

# THE IDMA INSIDER

MARCH 2023

## FROM THE IDMA DESK



**MILDRED MOORE-WHITE**  
DIGITAL MEDIA AND INDUSTRY  
OUTREACH COORDINATOR  
IDMA

Welcome to the March 2023 edition of The Insider. I hope you find the material in this edition informative and useful.

Heading into the second quarter of the year, we continue to focus on our education goals and on our commitments to our members through our curriculum rewrite project, timely webinar discussions, focused track sessions at this year's annual conference, and the development of new educational workshop opportunities. Effective data management principals, tools and strategies are at the forefront of subjects for development of IDMA offerings this year. Several IDMA member companies have advised the need for training and guidance in strategic data management concepts and practices, and data literacy, so we have listened!

Here are a few related events and offerings coming up:

- Coming out very soon are our newly developed curriculum certification courses: **IDMA 202 course** – *Data Management and the Insurance Industry* and **IDMA 203 course** – *Approaches to Data Design, Engineering, and Development*.
- **April 18th Webinar:** [Talking about the Data Generation – A Fireside Chat](#)
- **May 17th Virtual Workshop:** [Data Management Fundamentals and Principles for Insurance Professionals](#)
- **June 14th Virtual Seminar:** [Tools and Solutions to Support Effective Data Management](#)
- Planning has begun for the **IDMA 2023 Annual Conference (October 22-24, Philadelphia, PA)**, and we hope it will be the best conference yet. This year's theme is [Data is Power – Leading Your Enterprise Transformation for Tomorrow](#), and a call for speakers is currently open through May 31st.

We know you are passionate about data management. If you ever had the itch to volunteer and network with your peers in the profession, now is the time! Therefore, I will continue to follow the excellent example set by our Executive Director, Farouk Yassine, and ask you to consider sharing your expertise and volunteering to help us with the course development initiatives, with organizing chapter meetings, webinars, seminars, the annual conference and with creating new training workshops to advance the data management profession in the insurance industry. Also, if you have any suggestions on how IDMA can add value to your membership, or if you have any suggestions for articles or wish to contribute one, please reach out to us. We welcome your comments, questions and suggestions at [team@idma.org](mailto:team@idma.org).

For those of you celebrating upcoming holidays – Happy Easter, Happy Passover, and Ramadan Mubarak from all of us at IDMA!

*Mildred Moore-White*



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# CALL FOR SPEAKERS

Open through May 31st

## IDMA 2023

### Annual Conference

October 22-24, 2023  
Philadelphia, Pennsylvania

## Data is Power Leading Your Enterprise Transformation for Tomorrow

We are seeking proposals for conference sessions that focus on real-world case studies, innovative strategies, topics focusing on core data management practices and a variety of advanced and specialized topics, along with several educational and professional development sessions.

Here is a list of proposed focused session topics:

Customer Experience  
Supported by Data  
Management

Analyst Experience as  
Foundation for  
Successful  
Implementation

Data Governance and  
Data Stewardship for  
Effective Business  
Insights

The Importance of Data  
Quality and Trusted  
Information

Using AI and ML to  
Deliver Optimal  
Decisions

Metadata Management,  
Data Catalog and Data  
Lineage

Data Literacy and Data  
Culture (using data to  
connect organizational  
components)

Data Security, Privacy  
and Protection,  
and more

## SUBMIT YOUR PROPOSALS

CONTACT US

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## YOU CAN'T IMPROVE WHAT YOU HAVE NOT ASSESSED: JUSTIFICATION TO PERFORM AN ENTERPRISE DATA MANAGEMENT ASSESSMENT

BY ANNE MARIE SMITH, PH.D., CDP, CBIP, ARM

PRINCIPAL CONSULTANT AND DIRECTOR OF EDUCATION, ALABAMA YANKEE SYSTEMS, LLC.

Many insurance organizations have identified the need for an enterprise data / information management (EIM) strategy to leverage the value of the data and information they collect, store, use and propagate. In addition, executives have started to see the increased compliance and regulatory requirements as a call for better understood data within the organization.



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## THREE WAYS DATA ETHICS BUILD STRONGER ORGANIZATIONS

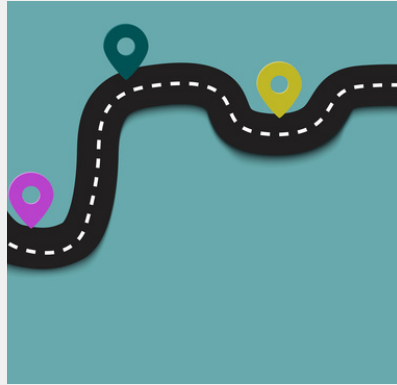
BY CANDRA MCRAE

GLOBAL DATA FLUENCY LEAD, JLL

Data ethics are becoming one of the Chief Data Officer's core responsibilities, so if you haven't codified your approach to ethical considerations related to data, now is the time to start.

The problem is, most people don't have more than a vague understanding of what data ethics is, even though they understand how important it is. Officially it's defined as systemizing, defending, and recommending concepts of right and wrong conduct in relation to data, in particular personal data. I prefer Gartner's data ethics definition as a system of values and moral principles related to the responsible collection, use and sharing of data.

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## WHAT'S YOUR DATA MOMENT?

BY NEIL RICHARDS

GLOBAL DATA FLUENCY LEAD, JLL

Have you recently stepped into an emotional discussion at work where both parties were arguing for their own point of view, but neither one had credible data to make their case?

Such scenarios always make me think of the late Swedish physician Hans Rosling and his wonderful organization, Gapminder, which is the public face of an independent educational non-profit fighting global misconceptions. He often says in his responses to incorrect answers that we should beware not to jump to conclusions based on certain preconceptions. Everyone's reaction in areas rich for potential misconception tends to be overly dramatic.

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## NEXT GENERATION DATA LITERACY – THE NEW IDMA 202

BY TOM NOWAK

PRINCIPAL, STRATEGY CONVERSATIONS LLC

Next Generation Data Literacy – The New IDMA 202 Course

"Data illiteracy is a risk to organizations," so observes Laura Sebastian-Coleman in her masterful text *Managing the Challenges of Data Quality Management* (Academic Press, 2022). She further notes that unqualified enthusiasm for data is itself a form data illiteracy: data does not speak for itself, nor solve problems on its own, nor does it disclose its value to, nor empower, organizations in pursuit of its goals and purpose.

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**WORKSHOP**

# DATA MANAGEMENT FUNDAMENTALS AND PRINCIPLES FOR INSURANCE PROFESSIONALS

**May 17, 2023**

**10:00 AM - 5:00 PM ET  
VIRTUAL**

**INSTRUCTOR**



**ANNE MARIE SMITH**

PRINCIPAL CONSULTANT AND DIRECTOR OF EDUCATION  
AND IDMA BOARD MEMBER  
ALABAMA YANKEE SYSTEMS, LLC

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3+ TEAM  
MEMBERS  
AND SAVE  
20%"**

**REGISTER**

[events.bizzabo.com/DMFundamentalsandPrinciplesWorkshop](https://events.bizzabo.com/DMFundamentalsandPrinciplesWorkshop)

**IDMA**  
Insurance Data Management Association  
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By the end of the one-day workshop, you will be able to:

- Define data management and its component functions and provide insurance examples.
- Describe the roles and responsibilities of insurance data management professionals.
- Argue the business case for effective and agile data management as an integral part of any insurance organization.
- Describe concepts and identify powerful tools used by data management professionals to help them respond to the business needs more effectively.
- Discuss the benefits of earning an IDMA certification - Associate Insurance Data Manager (AIDM) and Certified Insurance Data Manager (CIDM) certifications.

IDMA SEMINAR 2023  
JUNE 14TH | VIRTUAL



# CALL FOR SPEAKERS AND SPONSORS

- Data Governance
- Metadata Management
- Master Data Management
- Data Quality Management
- Case Studies and tool/application demonstrations

## "TOOLS AND SOLUTIONS TO SUPPORT EFFECTIVE DATA MANAGEMENT"

Accepting proposals for presentations focused on data management solutions and case studies that implement relevant tools and applications.

Deadline for submission is April 10th, 2023

### SUBMIT YOUR PROPOSALS

[events.bizzabo.com/IDMA-DMUVirtualSeminar](https://events.bizzabo.com/IDMA-DMUVirtualSeminar)

## CALENDAR OF EVENTS

### UPCOMING WEBINARS (FREE AND OPEN TO THE PUBLIC)

**April 18, 2023** - *Talking about the Data Generation - A Fireside Chat (Registration Open)*

### UPCOMING WORKSHOPS & SEMINARS 2023

**May 17, 2023 | VIRTUAL** - *Data Management Fundamentals and Principles for Insurance Professionals (Registration Open)*

**June 14, 2023 | VIRTUAL** - *Tools and Solutions to Support Effective Data Management (Call For Speakers and Sponsors - Submissions Open till April 10th)*

### IDMA 2023 ANNUAL CONFERENCE

**October 22-24, Philadelphia, PA (SAVE THE DATE)** - *Data is Power - Leading Your Enterprise Transformation for Tomorrow (Call for Speakers Open through May 31st!)*



# AND THE WINNER IS...

**CONGRATS TO THE  
FEBRUARY 2023  
TRIVIA WINNER!**

**Kendra Sanchez**  
MassMutual

ANSWER TO FEBRUARY 2023 TRIVIA

Mo can make 31 cigars. He can make 25 cigars from the 125. When he has smoked them, he can make five more cigars from the 25 butts. When he has smoked them, he can make 1 more.  $25+5+1 = 31$

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## **TRIVIA** (WIN \$25)

Lina and Sal have two children, one of whom is female. What is the probability that their other child is female?

Submit your answer to [team@idma.org](mailto: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 – April 2023 issue.**

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