

FROM THE IDMA DESK



BRIAN SEIFERT
VICE PRESIDENT OF MEDIA AND
EVENTS, IDMA

As we near the end of 2022 and continue our journey into 2023, the IDMA would like to thank both our members and the insurance community for their continued support as we navigate the ever-changing world of insurance data management. This year was one of uncertainty following the hurdles of Covid-19. With questions of whether or not in-person events would be possible or are hybrid events the future? The IDMA, as well as others, had to make the important decision for each of their events throughout the year.

We at the IDMA can attribute the success of our Lunch & Learn webinar series and the 2022 Annual Conference held in Orlando, Florida directly to the insurance community and our supporting members. Without you, these events would not have been possible.

The IDMA would also like to thank its committees, task forces, and dedicated volunteers for the difficult, but amazing work they do to make these events possible.

As we move into 2023, please be on the lookout for fresh new material for our certification program, as well as some new and engaging ways to earn your certification. Also planned are more regional chapter meetings, Lunch & Learn series events, and the 2023 Annual Conference to be held in Philadelphia, Pennsylvania, October 22-24. We hope that you can join us for these events and help us continue to educate the insurance community on the important of insurance data management.

We have always said that the IDMA is family, and as our family, we would like to wish all of you a very happy and healthy holiday season!



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HAPPY HOLIDAYS



FROM ALL OF US
HERE AT IDMA



*Thank you for your support.
We look forward to seeing you
in the New Year!*

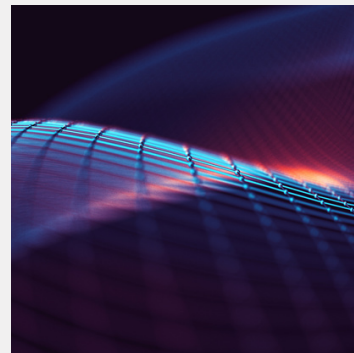
DATA LITERACY VS DATA FLUENCY

BY SHELLY PALMER
PROFESSOR OF ADVANCED MEDIA IN RESIDENCE AT S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS AT SYRACUSE UNIVERSITY

The velocity of data is increasing and will always increase. Therefore, the need for data literacy is increasing and will always increase. All other things being equal, there is a significant difference between being literate and being fluent. To create value for your business you need to think strategically about sources and uses of data and understand how data is turned into action. Let's review.

You Need to Be Data Literate, Not Data Fluent

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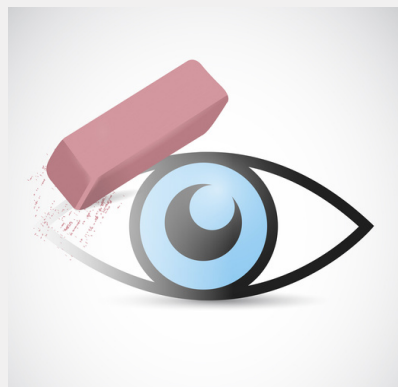
WHAT HAPPENS WHEN WE LOSE SIGHT OF DATA ETHICS?

BY AMANDA MAKULEC
EXECUTIVE DIRECTOR, DATA VISUALIZATION SOCIETY

Widely accessible data has shifted how we experience the world. We're consuming data more than ever before through charts and interactive graphics in the news and at work, and more data is being tracked and collected about us through digital analytics. How that information is managed, stored, analyzed, and shared raises new questions about data privacy, security, and the 'right to be forgotten' as described in emerging policies in Europe and elsewhere.

To ignore this transformation from a world that uses data into a world that runs on it leaves the door open to nefarious actors who misuse, misrepresent, and mislead with data.

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BUILDING A DATA GOVERNANCE FRAMEWORK: 5 BEST PRACTICES

BY KEVIN O'CALLAGHAN
HEAD OF DATA ANALYTICS, TEAMWORK

For any data leader taking on a new project, the quality and security of data are always top of mind. Data governance is the key to ensuring that the goals of the organization can truly be met via the implementation of data.

Data governance gets a bad rap because it's often presented as bureaucratic or even punitive given the breadth of policies, processes, roles, and standards required. In my experience, building a data governance framework is a vital investment that pays short- and long-term dividends, as long as it's approached with the right frame of mind.

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DO YOU NEED A DATA SME?

BY ALLEN HILLERY
CO-FOUNDER, BE DATA LIT

What is a Data SME? And why might your organization need one?

As business and data become more intertwined, success for many organizations requires two types of skill sets:

- Data analysts with advanced skills to do data wrangling (transforming raw data into more readily usable formats) and predictive analysis work
- Business analysts who must become more enmeshed in the data/business process but can bring invaluable business context to their projects

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TOOLS AND SOLUTIONS TO SUPPORT EFFECTIVE DATA MANAGEMENT



JUNE 14, 2023

Call for Speakers & Sponsors Open in January

In 2023, IDMA / DMU is organizing a virtual event that will include three to four sessions to explore data management related tools and solutions. The sessions will include presentations and panel discussions with insurance data management practitioners and thought leaders. We are soliciting candidates for the panel discussions and inviting data management tool vendors and solutions providers to join this event - team@idma.org.

Call for speakers and sponsors opens in January. In the meantime, if you have any questions about this event reach out to us at team@IDMA.org.

REGISTER NOW!

NCCI's
DATA NOW PROGRAM 2023
Your Source for Data Reporting Education



Registration is now open for our Data Now Program (DNP) 2023! Block off your calendar for this exciting three-day program, and join us January 24–26, 2023, to experience a valuable and informative virtual program featuring courses led by NCCI data experts. DNP 2023 will provide you with the core curriculum on reporting rules and tools, offering various instructional courses designed to help data professionals report data more effectively to NCCI. There is no charge to attend DNP 2023, so notify your network that registration is now available. The full program agenda, course descriptions, and more are coming soon. Here's what you can look forward to:

DNP 2023 HIGHLIGHTS

- **Comprehensive Learning** for All Levels
- **Interactive Engagement** Opportunities
- **Specialized Topics** for Focused Learning

REGISTER NOW





**CONGRATS TO THE
NOVEMBER 2022
TRIVIA WINNER!**

Carmen Gonzalez
Unum Insurance

ANSWER TO NOVEMBER 2022 TRIVIA

These first IDMA conference (annual meeting) took place in New York City, New York in 1989.

INSURANCE DATA MANAGEMENT ASSOCIATION
WWW.IDMA.ORG

TRIVIA (WIN \$25)



Don Draper, assistant at the butcher's shop, wears a size 44 suit. His father wears size 42 and is 200 pounds. His grandfather wore size 40 and was 190 lbs., and his greatgrandfather wore size 38 and was 180 lbs. Don is 6 feet tall and he wears size 12 shoes. What does he weigh?

Submit your answer to team@idma.org.

A \$25 Amazon.com gift card prize will be awarded to the randomly-drawn person among the first five who solve the question correctly. You may only guess one time. The correct answer and winner's name will be published in next newsletter issue – January 2023 issue.


INSURANCE DATA MANAGEMENT ASSOCIATION
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Happy Holidays

CLICK below and enjoy listening to the recordings of our
2022 Lunch & Learns

From the IDMA & DMU family to you!



[Becoming an Effective Data Storyteller for Insurance Professionals](#)

[Pictures with Data – Creating Valuable Data Visualizations](#)

[Insurance Data Privacy and Data Protection: Challenges and Best Practices](#)

[Data Quality and Trusted Information: Challenges and Best Practices](#)

[Data Catalogs and Empowering Business with the “Right” Data](#)

[Approaches to Data Ethics – Value, Issues, and Results](#)

[Fueling Data Management and Digital Transformation – Data Literacy, Strong Governance, and more.](#)

[Continuing Education and Talent Development for Data Professionals](#)



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(Insurance)
Industry Experience
35+ years



VEDA JYOTHEESWARAN
Sr. Director
(Intelligent Process Automation)
Industry Experience
25+ years



SATISH GUNDAWAR
Global Head
(Data Analytics and AI)
Industry Experience
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CALL FOR AUTHORS - *THE INSIDER!*

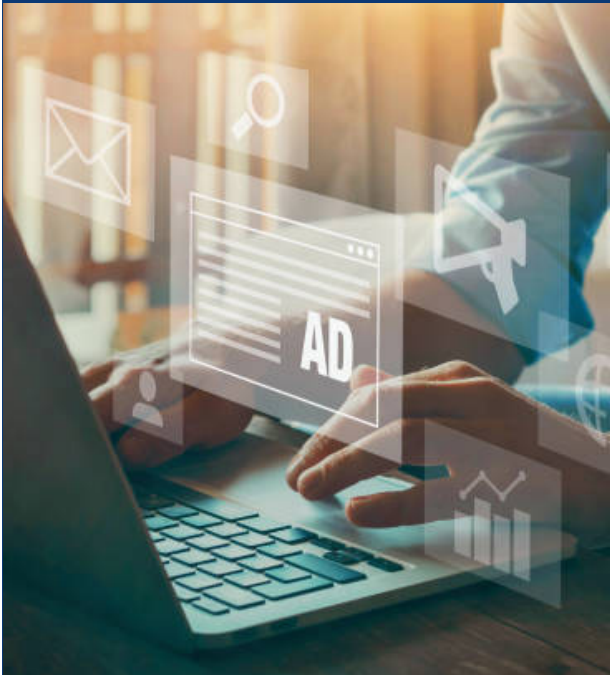
Share Your Expertise!



Looking to expand your network outreach and share your knowledge?

IDMA is seeking volunteer authors for our newsletter, *The Insider.*

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Reach out to team@idma.org.



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