

FROM THE IDMA DESK



BY MILDRED MOORE-WHITE
SENIOR SPECIALIST - MARKETING,
MEDIA, PRODUCT DEVELOPMENT
IDMA

As the warm rays of the summer sun envelop us, it's the perfect time to soak up the season and make the most of the opportunities it presents. In the field of insurance data management, summer can be an ideal period to lay the groundwork for fall learning and professional development. At IDMA, we recognize the value of utilizing this time effectively and offer a range of resources to help you make the most of your summer and prepare for the exciting learning opportunities that lie ahead.

Whether you're a seasoned data management professional or just starting your journey in the field, IDMA provides a wealth of educational resources to enhance your knowledge and skills. Here are a few suggestions on how to make the most of your summer with IDMA:

1. Engage in Our On-demand Courses, Workshops, and Webinars:

IDMA offers a diverse range of online courses and webinars designed to cater to the needs of insurance data management professionals. Take advantage of the flexible nature of these learning opportunities and delve into topics that interest you. From data strategy and governance to data ethics and compliance, there is something for everyone. Additionally, IDMA offers on-demand webinars and workshops led by some of data's subject matter experts. You can learn more about them all by clicking on the links below.

[Webinars](#); [Workshops](#); and [On-Demand Courses](#)

2. Get Ready for Your Exam with IDMA:

Certification as a data manager can bring great value to your career and to your professional development. If you are planning to take any of our certification exams to enhance your skills

and advance your career, IDMA offers convenient online examinations during our upcoming exam windows in July, September, and November. Begin your exam preparation today by accessing our study materials [here](#).

3. Plan for Upcoming IDMA Events Focused Solely on Data Management:

IDMA has an exciting lineup of upcoming events designed exclusively for data management professionals. Our fall events are an excellent opportunity to expand your knowledge, gain insights from industry leaders, and connect with fellow professionals. With a focus on the latest trends, best practices, and emerging technologies in the field, these events offer invaluable opportunities for learning, networking, and professional growth.

- **IDMA 2023 Annual Conference | October 22-24, Philadelphia, Pennsylvania**

Check out the agenda and join us at "[Data is Power – Leading Your Enterprise Transformation for Tomorrow](#)." This flagship event brings together thought leaders, practitioners, and solution providers from the insurance industry to explore innovative approaches and best practices to governing and utilizing data.

- **Joint IDMA and DAMA New England "Data Day" Forum | September 28, Hartford, Connecticut**

IDMA collaborates with other prominent associations, and industry-leading experts and organizations, such as DAMA New England chapter, to ensure that its events provide a comprehensive and immersive experience for attendees, helping you to expand your reach and provide access to a broader range of expertise.

Learn more about our next collaborative event "[New Directions in Data Management](#)" with DAMA New England which promises to offer a unique opportunity to tap into broader perspectives and enhance your learning experience.

As summer unfolds, and you take advantage of the longer days and relaxed pace, we hope you stay curious and connected with IDMA through our [website](#) and social media channels to stay informed about exciting announcements.

Mildred Moore-White



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WHERE GOVERNANCE MEETS STEWARDSHIP: GETTING TO TRUST DATA FASTER

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

Do you trust your data?

Posing this question addresses one of the most important, but least represented or appreciated, aspects of data analytics. Because they're pressed for time and being looked to for their judgments, senior executives often default to saying, "Just tell me what's going to happen" without appreciating the single question about data trust that everything they're seeing is built upon.



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SEVEN STRATEGIES TO LEVEL UP YOUR DATA TALENT

BY KIRA WETZEL
HEAD OF ANALYTICS ENGINEERING – CONTENT ANALYTICS, META

It is a frustrating but common experience for an aspiring data leader to put in a lot of work on a complicated data analysis, build a beautiful presentation, then watch it fall flat when leaders and program stakeholders clearly do not understand the impact of the analysis.

These experiences often reveal a gap between what the content creator wanted to present and what their leaders saw. Part of maturing as a data leader is realizing that managers in your organization see things from different perspectives that may go far beyond the program at hand, and that part of your growth is a function of helping them see the local but also the system-wide impact of your data.

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AI PLUS DATA: 5 WAYS TO MAXIMIZE YOUR IMPACT

BY SOLOMON KHAN
FOUNDER AND CEO, DELIVERY LAYER

After many years running a large data business built on top of artificial intelligence models, I've seen firsthand how AI too often becomes a solution looking for a problem. When any organization's expectation is for a significant amount of impact thanks to data and AI, the reality – which is that AI's impact is often pretty vague – can create uncomfortable situations.

- Of course, data leaders should be used to this dynamic, because data has been treated in the same way for the past 10 years. Just improve our aptitude with data, the thinking runs, and our company's performance will be transformed.

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FIVE WAYS TO FIND AN ORGANIZATIONAL VOICE FOR DATA ETHICS

BY COLM O'GRADA
DIRECTOR OF DATA AND ANALYTICS, TINES

Data ethics has become an increasingly critical topic as the volume of data collected by organizations has grown and the proportion of decisions driven by that data has grown with it. That said, there is not much point in trying to drive discussions regarding data ethics principles without first ensuring you are building on a strong foundation of organizational ethics in general.

This may seem like an obvious point, and I am sure many will take this for granted. I would argue, however, that this attitude is not universal. I propose a five-step plan for data leaders to get to a better place on ethics.

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DATA MANAGEMENT FUNDAMENTALS AND PRINCIPLES FOR INSURANCE PROFESSIONALS

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INSTRUCTOR



ANNE MARIE SMITH

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

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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.

**AND THE
WINNER IS...**

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

**Tamar Zabratelova
CGI**

ANSWER TO MAY 2023 TRIVIA

Pivot Table

INSURANCE DATA MANAGEMENT ASSOCIATION
WWW.IDMA.ORG

**TRIVIA
(WIN \$25)**

Which data rule is simply defined as: “All that is needed is there, and all that is there is needed?”

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 – July 2023 issue.



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JOIN US!

Early Bird Rate: Register by August 7, 2023

SAVE up to \$400!

IDMA 2023

Annual Conference

**October 22-24, 2023
Philadelphia, Pennsylvania**

**Data is Power
Leading Your Enterprise
Transformation for Tomorrow**

Join us at the IDMA 2023 Annual Conference in Philadelphia, Pennsylvania on October 22-24. Our conference connects data management professionals with their peers, showcases industry and data management experts along with partner organizations in a spirit of collaboration and professional development. Attendees gather to discuss issues, exchange ideas, improve their understanding of how data management can enable enterprise-wide digital transformation, and provide actionable business insights.

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

REGISTER NOW!

CONTACT US

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IDMA
Insurance Data Management Association
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New Directions in Data Management



HARTFORD, CONNECTICUT
SEPTEMBER 28, 2023
8:00 AM - 5:00PM

CALL FOR SPEAKERS AND SPONSORS



The Insurance Data Management Association and the New England Chapter of DAMA International are thrilled to announce their Joint Data Management Day Forum. Help us shape the agenda for our 1-day forum, and don't miss this opportunity to connect with your data management peers and share your expertise!

[Call for Speakers Open through July 21st, 2023](#)

Join Us!

Topics Include:

- Building trust in data with data quality capabilities
- Unlocking value by managing data as a product
- Creating a data culture across all roles and functions
- Using AI and ML to deliver optimal decisions
- Data security, privacy and protection
- And more!



Submit Your Proposals
events.bizzabo.com/DataDay23

More information
www.idma.org

Contact us: team@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 FORUM

September 28, Hartford, CT - New Directions in Data Management - ([Call for Sessions Open thru July 21st](#))

IDMA 2023 ANNUAL CONFERENCE

October 22-24, Philadelphia, PA - Data is Power - Leading Your Enterprise Transformation for Tomorrow
[Registration Open](#)





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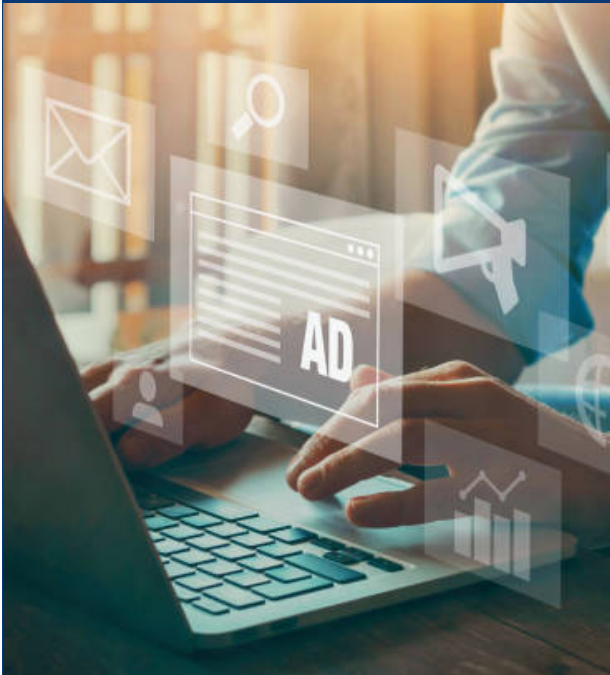
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