

# Uncovering Insights through Data

## Ideation Session Overview

We have found strong success getting clients to kickstart their enterprise ML journey using a cross-functional Ideation Session. The objective of an Ideation Session is as follows:

- Establish a **common understanding of the value of ML and AI**, and present industry and other common examples of value delivered through ML
- Capture a **broad array of ML ideas specific to your organization**, while using Pariveda's experience in ML & healthcare as an input
- Identify the **subset of relevant use cases that have high impact and enterprise value** based on specific criteria
- Develop the **enterprise alignment across Business Units and IT** to ensure the use cases focus on data driven improvements that will be operationalized

### WHAT WILL YOU LEARN?

- What high-value decisions does your organization make that ML-based predictions can help with?
- What existing data sources are available to support models? Can AI encode unstructured data sources to enable new applications?
- How complex will the ML model development be for each idea?

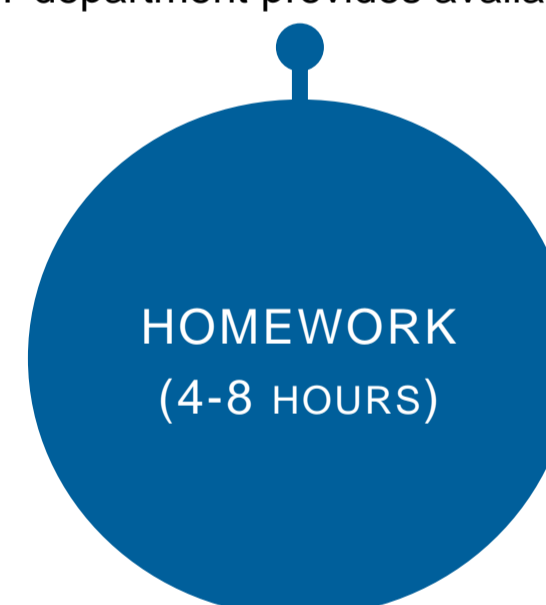
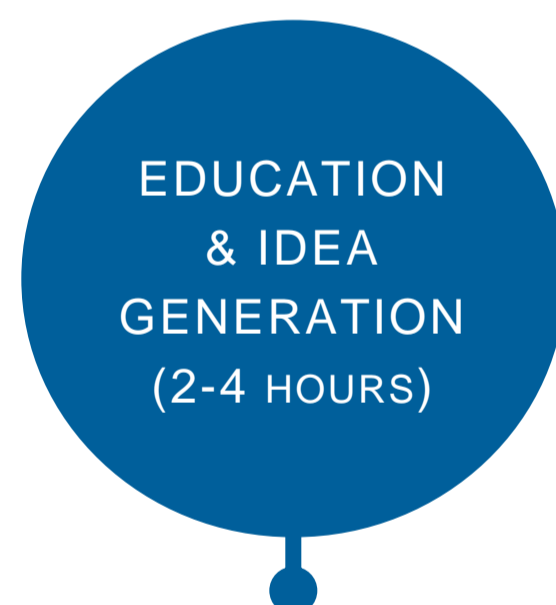
### WHAT WILL YOU GET?

- Prioritized concept cards capturing high-value changes that can be enabled by Machine Learning to tell the story you want to tell
- 1-2 focused ML use cases that your IT department and Business leadership agree are impactful

### WORKSHOP COMPONENTS

- Define a clear vision of the business value of Data/ML at your organization
- Identify the right audience participants across your organization's business units and IT who are empowered to make decisions on priorities
- Set expectations with key stakeholders on the outcomes of the workshop.

- Build out base Concept Cards for the prioritization exercise
- Augment with the business and customer value points as well as the organizational change required.
- Assign a business value and technical complexity for each Card.
- Your IT department provides available data for building the models and data accessibility.



- Start with an initial set of healthcare and general ML/Data use cases
- Generate a long list of ML ideas through a facilitated brainstorming session.
- Assign information capture as homework (data sources, business value statement, complexity of analytics, organizational changes required, etc.) to help prioritize.
- Open dialogue what sources of data are available from your organization

- Leverage Concept Card approach to assess ideas, business value, customer value, features, etc.
- Prioritize based on technical complexity vs. business value
- Identify and calculate value of top priority ML opportunities for your organization
- Discuss requisite capabilities and Proof of Value approach to execute on opportunities.

### CONCEPT CARD APPROACH

Pariveda proposes Concept Cards to minimize the typical barriers and have meaningful conversations around new business ideas



HELPS  
ARTICULATE VALUE

Concept Cards are an effective tool to communicate value propositions and its pre-requisites



STREAMLINES YOUR  
INVESTMENT

Do not need a large data platform project or all the data, just the data for the concept card



ALIGNS  
FOCUS  
INTERNALLY

Concept Card Lifecycle ensures the right resources are engaged at the right times



DELIVERS  
QUICK ROI

Concept Cards provide tangible, short-term goals to achieve and realize value quickly