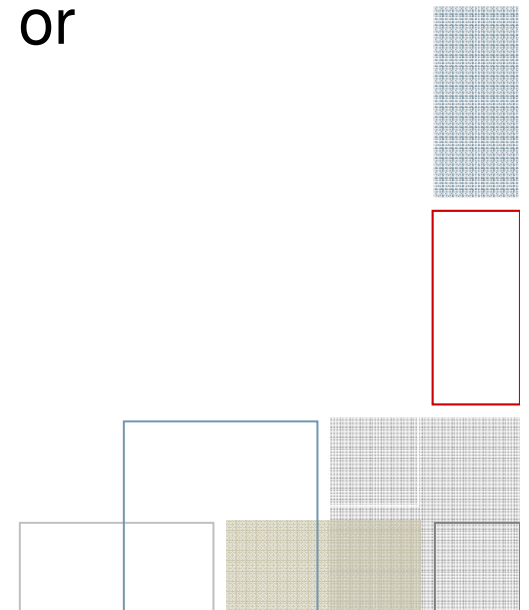
Jane Hendricks, Product Marketing



> Commonly Asked Questions

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1. Will I be able to get copies of the slides after the event?
2. Is this web seminar being taped so I or others can view it after the fact?



> Commonly Asked Questions

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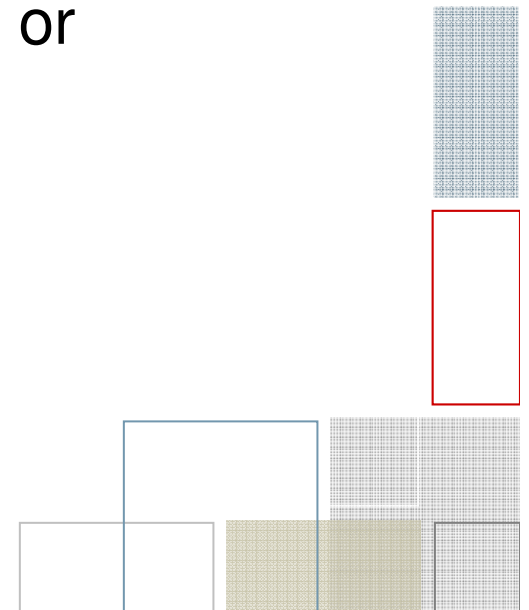
1. Will I be able to get copies of the slides after the event?

Yes

2. Is this web seminar being taped so I or others can view it after the fact?

Yes

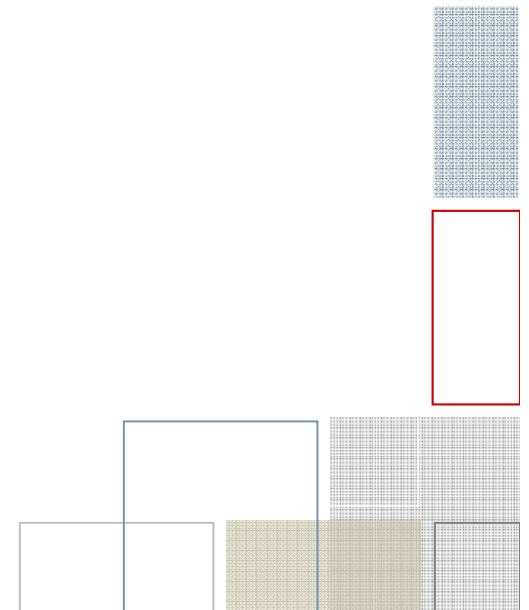
www.spss.com/events



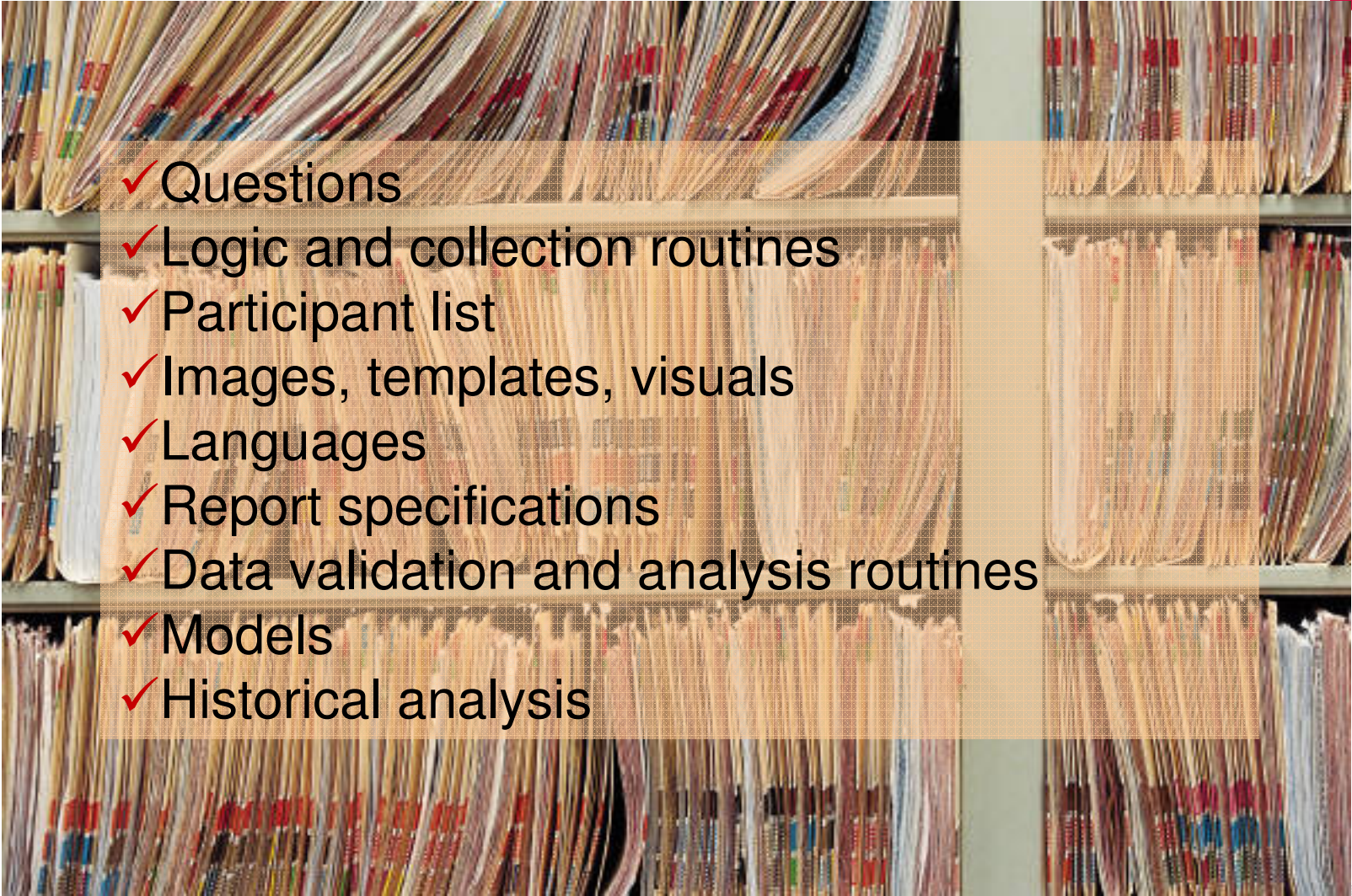
> Topics

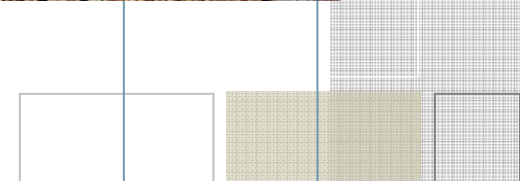
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- Research Bottlenecks and Silos
- PASW Collaboration and Deployment Services
- Demonstration
 - How an organization applied the platform to deliver results
- Questions and Answers
- Conclusions



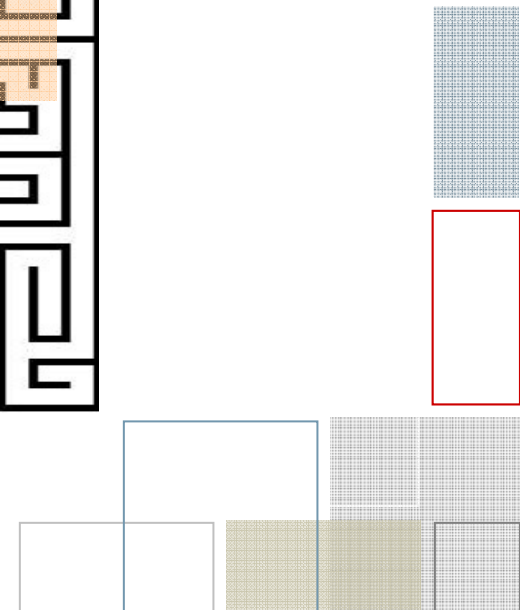
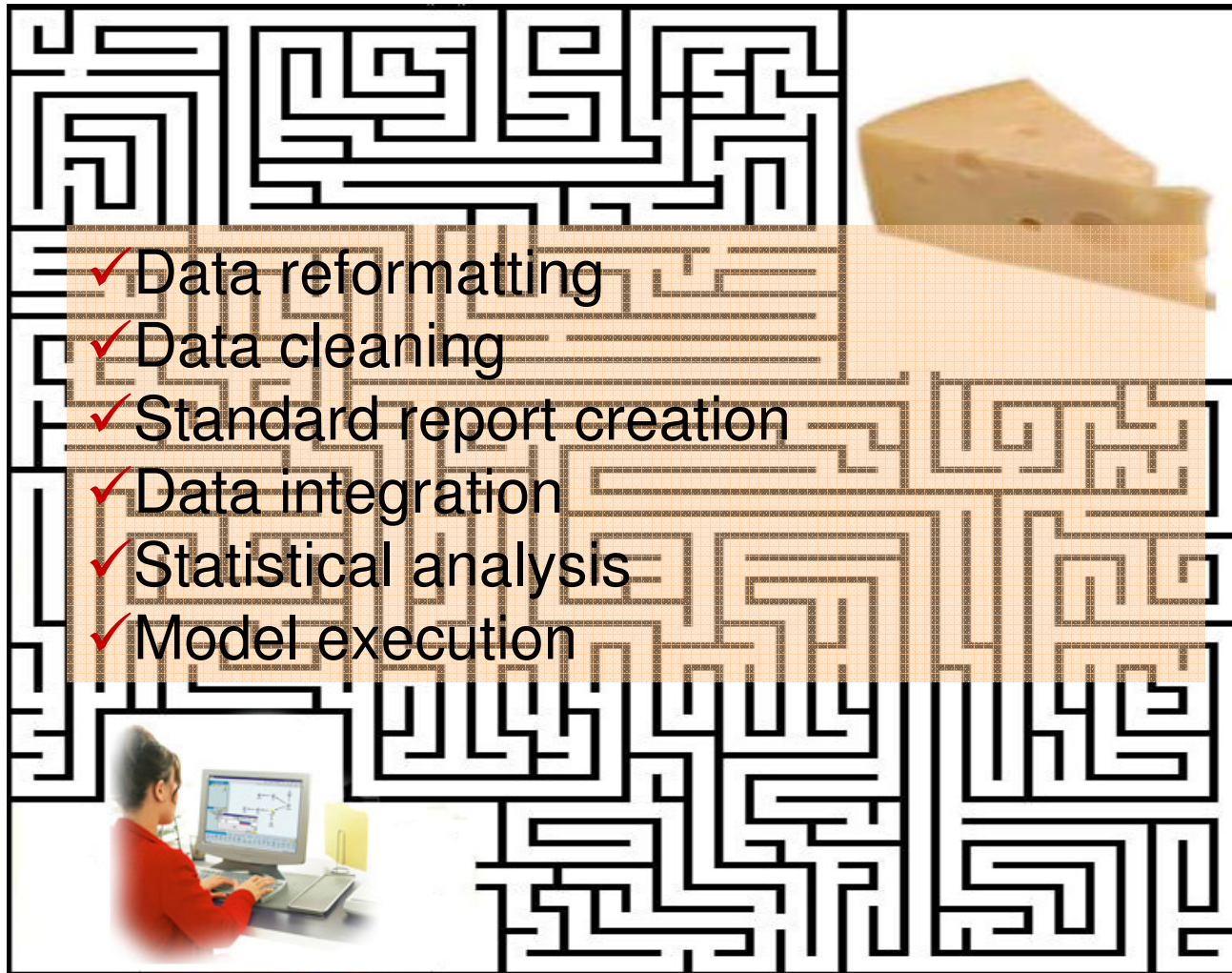
> Survey Assets

- 
- The background of the slide is a photograph of a file cabinet filled with numerous hanging folders. The folders are organized into rows and columns, with their colorful tabs visible. An orange semi-transparent rectangle is overlaid on the center of the image, containing a list of survey assets.
- ✓ Questions
 - ✓ Logic and collection routines
 - ✓ Participant list
 - ✓ Images, templates, visuals
 - ✓ Languages
 - ✓ Report specifications
 - ✓ Data validation and analysis routines
 - ✓ Models
 - ✓ Historical analysis

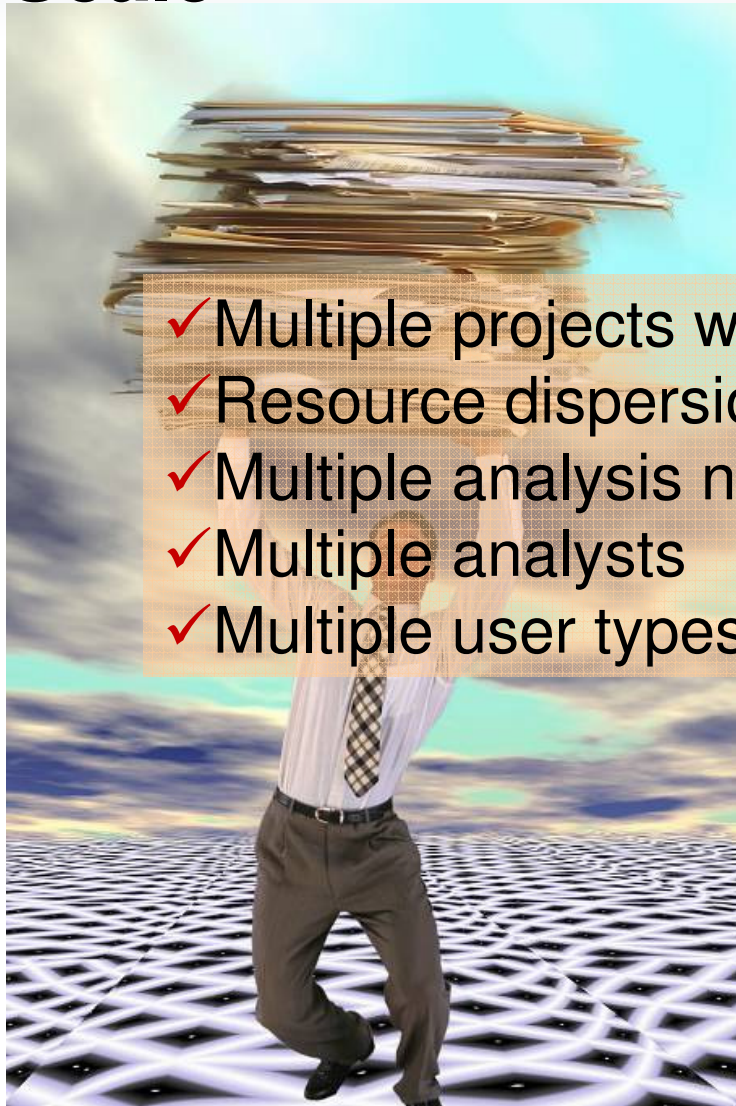


> Manual Tasks and Processes

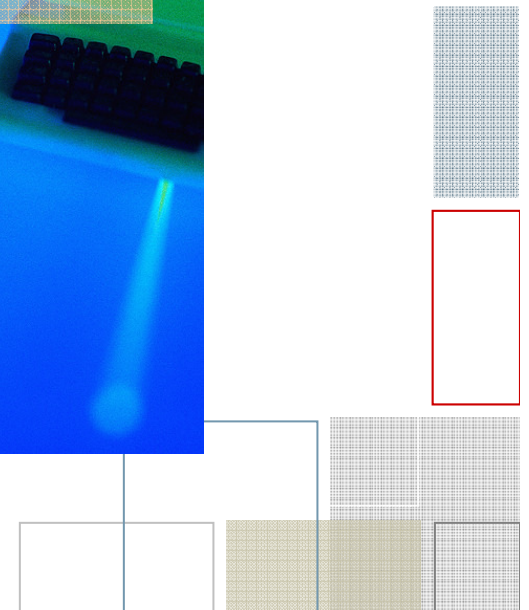
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> Scale



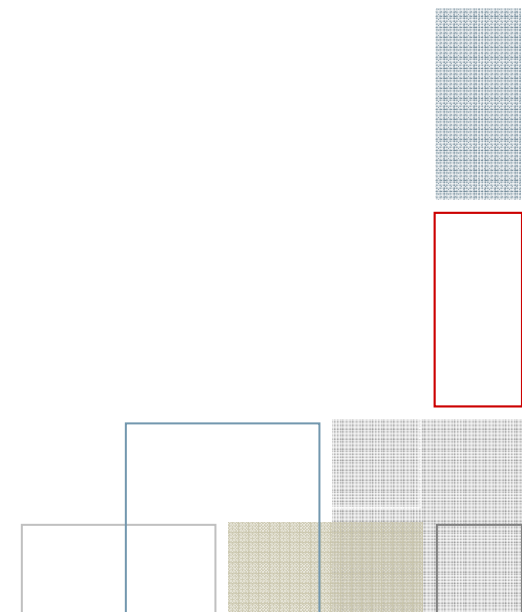
- ✓ Multiple projects with multiple data sets
- ✓ Resource dispersion
- ✓ Multiple analysis needs
- ✓ Multiple analysts
- ✓ Multiple user types



> What Data Collection 5.6 Affects



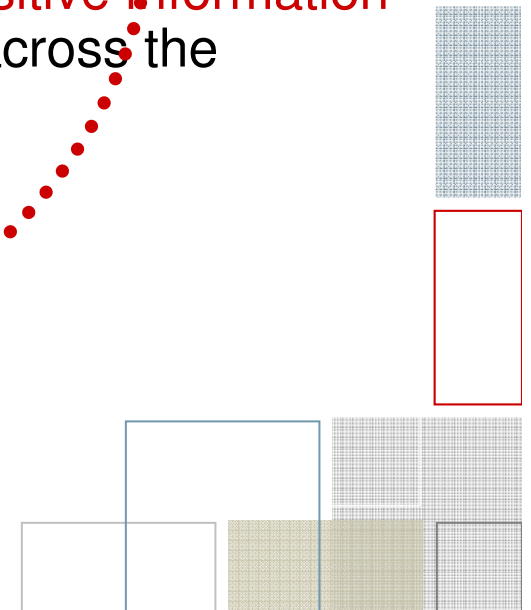
All Phases of Research Lifecycle



> Key Benefits

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- Take control of the entire research lifecycle and conduct both traditional and leading-edge survey research, faster
- Reach a global audience, gaining a breadth of understanding by collecting data in multiple ways efficiently.
- Consolidate your research efforts, securing sensitive information and increasing its impact by delivering results across the organization.



> PASW Collaboration and Deployment Services

Collaboration

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Managed environment for more effective analytical results



Share

- Business environments are more complex
- More people need to be involved
- Need to centralize and share analytical assets



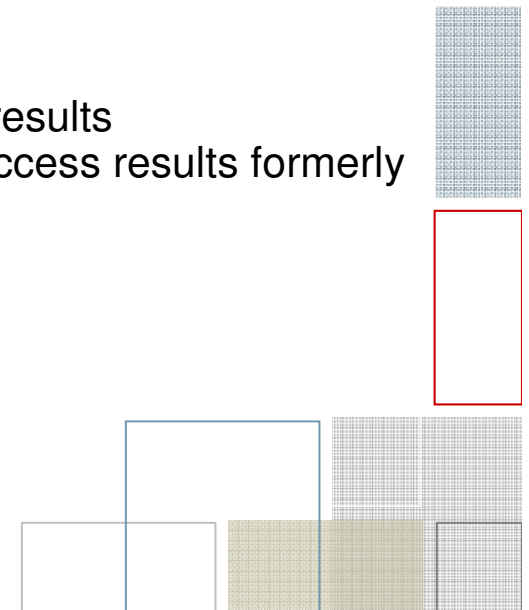
Protect

- Protection from loss of intellectual property
- Automatically tracking and auditing changes
- Corporate governance and regulatory requirements



Publish

- Easy for analysts to publish results
- Easy for business users to access results formerly reserved for analysts



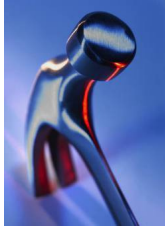
> PASW Collaboration and Deployment Services

Automation – Automation Service

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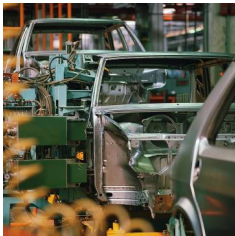
Bring control and discipline to analytic processes

Construct



- Complex jobs, different scenarios, multiple tools
- Analysts know what needs to be done
- Structured, documented processes

Operationalize

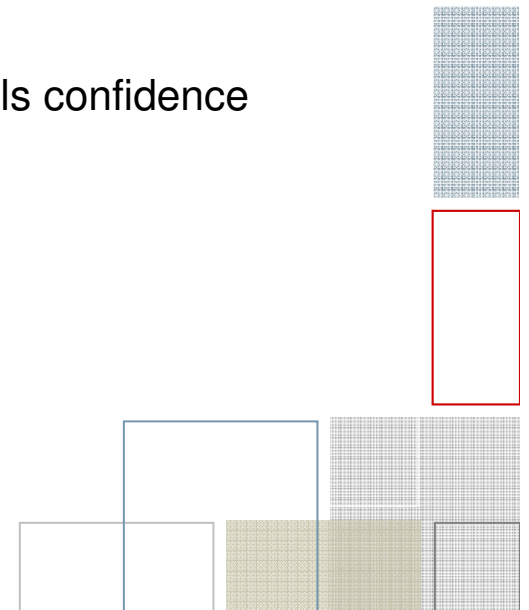


- Initiate at the right time
- Monitor results
- Integration with other processes

Govern



- Disciplined approach instills confidence
- Managed changes
- Audit ready



**> Demonstration:
How Collaboration and
Deployment Empowered A
Diverse Group of Individuals to
Deliver Results**



> The Characters

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Barbara

VP of Healthcare Management

- Know which hospital is meeting expectations
- Very pro-active and hands-on



Jean

Survey Specialist

- Write, execute and manage surveys
- Manages the project plan



Rod

Analysis Manager

- Deliver analysis results
- Provide content expertise



Sam

Analyst

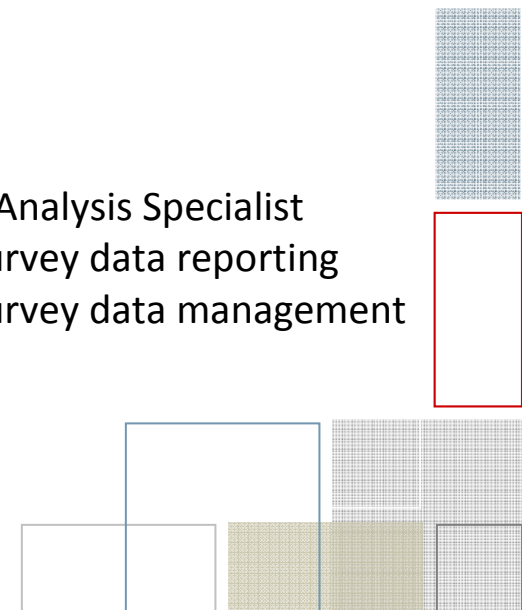
- Statistics expert
- Modeling expert



Jane

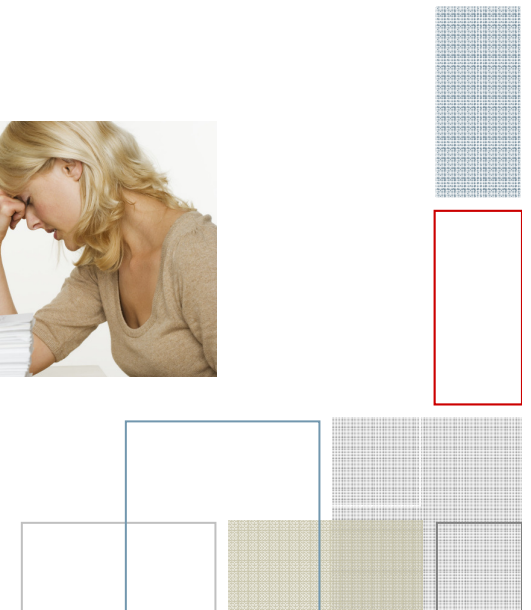
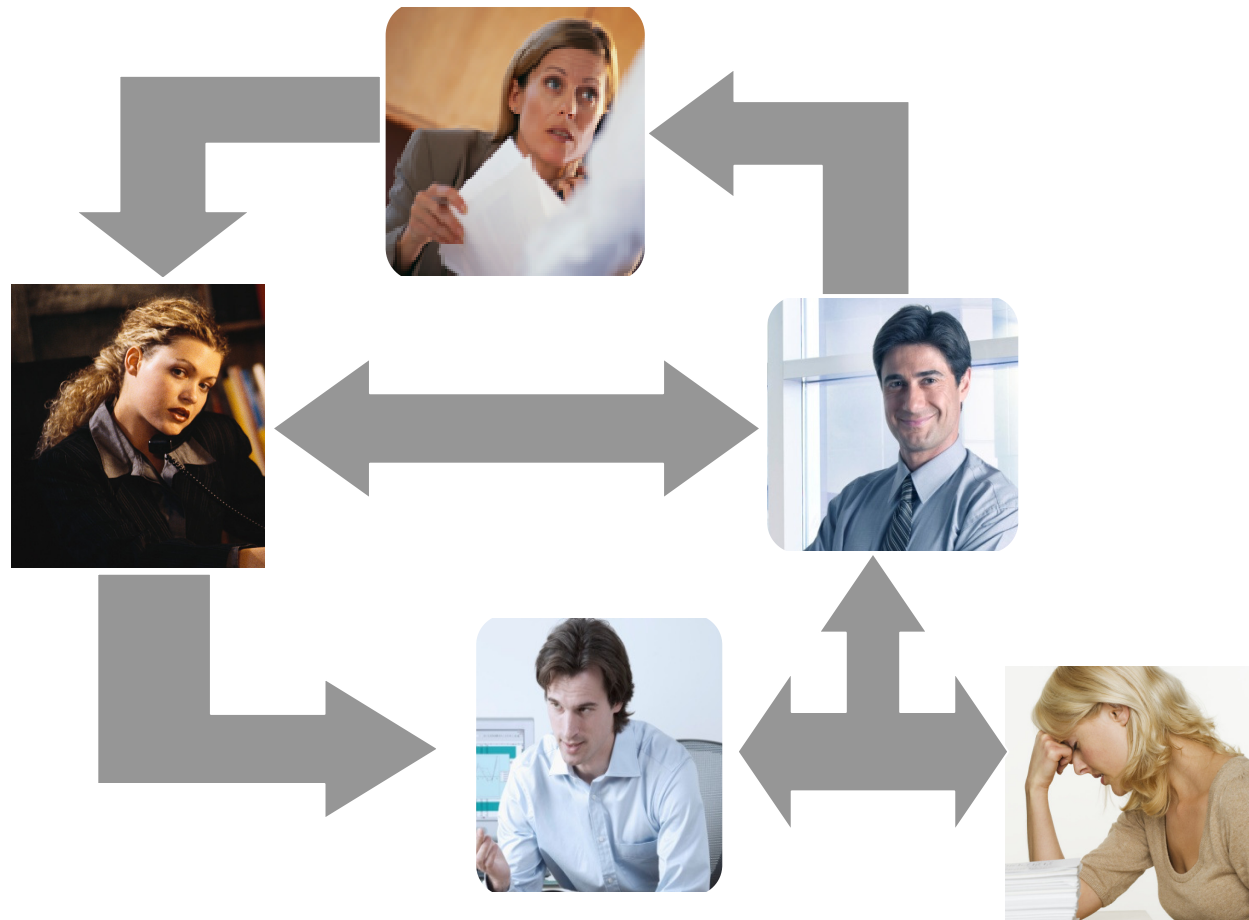
Survey Analysis Specialist

- Survey data reporting
- Survey data management



> The Characters

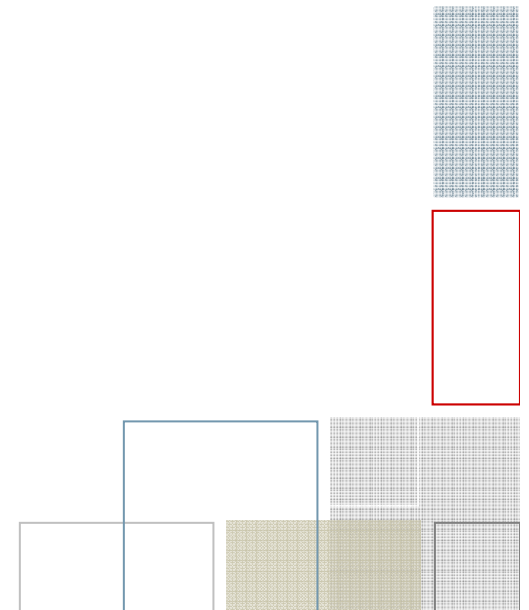
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> Barbara



- Needs to compare hospital satisfaction between Children's Memorial, Johns Hopkins and Cook County
- She wants to see results as well as have interactivity and test some hypotheses
- The survey needs to incorporate the latest government mandated metrics, which change at least twice a year.

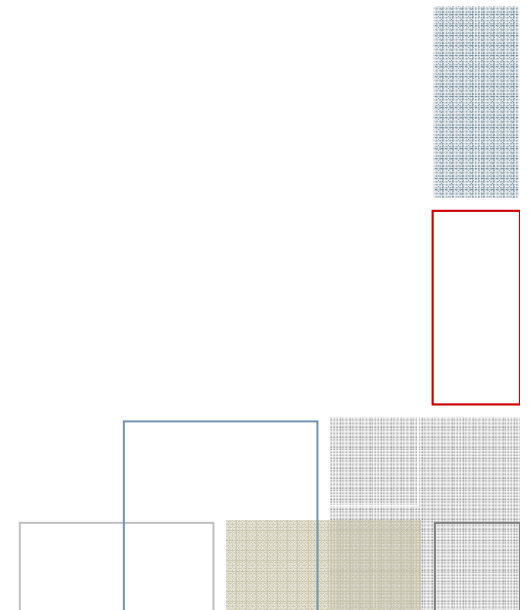


> Rod

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- Rod tracks the healthcare space and updates the standard metrics as soon as they are released.
- Rod is in charge of the patient database, provided by the customer.
- Rod is ultimately in charge of all the analysis that is performed.
- Rod uses PASW Data Collection Author to submit survey content standards.
- Rod uses BIRT for reporting.

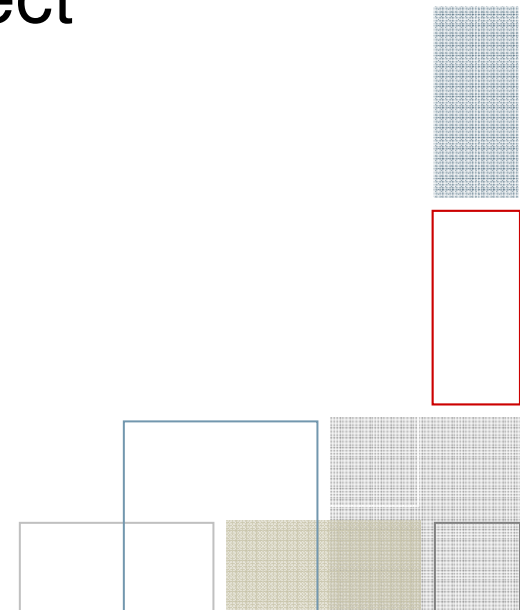


> Jean

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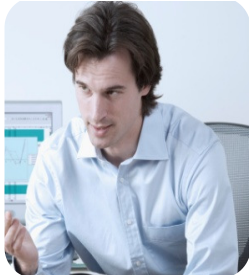


- Jean manages all survey aspects of a project.
- Jean creates and tests the survey.
- Jean prepares the project for fielding.
- Jean serves as a project coordinator.

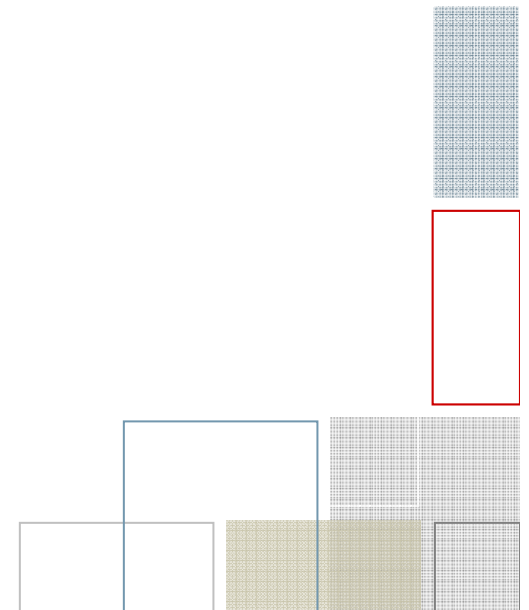


> Sam

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- Sam is a statistical and modeling expert.
- He uses data to build models and creates results.
- He does not focus on reporting, just the analytics.

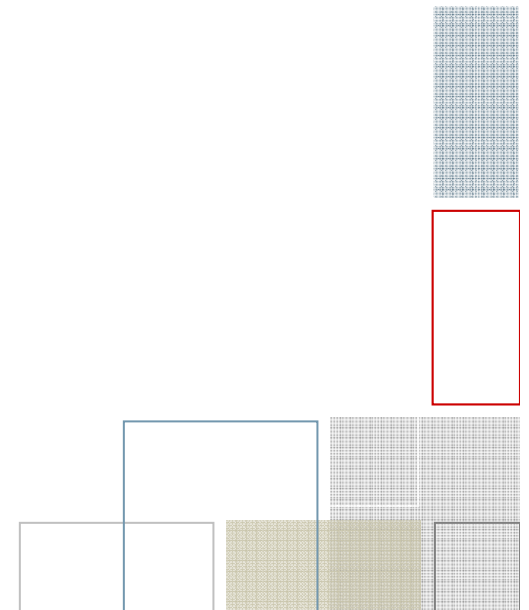


> Jane

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- Jane is a survey reporting expert, well versed in tabulation and reporting techniques.



> Rod Creates Standards

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HospitalAnalysisStandards - Author

File Edit View Insert Group Tools Help

Question English (United)

Times New Roman 3 (12 p)

Insert Question Insert Routing Item

Design Preview Question

Name: OverallSatisfactionStandard

Description:

Response	Key Code
Very good	
Good	
Neutral	
Poor	
Very poor	

Advanced...

Responses

Shared Lists Questions Shortcuts

- OverallSatisfactionStandard
- RatingList
- AttributeRatingList

Properties

> Jean Creates A Survey

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> Jane Creates Top Line Results

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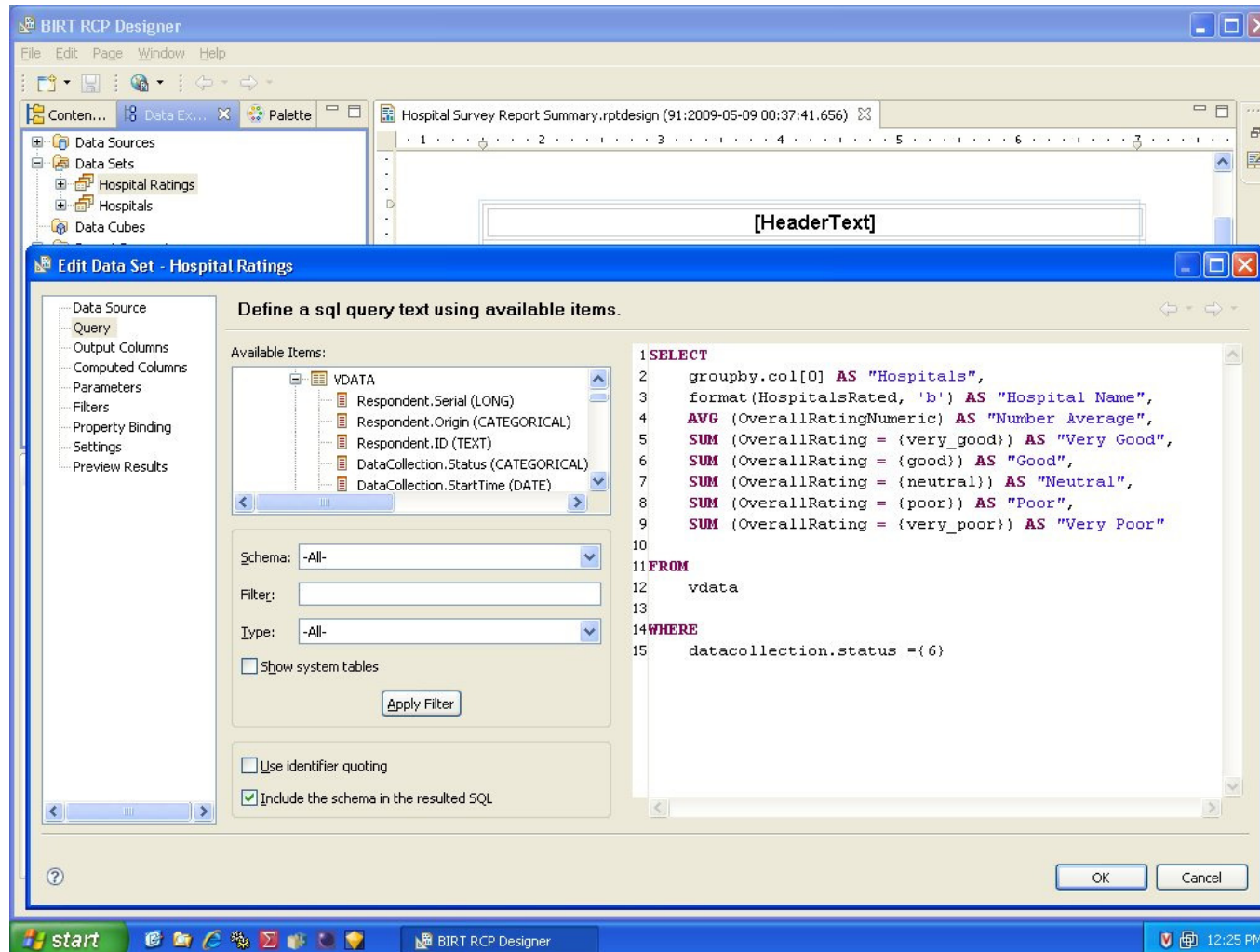
> Sam Deploys a Custom Correlation Application

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> Rod Adds Content to Portal

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> Rod Adds Content to Portal

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The screenshot displays the BIRT RCP Designer interface. The main workspace shows a report design titled "Hospital Satisfaction Survey". The design includes a header row, a table with columns for Doctor and Nurse ratings, and a footer row. The left sidebar shows the project structure, including Data Sources, Data Sets, Data Cubes, Report Parameters, and Report Parameters. The bottom pane shows the "General" properties of the report, including fields for Author, Created by, Path, Title, and Themes.

Hospital Satisfaction Survey

Header Row	Doctor Was	Nurse Was	Doctor	Nurse	Doctor	Nurse
[Hospital Name]						
[Rating]	[Doctor Was Court...]	[Nurse Was Courte...]	[Doctor Listened ...]	[Nurse Listened C...]	[Doctor Explained...]	[Nurse Explained ...]
Footer Row (Hospita						
Footer Row						

Property Editor - Report

General

Description:

Comments:

User Properties:

Named Expressions:

Resources:

Advanced:

Author:

Created by:

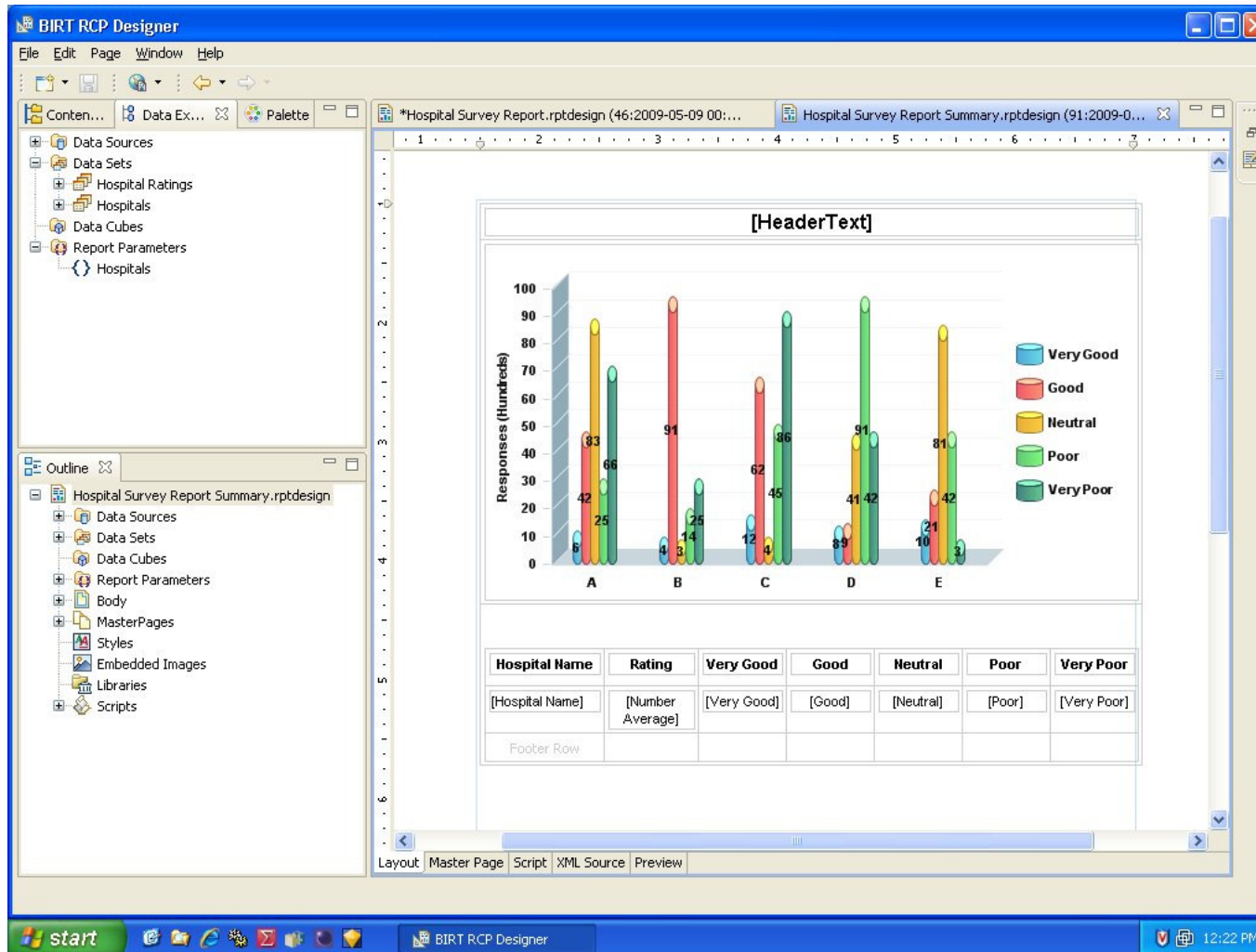
Path:

Title:

Themes:

> Rod Adds Content to Portal

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> Rod Adds Content to Portal

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The screenshot displays the BIRT RCP Designer interface. On the left, a 'Content' pane shows a tree structure with folders like 'Question Repository', 'Reports', 'Auditing', 'Samples', 'SAS', 'Scenarios', 'Scripts', 'Statistics', 'Streams', 'Submitted Jobs', and 'Resource Definitions'. The 'Samples' folder is selected. The main workspace shows a report design for 'Hospital Satisfaction Survey', created on 9 May 2009. The report includes a table with columns for response categories and six satisfaction metrics. The data is organized into three sections: Children's Memorial, Cook County, and Johns Hopkins. The bottom of the window shows a Windows taskbar with the 'start' button and a system clock indicating 12:24 PM.

	Doctor Was Courteous	Nurse Was Courteous	Doctor Listened Carefully	Nurse Listened Carefully	Doctor Explained Clearly	Nurse Explained Clearly
Children's Memorial						
Always	9.80%	23.53%	13.73%	29.41%	19.61%	21.57%
Most of the time	41.18%	13.73%	29.41%	15.69%	17.65%	19.61%
Sometimes	25.49%	15.69%	17.65%	7.84%	17.65%	17.65%
Hardly ever	7.84%	33.33%	23.53%	19.61%	17.65%	23.53%
Never	15.69%	13.73%	15.69%	27.45%	27.45%	17.65%
Cook County						
Always	28.57%	25.00%	17.86%	23.21%	28.57%	25.00%
Most of the time	21.43%	17.86%	23.21%	16.07%	10.71%	21.43%
Sometimes	16.07%	25.00%	19.64%	12.50%	10.71%	21.43%
Hardly ever	17.86%	14.29%	19.64%	14.29%	28.57%	12.50%
Never	16.07%	17.86%	19.64%	33.93%	21.43%	19.64%
Johns Hopkins						
Always	25.00%	27.08%	22.92%	27.08%	22.92%	22.92%
Most of the time	14.58%	22.92%	18.75%	22.92%	20.83%	35.42%
Sometimes	20.17%	22.92%	18.75%	17.50%	22.92%	10.42%

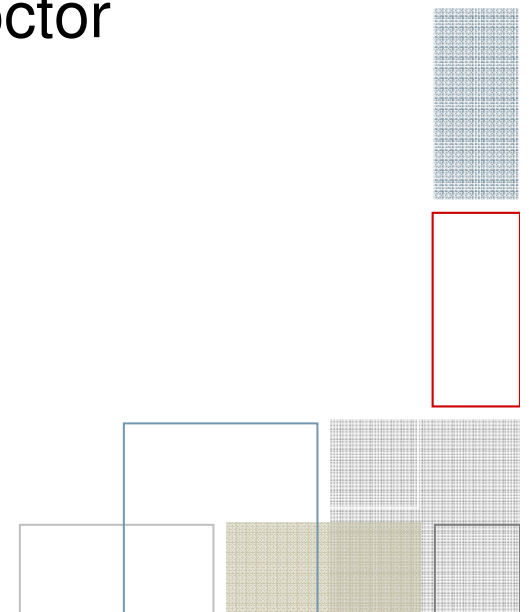
> Barbara Meets Business Need

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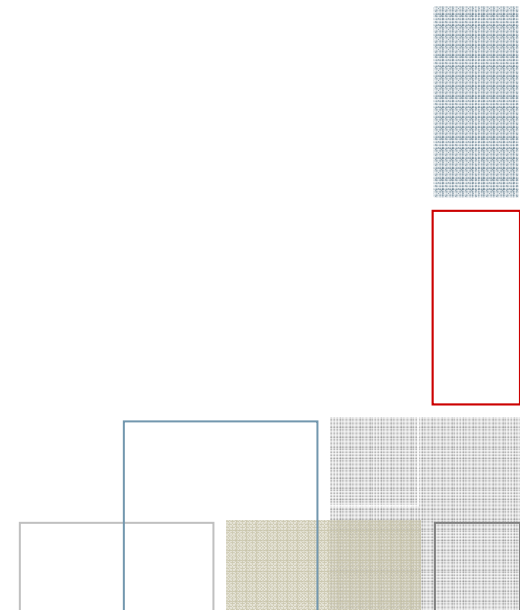
> Barbara's "AHA"

- Children's Memorial is the best hospital rated, overall
- Doctor's treat patients with respect more at Children's Hospital, than at others
- Being treated with courtesy and respect by doctors is the metric most highly correlated with overall satisfaction
- Interestingly, it is also highly correlated with how nurses are perceived, more so than other doctor metrics



> Next Steps

- She augments her presentation with select correlation results
- Barbara delivers the presentation to the hospital board
- She provides the dashboard view to the hospital board, without the correlation and the PowerPoint
 - (Rod helps her)
- The hospital board rewards Barbara with another hospital evaluation project

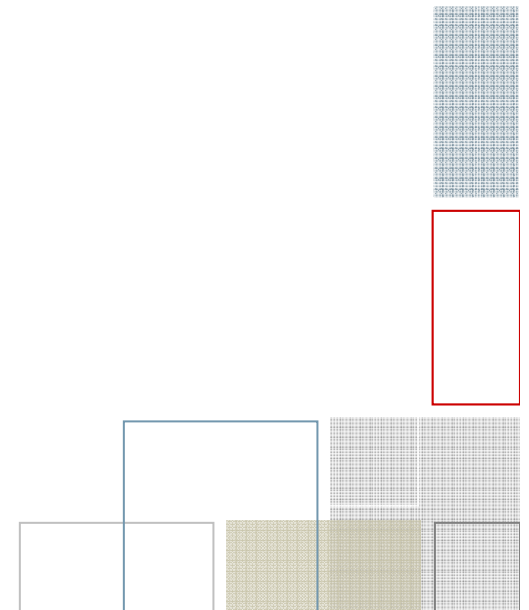


> What Our Customers Say

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“SPSS tools can do quite a bit, but the true power is to apply the right tool at the right problem to get maximum results”

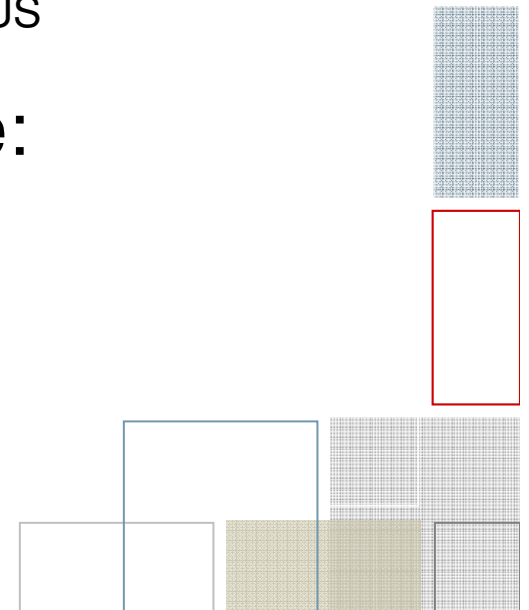
Larry Curd,
System Administrator
Gallup, Inc.



> Webinars In This Series

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- Extending the Reach of the Enterprise:
Increase the Visibility of Insight Across the Enterprise
 - http://www.spss.com/events/event.cfm?E_ID=3019&Country=US
- Extending the Reach of the Enterprise: Your Data in Safe Hands
 - http://www.spss.com/events/event.cfm?E_ID=3020&Country=US
- Extending the Reach of the Enterprise: Collaboration and Authoring
 - Today



> Questions and Answers



> Today's Presenters

The SPSS logo, consisting of the letters "SPSS" in a white, bold, sans-serif font, is positioned in the top right corner of the slide. It is set against a solid red square background.

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