

THE IDMA INSIDER

OCTOBER 2023

FROM THE IDMA DESK



THERESA PEACHEY
PRESIDENT
IDMA

Let's talk about one of the highlights of our [IDMA Annual Conference](#), hosted last week (October 22-24) in Philadelphia, Pennsylvania, home to the first (and many) of our annual gatherings.

Let me share a little glimpse into what it's like to attend the Annual Conference..

The event kicked off on Sunday, with two pre-conference workshops and over 25 participants. Our own Anne Marie Smith, IDMA Vice President of Content Delivery, hosted the morning workshop, focused on the foundations of data privacy and protection for insurance companies followed in the afternoon by Vanessa Lam who hosted a workshop aimed to provide insights into the 12 must-have data capabilities for an insurance organization. The intimate setting provided in the pre-conference workshops is a must attend, especially for those looking for those extra take aways or to increase their personal knowledge.

Monday and Tuesday were filled with keynotes, a fireside chat, leadership panel and breakout sessions, all focused on our conference theme "Data is Power" and data management. I heard many participants follow up with presenters during breaks and lunch, sharing how they really enjoyed the session and the presenters being so appreciative to have the opportunity to share. [Our sponsors](#) were top notch and brought their A-teams to support the insurance data management practitioners.

Two of my personal favorite moments of the conference included the awards and recognition of the past presidents, along with the ever-popular Halloween themed casino night reception. Congratulations to Anne Marie Smith, this year's (Fellow Insurance Data Manager (FIDM) honorary recipient and the 2023 Graduating Class members.

As the President and Chairman of the Board of the IDMA, I am grateful to lead this association and hope to see many more IDMA members at next year's annual conference back in Philadelphia. Thank you to the IDMA team, volunteers, conference sponsors, and to all of you who joined us and helped us made our annual event a success! If you were present at the conference, kindly participate in our brief [5-minute survey](#), and enter to win a \$200 Visa Gift card.

Theresa Peachey



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DATA IS POWER

40th Anniversary

IDMA 2023

Annual Conference



Jonathan Fowler's insightful Opening keynote, "Data as an Instrument of Power: The Ethics of Analytics," delved into the evolving landscape of data analytics, highlighting the shifting roles of data managers and scientists, the challenges of bias and accountability in decision support systems, and the ethical concerns surrounding data, including privacy and the societal implications of AI and ML.

Recap



Jonathan Fowler



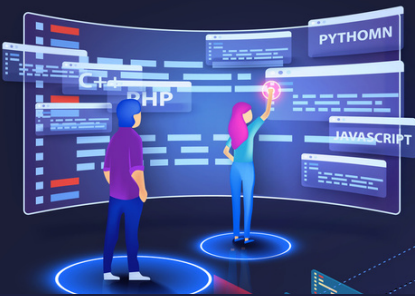
Clarke Peterson

Clarke Peterson's Day 2 keynote, "What Talent Management has Learned from Data and what Data Managers Need to Know about Talent Management," explored how data informs talent management, highlighted roles and responsibilities at different career stages, and provided practical career advancement insights, all illustrated with real-life examples.



Tracy Spadola, VP Strategic Data Operations – Verisk
Jim Young, Chief Data Officer – AIG
Nabeel Azar, Chief Architect – Verisk

The Closing Leadership Panel, featuring Jim Young, Tracy Spadola, and Nabeel Azar, shed light on the critical role of data management in driving digital transformation within the insurance industry. They shared insights on how their organizations are modernizing data practices to meet the demands of a data-intensive 21st-century enterprise and integrating core data management functions into their primary business activities.



DATA IS POWER

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Past presidents in attendance



Anne Marie Smith, Pre-Conference Workshop



Theresa Peachey, IDMA President & Chair of the Board
Farouk Yassine, Executive Director - IDMA

Conference

PHOTO GALLERY



Jonathan Fowler and Farouk Yassine



Enjoying Sunday's Welcome Reception



Vanessa Lam, Pre-Conference Workshop



IDMA graduates in attendance



Clark Peterson, Atlanta Leadership Consulting
Brian Siefert, Incoming President - IDMA
Gary Knoble - Founding Member - IDMA
Farouk Yassine - IDMA
Michael McAuley, Verisk



Gray Insurance and Cynozure Represented!



Anita Pau, AVP, Data Governance and Privacy - Aviva Insurance Company
(First time Attendee and Speaker said, "I found my people!")

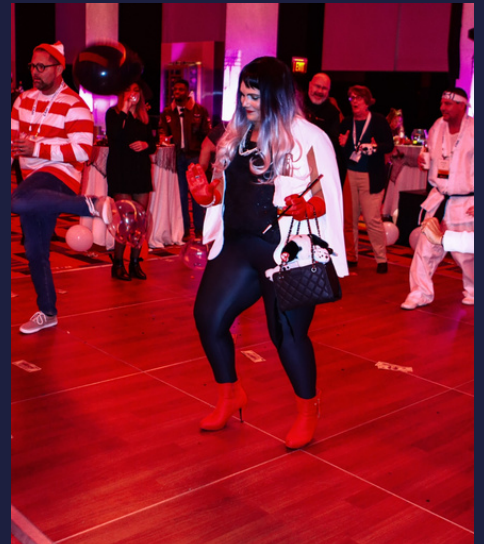


Sunday Welcome Reception

Conference PHOTO GALLERY



Opening General Session



*Halloween
Casino Night*
RECEPTION
VIBES



THE EVOLUTION OF THE DATA EVANGELIST, AND 5 WAYS TO BECOME A BETTER ONE

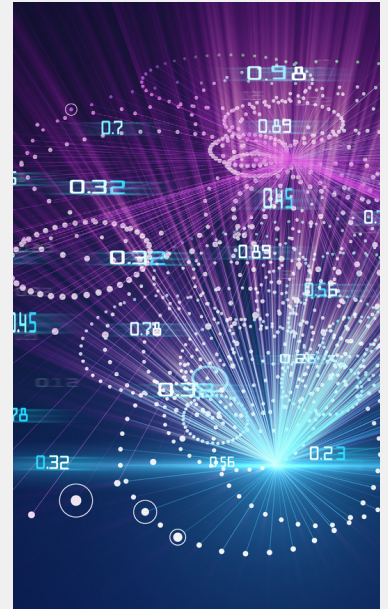
BY EVA MURRAY
LEAD EVANGELIST EMEA, SNOWFLAKE

My current role as a data evangelist marks the second time, I've held this role in the past five years. Like everything else in data science, the scope and focus of data evangelism are evolving quickly. That's a good thing, because data evangelism is a compelling way to empower people with data and drive greater data literacy.

My first evangelism role was vaguely defined, and it was difficult to really pinpoint what it would look like because it was up to me to shape it. Today there are other examples of what people do in this role (including what I did previously), so I have a much clearer idea about technology evangelism. In addition, people are less surprised by the title now.

Here's how I describe my job role today:

I focus on building awareness through specific industry and technology campaigns, which involve content creation, events (virtual) and enablement sessions for partners and customers. I use a variety of formats, including videos, blogs, podcasts, press and analyst interviews, webinars and workshops. Building on my expertise in data visualization and specifically Tableau for businesses of all sizes, I work with prospects and customers to ensure they can maximize the value they get from their investment in analytics.



[CLICK TO READ >>](#)

SEVEN WAYS TO AVOID BAD DATA: FROM ROI TO AI

BY EMMA KEELING
FOUNDER, CONSULTANT AND SALESFORCE EXPERT, HAZLEDENE SOLUTIONS

Based on my experience working in global corporate for-profits and tiny start-up not-for-profits, it's a mistake to assume that the data gets cleaner and higher-quality as you move up in size. Whether data has been collected from a website form or brought in through an API, you're following the same process of gathering information and putting it into a system. You may have more data staff in large enterprises or fewer people in small ones, but without the right checks and balances in place, you'll end up with data that's just as dirty as the next business down the road while dealing with the cost of bad data.

Some seemingly trivial examples of dirty data that can have very real implications include:

- Using an open text field for "country" when a dropdown pick list would eliminate the output of people entering whatever they wanted; e.g., UK, England, Britain, Great Britain, The United Kingdom, Northern Ireland, etc.
- Phone number formats, which are all well and good in their infinite variety until you decide to integrate a telephony system.
- Zip codes and postal codes, which can work very well complementing apps that calculate distance from a local office to all codes in the vicinity, unless of course they aren't entered consistently and can't be verified.

[CLICK TO READ >>](#)

Is your data culture a catalyst to drive better business outcomes?

Discover where you are on your journey to becoming data-guided and how you compare to industry peers through our Insurance Industry Benchmark Report.

Take the Insurance Data Culture Scorecard

Complete the scorecard to get the Insurance Data Culture Benchmark Report.



Using the CLEAR™ approach to building a data-guided culture, this scorecard highlights the strengths of your data culture and where to focus your actions to gain further improvement.

How CLEAR™ is your data culture?



Communicate

Changing the culture takes continuous communication of the right message, at the right time, to the right people, in the right way.



Lead

Establish the foundation, cultivate a strong network, magnify your influence, and champion the data vision.



Educate

A genuine learning organization provides diverse avenues for teams to interact, ensuring they comprehend their crucial role in maintaining data's trustworthiness.



Act

Acknowledge the range of contributions from the diverse approaches and recognize their value, empowering your teams and propelling your data culture.



Relate

Foster a data community with business colleagues and find innovative ways of working together to achieve shared results.



Leverage the power of data to achieve your business goals of tomorrow, today.

As the insurance landscape evolves, let Baker Tilly be your compass, guiding you through your digital transformation, no matter where you are on your journey.

Go there. Start here.

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AND THE WINNER IS...

CONGRATS TO THE A
SEPTEMBER 2023
TRIVIA WINNER!

Sondra Rouzka
Progressive

ANSWER TO SEPTEMBER 2023 TRIVIA

1) If spelunkers B and C had helmets of the same color, then spelunker A would immediately announce that her helmet was the other color; 2) If spelunkers B and C had different colors, then spelunker A would be silent; that would have been a signal for spelunker B, who would then announce her own color after seeing C with the other color.

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TRIVIA (WIN \$25)

OCTOBER 2023 TRIVIA / WIN \$25

IDMA is celebrating its 40th anniversary this year. Who was the first IDMA president in 1983? (Companies shown are those applicable as of the year of their presidency.)

- A. Gary Knoble, The Hartford
- B. Frank Crowell, Travelers
- C. Donald Wulf, Illinois Department of Insurance

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 – November 2023 issue.

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Everybody's ready for AI except your data.

GET READY

Where data & AI come to



CALENDAR OF EVENTS

UPCOMING WEBINARS

November 29th - *Emerging Trends In Insurance Data Management* Registration Open

PARTNER EVENTS

January 30 - February 1, 2024, Boca Raton, FL - *Data Now Program 2024*
Registration Open



Denodo provides an agile, real-time data integration, management, and delivery platform that does not replicate the data.

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