

THE IDMA INSIDER

MAY 2023

FROM THE IDMA DESK



**BY ANNE MARIE SMITH,
PH.D., CDMP, CBIP, ARM
IDMA BOARD MEMBER**

I'm the type that's always interested in understanding more about how one levels up in a company and what leadership skills one must possess to accelerate in a role. I once had the pleasure of working in a human resources professional development department and was excited to see firsthand the top-down process of choosing leaders that could potentially grow a company and the bottom-up approach employees took to accelerate themselves into their desired role. Welcome to the start of the 2023 summer season! As a resident of southern New Jersey, this is one of my favorite times of year, if the weather is good. I hope that you are making some plans for spending a part of your summer relaxing, vacationing, and simply enjoying this season – wherever you are!

Each year, IDMA holds its annual conference, gathering executives, managers, leaders, and individual contributors from across the insurance industry to discuss all aspects of data management with an insurance focus. The 2023 conference is scheduled for October 22-24, in Philadelphia, Pennsylvania. Our theme this year is "Data is Power – Leading your Enterprise Transformation for Tomorrow." It is a wonderful event, full of professional development and learning experiences, and it offers in-person networking with fellow data management practitioners at all levels and recognized experts. Save the date and plan on joining us!

The conference attracts many executives and leaders who connect with their fellows and share experiences about challenges and solutions for managing data and information as an organizational asset – essential for the success of any insurance company. This year's conference has specific panel discussions and sessions focused on executives, so we hope that many insurance company leaders register and attend this event. Many organizations are facing similar challenges and are searching for proven solutions, so executives and leaders can learn a lot while supporting their leadership colleagues. Call for sessions is open through May 31st.

Additionally, we encourage all executives, leaders, and individual contributors to join the IDMA to take advantage of the peer connections and networking, educational and professional development opportunities, and the advice of insurance data management experts who advise the members on all aspects of data management strategy, development, and implementation.

Data management is so important to each of us in this "information and knowledge age", especially for all of us in the insurance industry. Connect, Succeed, and Grow by becoming an IDMA member and registering to attend the annual conference. www.idma.org

Reach out to us at team@idma.org to learn more on how you can help you with your talent development, retention and professional development programs.

Anne Marie Smith



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About Us**

INSURANCE DATA MANAGEMENT ASSOCIATION
WWW.IDMA.ORG

WHAT IS A DATA EVANGELIST?

BY ADAM MICO
PRINCIPAL, DATA VISUALIZATION AND ENABLEMENT AT MODERNA

How many of your colleagues are data evangelists?

At the most basic level, a data evangelist is someone who is genuinely enthused about data, and who enables others to find their own stories through using data. An evangelist is therefore likely to be an expert in a tool or a practice related to data. And they have the ability to speak not only with professionals, but also to those that are very new to data skills.

If that last sentence caused you to radically reduce the number of data evangelists you counted in your organization, you're not alone.

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DON'T AIM FOR INTERESTING DATA. INSIST ON ACTIONABLE DATA

BY NATE MAYFIELD
VICE PRESIDENT, STRATEGY & OPERATIONS, APPLICATIONS SERVICE EXCELLENCE, ORACLE

What's the difference between these two statements, both of which you might hear in your company as a data leader?

1. "Oh, cool. Yeah, that's great to know."
2. "Oh, okay. I can definitely decide what to do now."

In the first instance, you've delivered interesting data. It might be a beautiful visualization, but it doesn't prompt any action. In fact, its impact probably starts and ends in that meeting.

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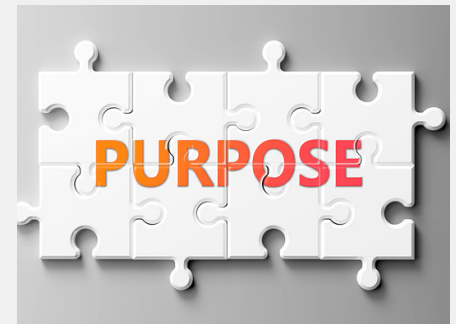
HOW DATA LITERACY ENABLES A CULTURE OF INTENT

BY WENDY TURNER-WILLIAMS
DATA LEADE

Without data literacy, there is no data culture. And while it's easy to see why data literacy is important, it's imperative to understand that one enables the other. I don't think you can create a data culture unless you prioritize three things:

- Train people to understand why data is so important
- Help them with the tools and data literacy skill sets that they need to make the right decisions
- Ensure that people understand the business and its objectives

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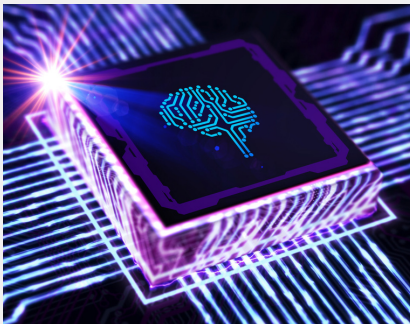
A 5-STEP PROGRAM TO DO MACHINE LEARNING RIGHT

BY MAYA MIKHAILOV
FOUNDER, SAVVI AI

Machine learning (ML) presents many seductive possibilities to turn data into better business decisions, whether it's deployed for fraud detection and risk assessment or customer care and predictive analytics. ML applications and platforms are by far the most popular type of AI investment, and according to a 2020 [survey](#), fully half of organizations claim to have adopted ML in at least one business function.

Yet in my role leading a machine learning company, I see too many organizations jumping into the deep end of ML without a framework or strategy that will help them make the most of this powerful technology – or even determine whether it's a good fit for them in the first place.

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DATA MANAGEMENT FUNDAMENTALS AND PRINCIPLES FOR INSURANCE PROFESSIONALS

ON-DEMAND
Recording Available
Now!

INSTRUCTOR



ANNE MARIE SMITH

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

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IDMA
Insurance Data Management Association
CONNECT SUCCEED GROW

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.

AND THE WINNER IS...

CONGRATS TO THE
APRIL 2023
TRIVIA WINNER!

Jeff Summers
State Farm

ANSWER TO APRIL 2023 TRIVIA

President Barack Obama

INSURANCE DATA MANAGEMENT ASSOCIATION
WWW.IDMA.ORG

TRIVIA (WIN \$25)

Pito Salas is referred to as the "Father of _____." What common Excel feature fills the blank? This feature is a table that summarize the data of a more extensive table through data grouped together in a meaningful way.

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 – June 2023 issue.



INSURANCE DATA MANAGEMENT ASSOCIATION
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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

info@idma.org
www.idma.org

IDMA
Insurance Data Management Association
CONNECT SUCCEED GROW

New Directions in Data Management



THURSDAY, SEPTEMBER 28, 2023



09:30 AM – 5:00 PM



HARTFORD, CONNECTICUT



SAVE THE DATE



THOMAS REDMAN
KEYNOTE SPEAKER

SPONSOR/SPEAKER
OPPORTUNITIES AVAILABLE

INFO@IDMA.ORG

CALENDAR OF EVENTS

UPCOMING WORKSHOPS & SEMINARS 2023

Late Fall 2023 - Tools and Solutions to Support Effective Data Management (Date/Location TBA)

A JOINT IDMA & DAMA NEW ENGLAND EVENT

September 28, Hartford, CT - New Directions in Data Management - (Save the Date)

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!)





We speak Insurance.

Reinventing the Insurance industry for the digital age

R Systems has 20+ Years of Insurance Industry expertise. Our digital accelerators for Insurance industry can help automate your processes, deliver world-class customer experiences, and help mitigate risk and detect fraud.

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VEDA JYOTHEESWARAN
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(Intelligent Process Automation)
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SATISH GUNDAWAR
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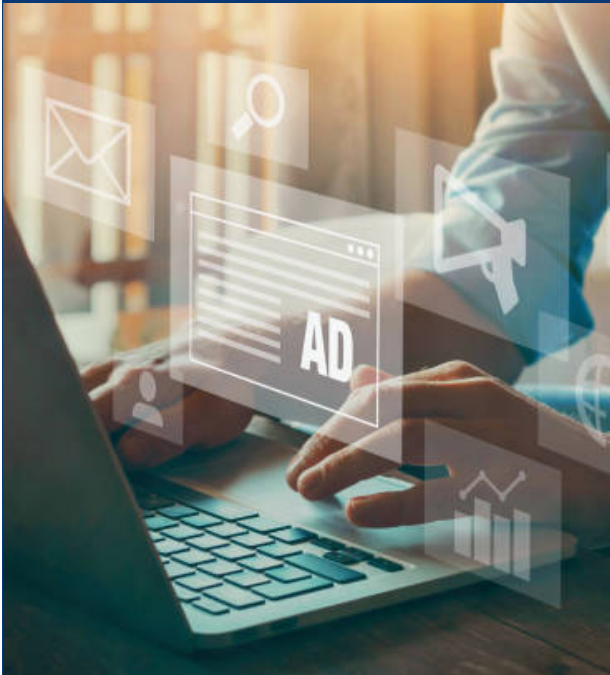
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Looking to expand your network outreach and share your knowledge?

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Interested?
Reach out to team@idma.org.



Share your message with our

6500 + members!

200 + Organizations

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