

THE IDMA INSIDER

APRIL 2024

FROM THE IDMA DESK



**ANNE MARIE SMITH, PH.D., CDP,
CBIP, ARM**
VICE PRESIDENT OF CONTENT
DEVELOPMENT
IDMA

Are you looking for ways to advance your career in data management and insurance?

Do you read the “[IDMA Insider](#)” – the newsletter/journal for all insurance data management professionals. Each month, IDMA produces a valuable resource for sharing data management related knowledge to the insurance community. The “Insider” attracts new members and reinforces IDMA’s value to our 8500+ existing members representing 200+ organizations.

Each month, IDMA needs four to five short articles (each ~ 1000 to 1500 words) and the editors are always looking for IDMA members and data management professionals to contribute content. An article does not have to be a scholarly work – just a professional tone. The topic can be something you or your organization has been exploring, something that interests you in insurance and / or data management, a challenging situation you overcame (and some points on how it was accomplished), etc. Write an article and see where the opportunity leads in your career!

If you have colleagues and team members who could contribute, please pass this message to them. Feel free to share with colleagues at other insurance companies or organizations (e.g., CPCU Society chapters) to increase IDMA’s reach.

Also, IDMA is soliciting members and industry experts to join our periodic “Lunch-and-Learn” webinar discussions – no slides, just discussion. We welcome both self-nominations and recommendations that identify colleagues who possess expertise in areas like data literacy, data security, data privacy, data governance, data visualization, and more. The applicability of the best practices to the insurance field is an important aspect of these discussions. Offer to be a panelist on a topic that you can discuss with confidence; it is an easy way to continue your professional and career development. If colleagues would be good panelist candidates, please share this invitation with them.

Writing an article or serving on a discussion panel gives you a chance to help shape the future of insurance data management and promote IDMA. If you have a passion for driving innovation and best practices in this field, or know someone who does, please submit your ideas for article topics or possible panel speakers to team@idma.org. Together, we can work to educate insurance data professionals and advance the collective understanding of insurance data management.

Anne Marie Smith



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FIVE STRATEGIES TO DRIVE STRONG DATA CULTURE

BY SARAH BARTLETT
BI ENABLEMENT DIRECTOR – EMEA, JLL

Seven years ago, when I was told that I would be moving away from a traditional data tool toward a more modern visualization solution, I'll admit that I had my doubts. This anxiety about the new and unknown is natural, of course. It's your defense system coming into play. When you're ingrained in a certain way of doing things, you may need a bit of a push.



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BUILDING A DATA GOVERNANCE FRAMEWORK: FIVE 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.

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BEST PRACTICES TO GET MOVING WITH A DATA LITERACY PROGRAM

BY GLENN EXTON
HEAD OF DATA ANALYTICS, RBS INTERNATIONAL

Imagine yourself as a new data leader. You're a strong believer in raising data literacy to help organizations make more informed decisions. But after a quick assessment, here's what you find:

- Data literacy is minimal across your company
- There are few (if any) sanctioned data literacy programs or pathways to learn the language of data
- Best endeavors are undertaken across the organization to yield insights from data
- Data analytics capabilities are rudimentary at best

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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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Annual Conference

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Conference Themes:

- Data Quality Improvement
- The Importance of Data Governance
- Data Literacy - Understanding the meaning behind your data
- Data Analytics - The Power of Data
- AI - Insurance Use Cases
- AI and Data Privacy - Navigating the Regulatory Landscape
- AI and the Importance of Data Ethics
- Redefining Data Management and Governance with AI
- Data Culture - The Concern of AI for Employees
- The Evolution of Data Management Practices
- Talent Recruitment, Acquisition, and Retention

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CONGRATS TO OUR
MARCH 2024 WINNER

Sydney Palter
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ANSWER TO MARCH 2024 TRIVIA

The first IDMA annual conference was held in New York City, NY

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AND THE
WINNER IS...

TRIVIA

APRIL 2024 TRIVIA / WIN \$25

Elaine Edgcomb loves her garden. She grows heirloom tomatoes and has several fruit trees. One fine summer day, she saw plums on her plum tree. After a windy storm, however, she did not see plums on the tree, and she did not see plums on the ground. No person or animal ate any plums there. What happened?

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 journal issue – May 2024 issue.



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Calling All Data Enthusiasts! Share Your Insights in The Insider Journal!

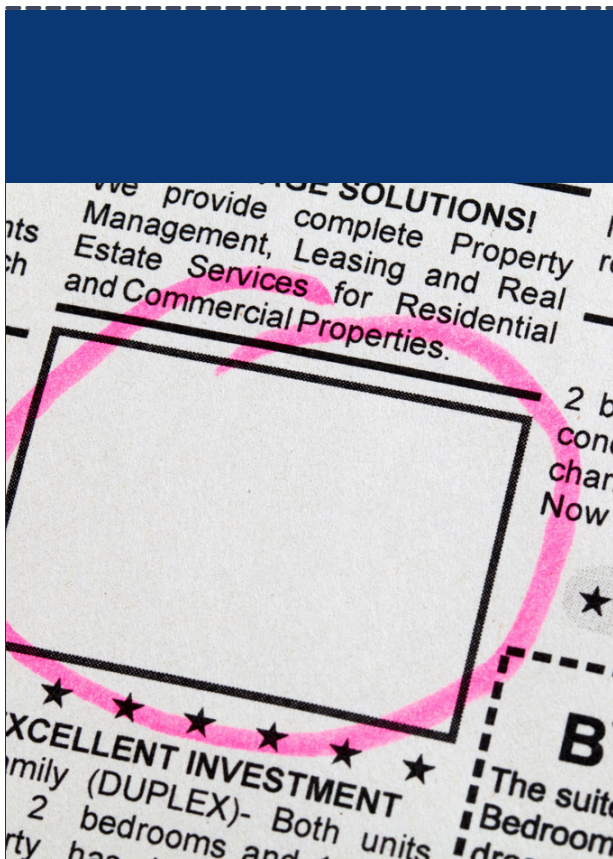
Passionate about data and eager to share your knowledge? Be a part of The Insider, our monthly journal. Contribute an educational article, showcase your expertise, and engage with our community of data professionals.

The Insider, distributed monthly, offers valuable insights and the latest trends in data management. We welcome diverse voices with data-centric or IDMA-focused knowledge. Whether an experienced data pro or an IDMA enthusiast, share your unique perspective and establish yourself as an industry expert.

Got an engaging idea on a data-related topic? We'd love to hear! Express your interest in contributing by reaching out to us at [Contact Information]. Let's shape the future of data management and inspire our readers together.

Join us in empowering and educating the data community!

The IDMA Team



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Where data & AI come to



CALENDAR OF EVENTS

TRAINING WORKSHOPS

May 1-2, 2024 - VIRTUAL - Exploring Strategies for Closing Your Data & AI Skills Gap
([Registration Open](#))

WEBINARS

June 20, 2024 - Installing a More Effective Data Culture in Insurance Organization
(Registration Coming Soon)

ANNUAL CONFERENCE

September 15-17, 2024 - Philadelphia, PA - Driving Data Literacy, Culture and Governance
([Call for Sessions Open + Super Early Bird Save \\$500](#))



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