2022

STRONGER

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People Analytics: Bring Your People Data to Life

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Duke University Health System, Durham, NC

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Learning Objectives

- Identify the key stakeholders, relevant data and priority workstreams necessary for an organization to start building out a people analytics platform.
- Explain the best practices and methods needed to develop a successful people analytics platform that empowers leaders to make effective and well-informed workforce decisions.

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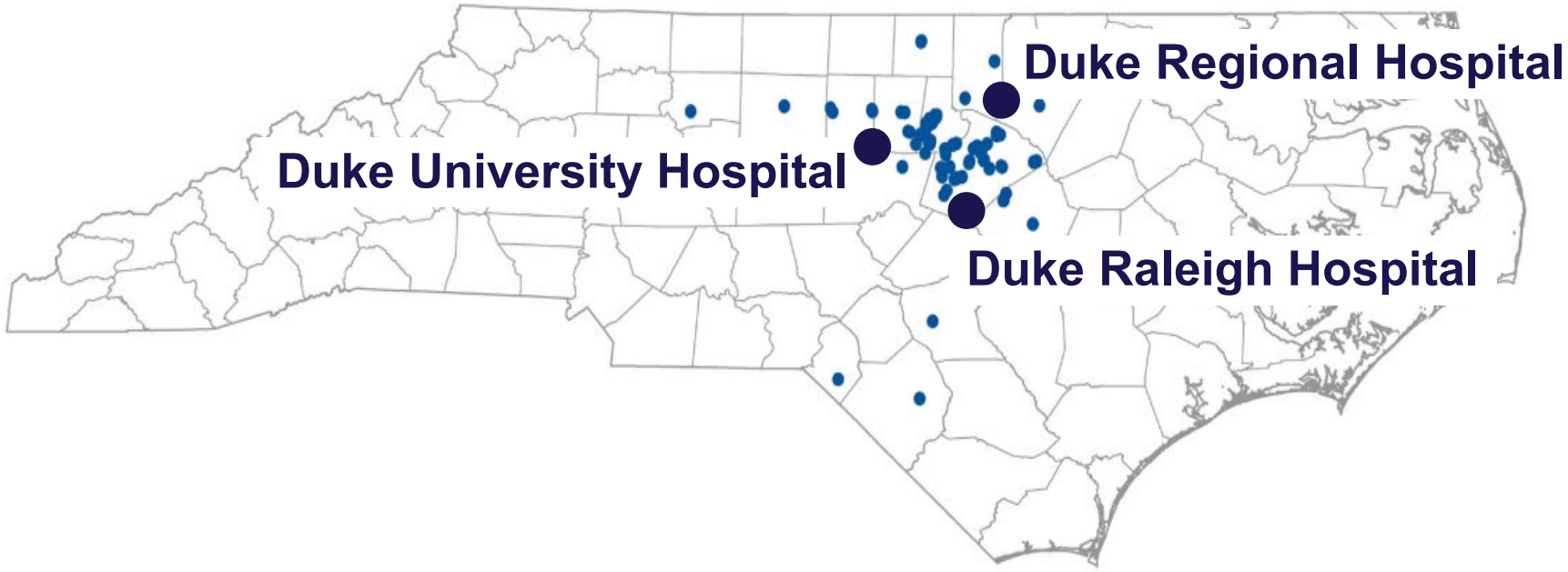
Who is Duke Health?

22,000+
Team Members

66,000
Inpatient Discharges

2.2 million
Outpatient Encounters



It’s About the People

Photos received from Duke’s Asset Management System, Imagery - Brand Guide (duke.edu). Accessed 29 Jul. 2022.

Challenges

Improvement decisions were not data-driven
Hard to get HR data
No single source of truth
No trust in data
Leader Frustration

A Multidisciplinary Team

DukeHealth | Performance Services

Team Lead
(Workforce Analytics)

Management Engineer
(Workforce Analytics)

Management Engineer
(Staffing Optimization)

Duke Human Resources

Chief Human Resources Officer
(Duke Health System)

Director of People Analytics
(Duke Health System)

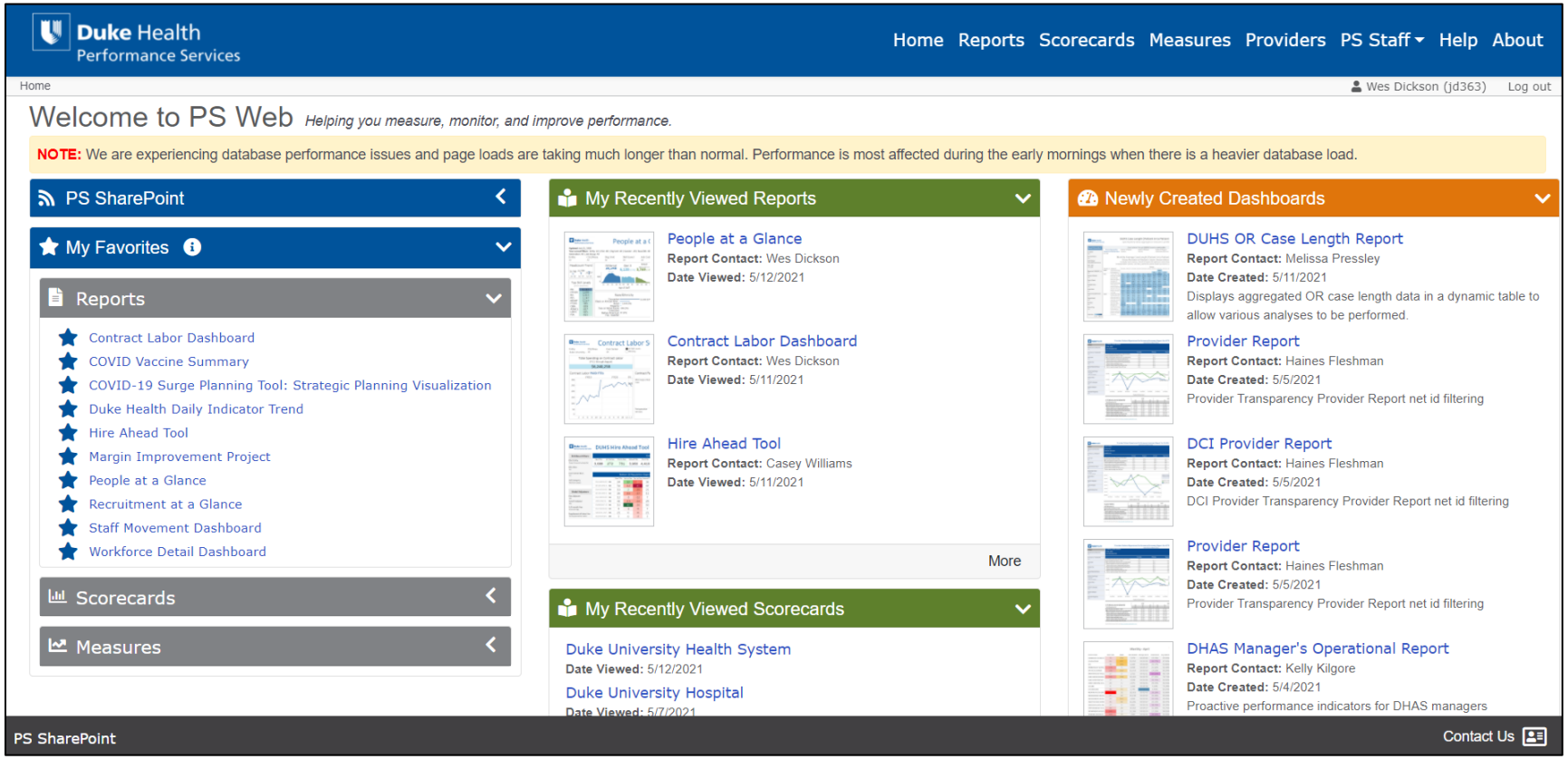
Determining Needs

Centralized Access to Data

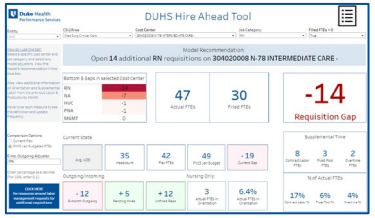
Performance Services has a secure Duke Intranet website

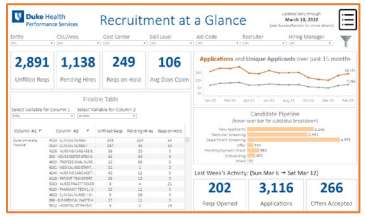
Self-service analytics for HR, recruitment, operations leaders, and clinicians

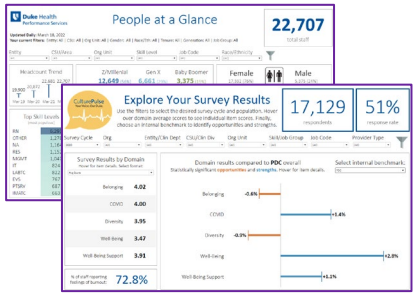
600+ dashboards created

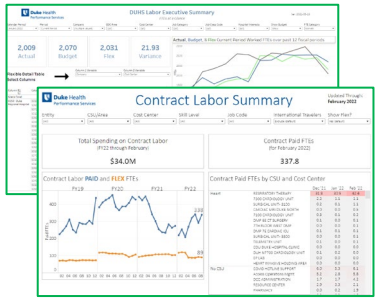


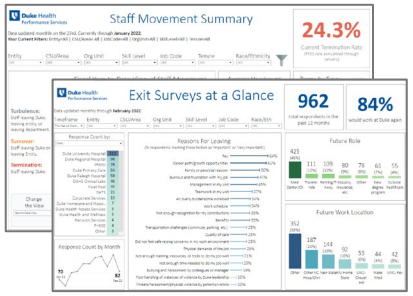
Platform Overview











Labor Planning and Budgeting

Recruitment and Hiring

Our People

Our Culture

FTE and Labor Expense

Turnover and Retention

Hire Ahead Tool

Recruitment at a Glance

People at a Glance

CulturePulse Dashboard

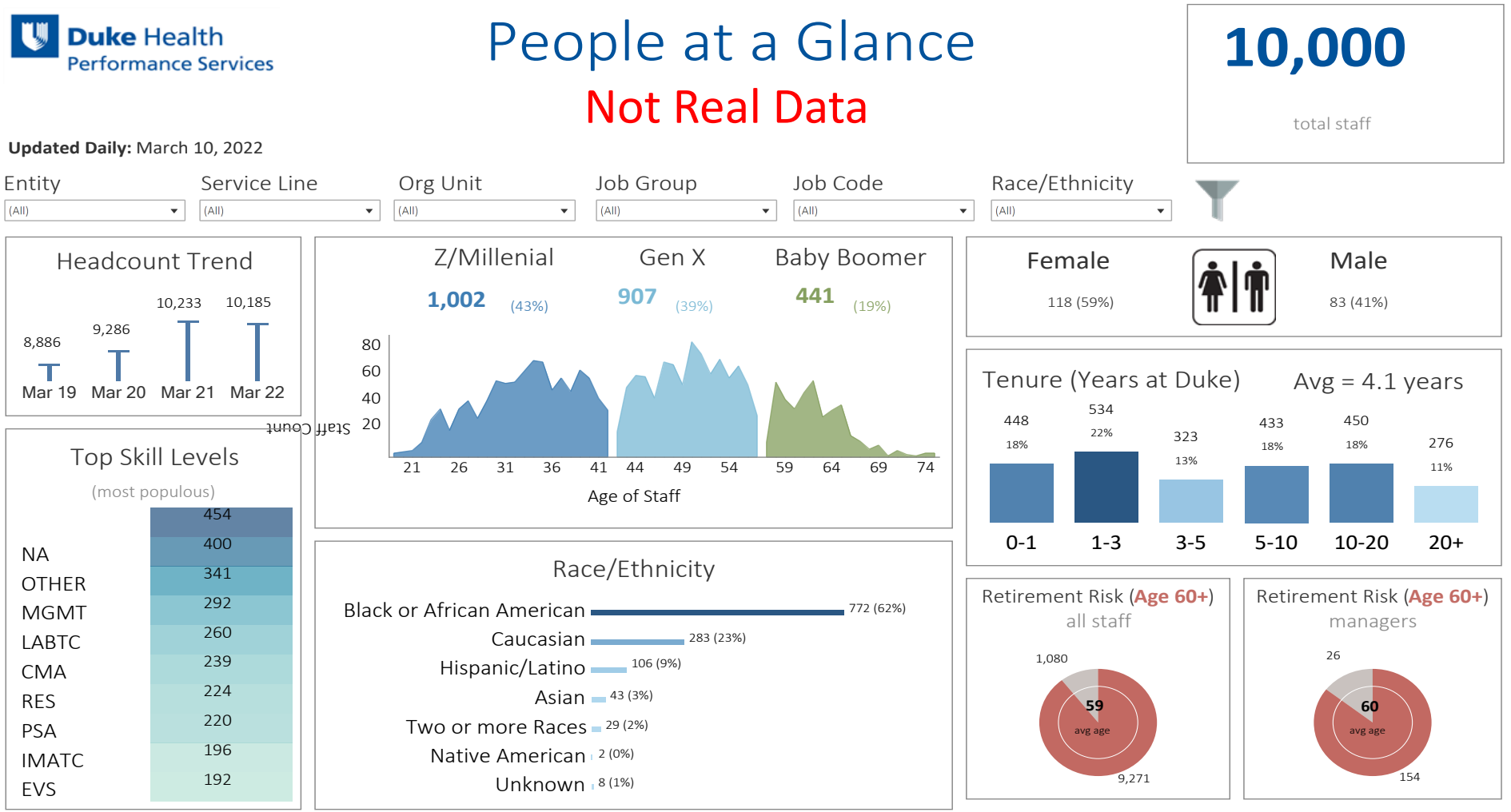
Contract Labor Summary

Labor & Productivity

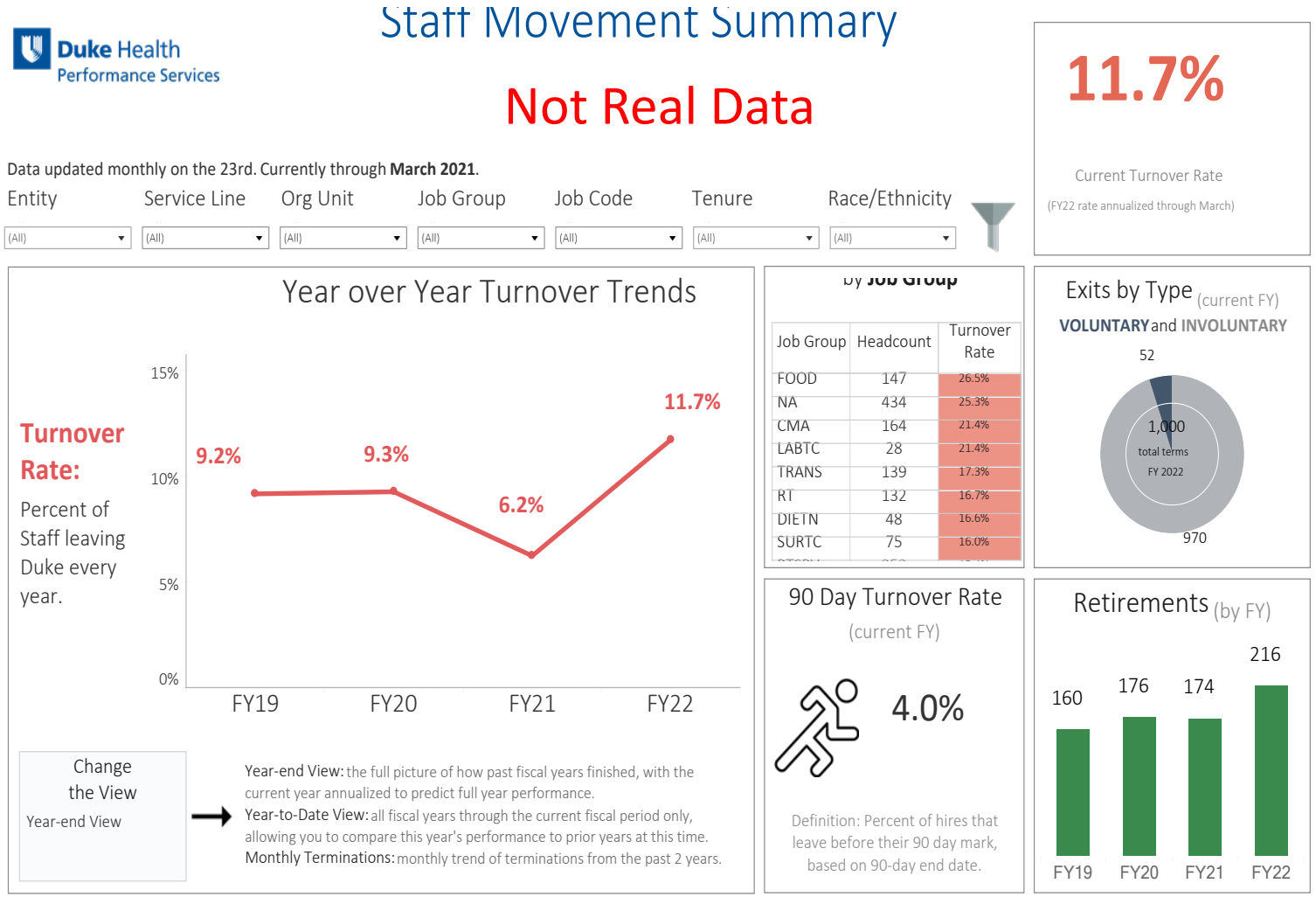
Staff Movement Dashboard

Exit Surveys at a Glance

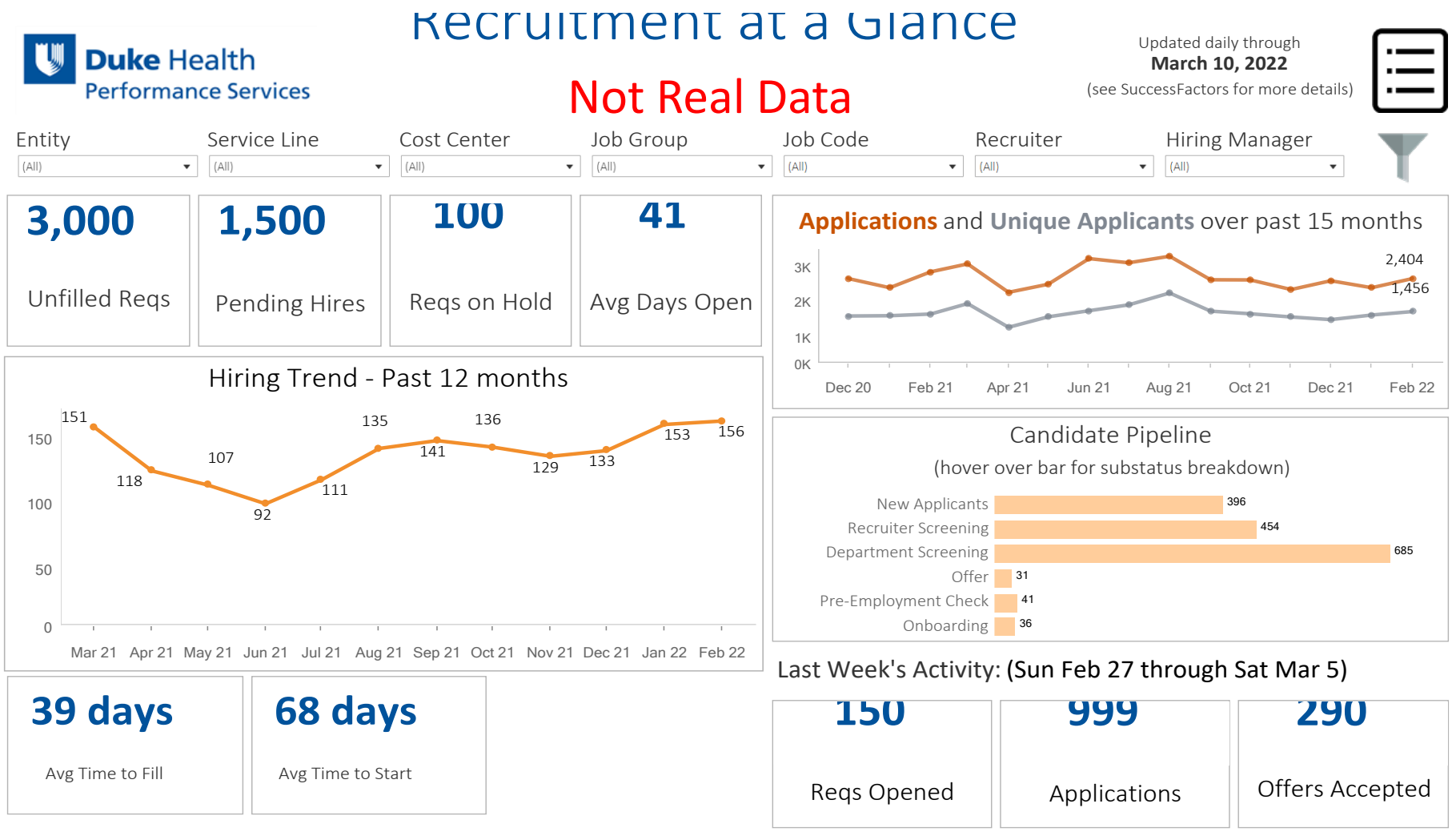
People at a Glance



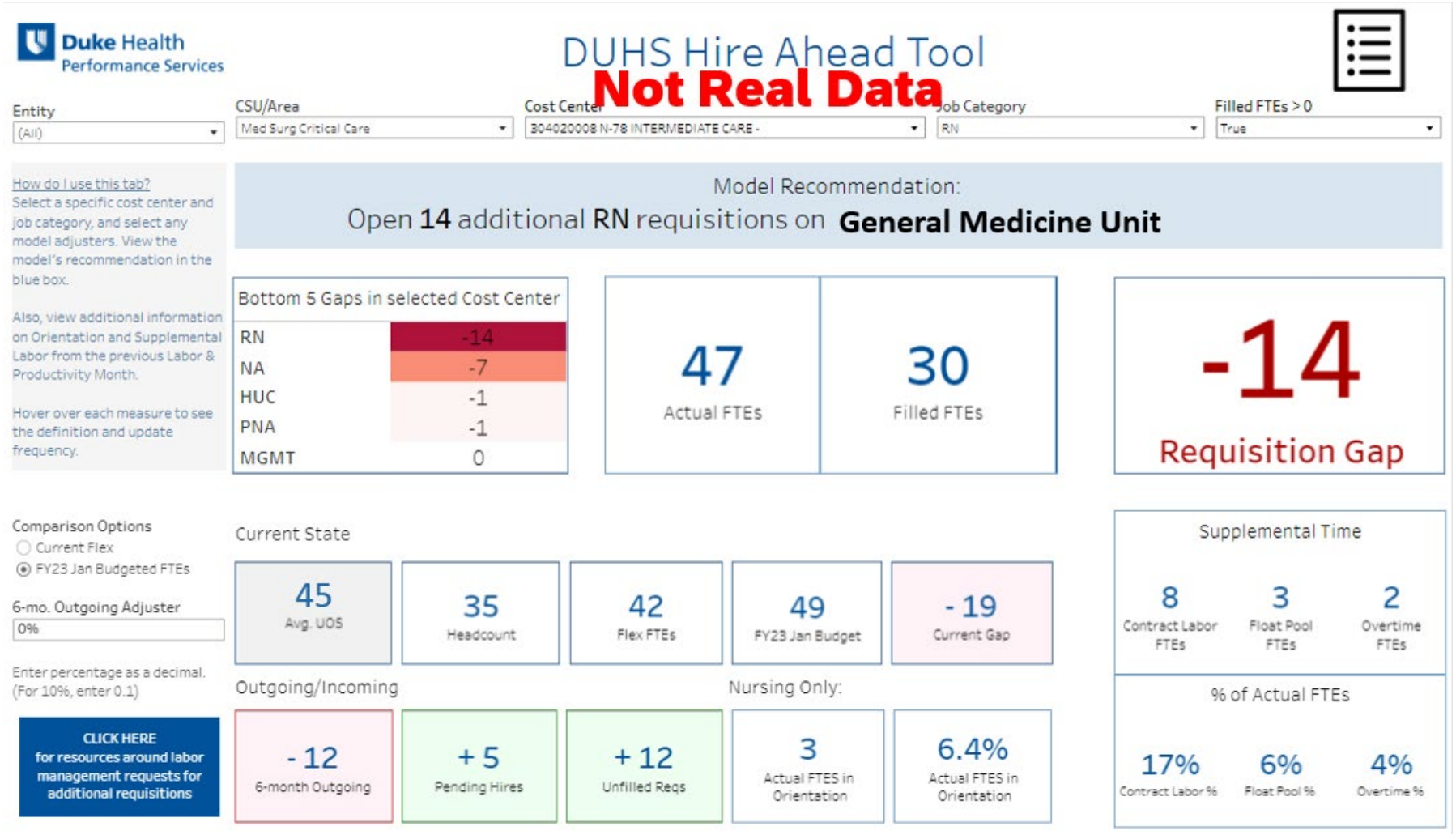
Staff Movement Dashboard



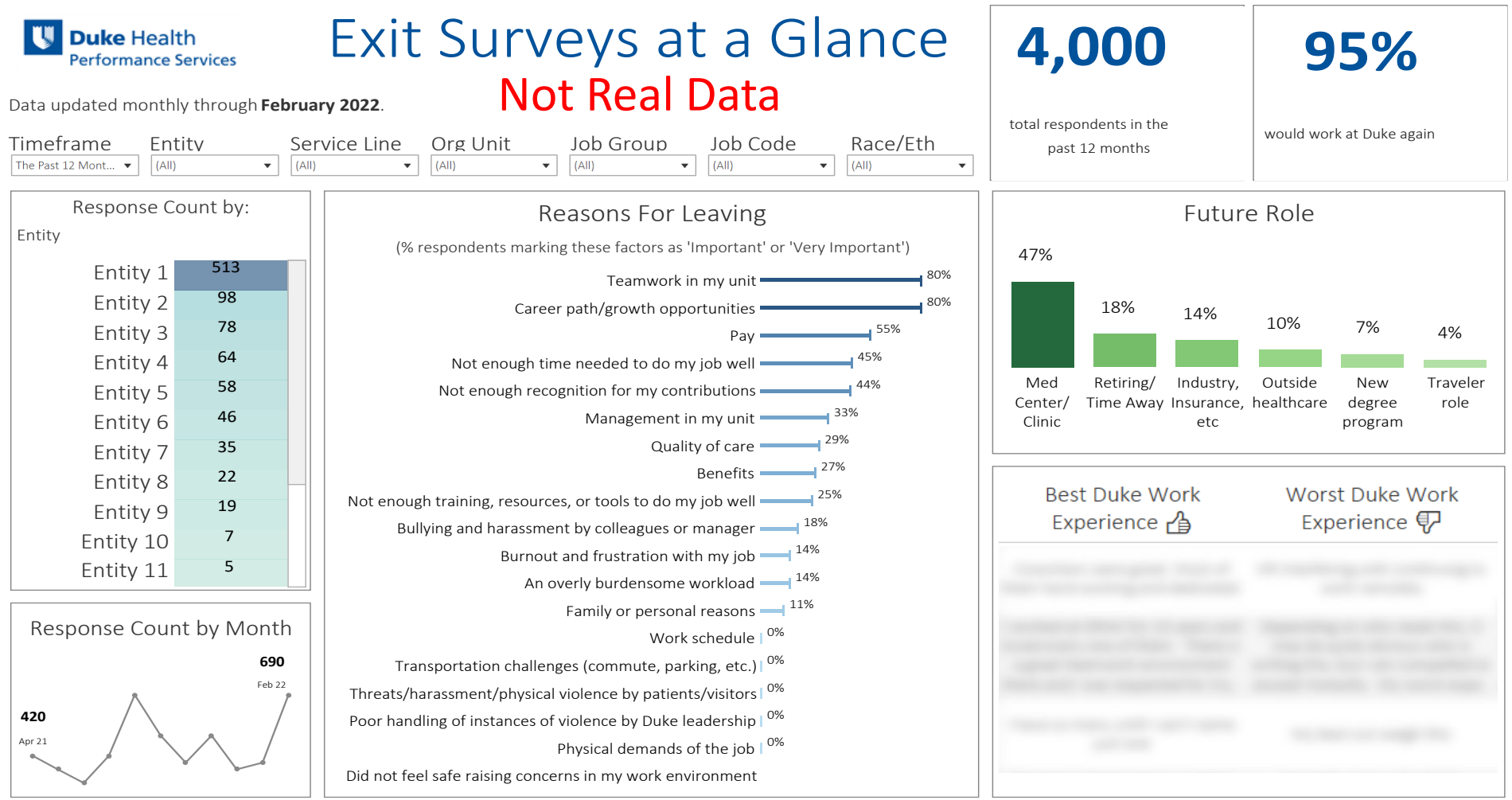
Recruitment at a Glance



Hire Ahead Tool



Exit Surveys at a Glance

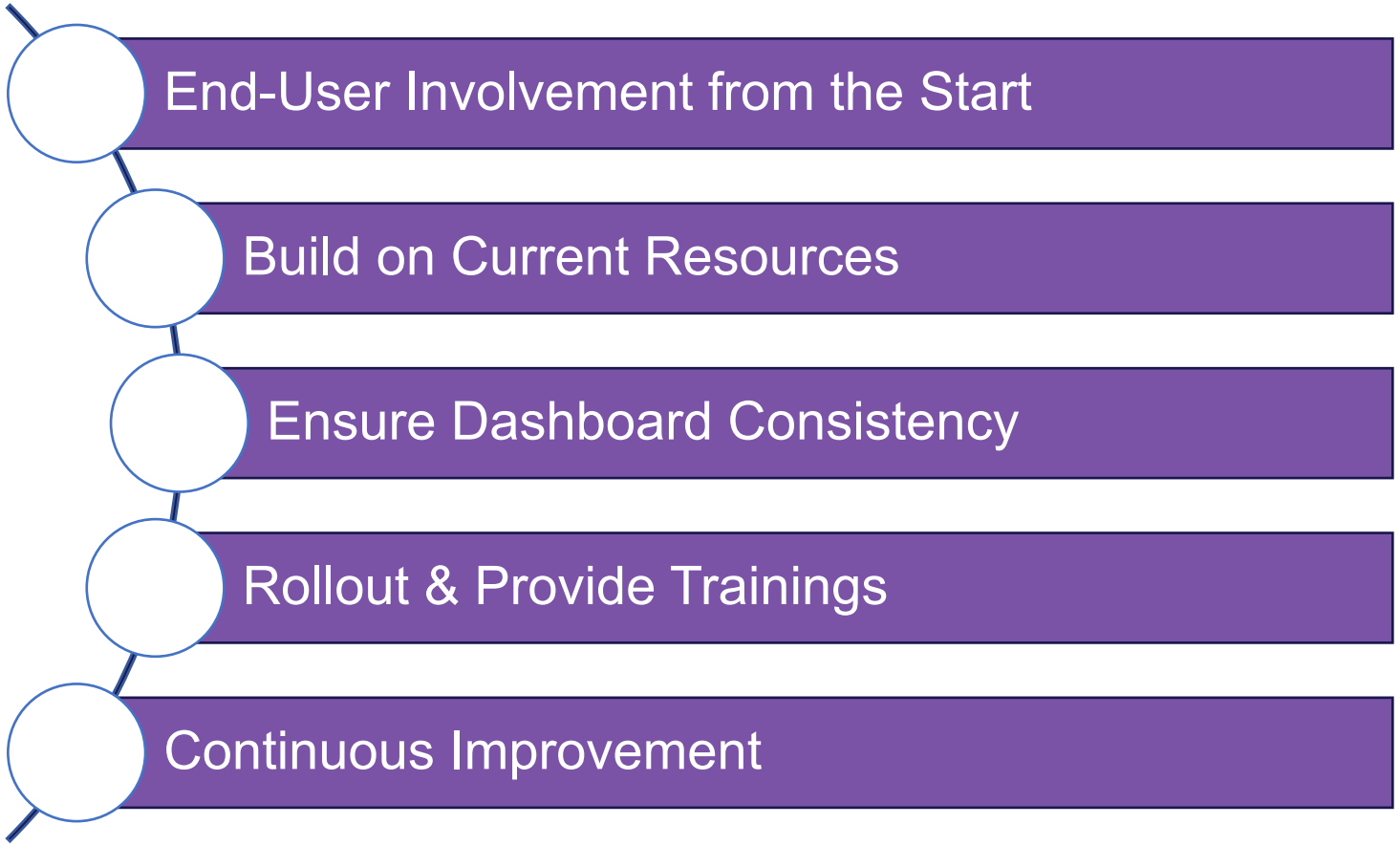


Outcomes

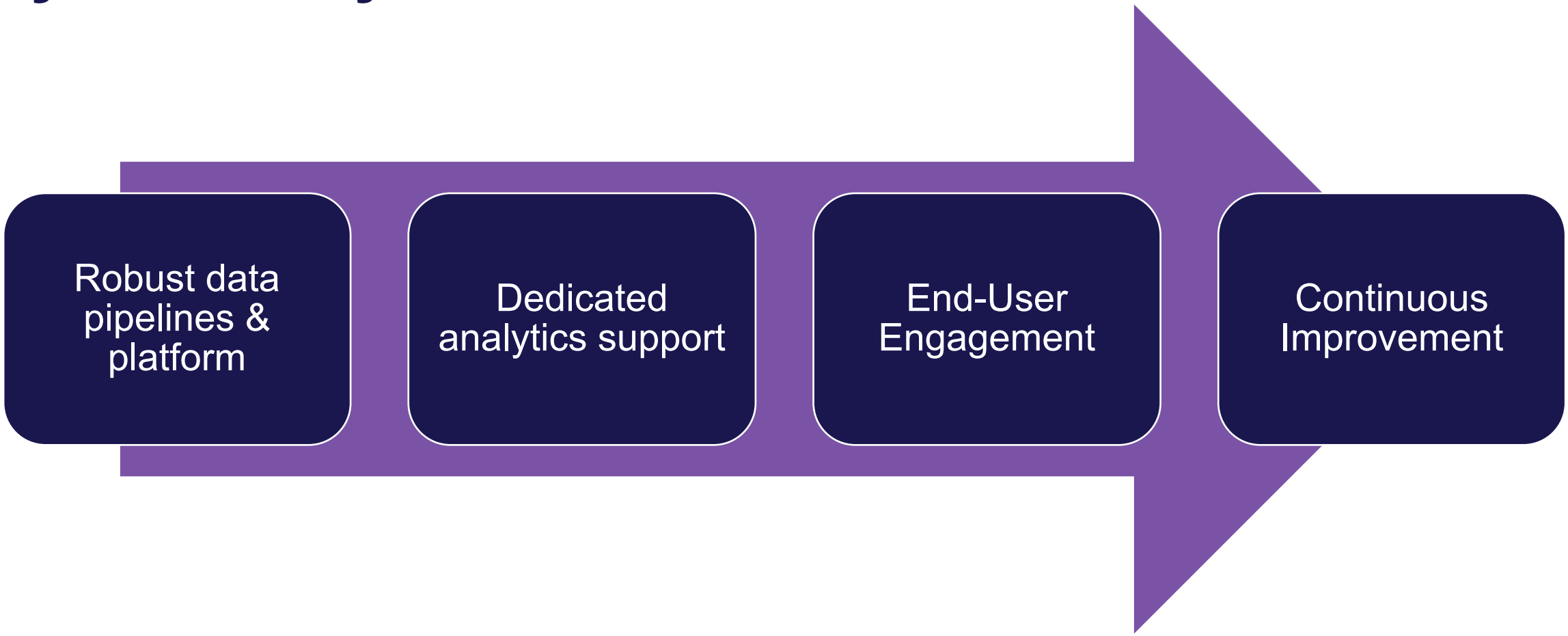
24,000 dashboard views since 2021 (2,750 in June 2022)

Key Hospital Initiatives	Measure of Success
RN Retention	Increased RN Salary; Additional Sign-On Bonuses
Contract Labor Reduction	Reduced Contract Labor by 38% in 2021
Talent Acquisition Process Improvement	Decrease Time-to-Fill and Time-to-Start across Recruitment

Lessons Learned



Key Takeaways



Questions?

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