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Your Guide Forward

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CHEST: How A Single Tableau License Transformed An Association Into A Data-Driven Organization

> *"ICIMO was the onramp onto the highway of self-service analytics using the Tableau platform."*
> - COLE GROVER, DATA GOVERNANCE MANAGER

The American College of Chest Physicians (CHEST) is a global leader in advancing best patient outcomes through innovative chest medicine education, clinical research, and team-based care. With more than 19,000 members representing 100+ countries around the world, CHEST connects health-care professionals to the latest clinical research and evidence-based guidelines through the CHEST Journal while also serving as a total education resource for clinicians through year-round meetings, books, mobile apps, and live courses in pulmonary, critical care, and sleep medicine.

To enhance and strengthen the medical association's long-term position, the association created a strategic plan supporting a multiyear overarching vision. By leveraging their brand, technology, clinical expertise, and data they will champion the prevention, diagnosis, and treatment of chest disease through providing innovative education and advancing best patient outcomes. To maintain this vision, CHEST began to research data visualization tools that would enable them to further explore and build upon their mission. One Tableau desktop license was purchased to begin the process.

As Data Governance Manager, Cole Grover is responsible for utilizing the association's data to measure the progress of the Association.

As the CHEST association's overarching vision continued to be rolled out, Mr. Grover and his team were tasked with tracking and communicating registration trends to live events and courses to understand which customers and members were registering for their courses and to better plan for the future. Leveraging one Tableau desktop license, CHEST partnered with Icimo Analytics, a Tableau Gold Partner, to create an event dashboard to distribute through email and Tableau Reader.

In January 2020 Icimo was acquired by Cherry Bekaert.

With key insights into customer segments, registration behavior, and historical trends shared throughout the organization, Mr. Grover and the executive team experienced first-hand the power of data and the sheer potential of further leveraging and sharing their data.

Realizing the importance of maintaining momentum in their analytics journey, CHEST purchased Tableau Server. Continuing to partner with Icimo Analytics, the team identified critical data sources and further developed dashboards that would evaluate progress on faculty selections, customer and product engagements and comprehensive organizational goals. The organizational goals dashboard was featured in the main gathering rooms of the association for employees to explore and interact with to determine progress with goals. Having a single point of contact not only virtually on Tableau Server, but physically on an interactive TV, allowed staff to easily share a common understanding of the businesses main goals and progress towards reaching them. Each goal had a sub-dashboard that went into further detail to allow deeper analysis into the different business areas and their associated data sources.

As CHEST continued to rely on and share interactive dashboards association-wide, Mr. Grover leveraged several years of mentorship and skills training with the Icimo Analytics data analyst team to spearhead teaching 34 business users how to use Tableau Desktop. At the charge of CHEST's new Chief Executive Officer, CHEST's analytics team was tasked with taking the template of the core organizational goals dashboard and creating new dashboards to track the CEO's goals for staff over the fiscal year to monitor additional strategic objectives surrounding product innovation and growth.

To date 34 CHEST full time employees have been trained on Tableau Desktop with twenty-three active licenses and 140 Tableau users. All staff are familiar with how to leverage Tableau Server, and CHEST continues to make daily progress on their mission to be a data-driven organization.

> *"ICIMO bootstrapped CHEST with a team of experts and a technological roadmap to implement, grow, and sustain a culture of self-service analytics."*
> - COLE GROVER, DATA GOVERNANCE MANAGER

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