Contact Person: Name, Title Maggie Shipman, LA SORH Director	**Email, Phone, Fax** mshipman@dhh.la.gov; (225) 342-1889; (225) 342-5839 fax
Project Description: Converting data into Managed Information	
Time Frame when program was conducted: January 2004 - February 2008	**State:** Louisiana
Type of Project:	Health Data Collection/Analysis

Description of Project:

- Describe value of project to your Office and if or why you consider it to be innovative

Process of collecting and then using (analyzed) data has enabled the Office to provide objective, data-based responses or decisions in situations that are often subjective. The Office is perceived as being fair across all constituency groups, regardless of whether the message is well received.

- What are the short-term (one-year) and longer-term implications of this activity? For example: Are there follow-up activities? Where do you think the results to date will lead?

Short-term implications are negligible beyond the Office; long-term implications are expanded relationships and collaborations with other entities as others recognize the value of objective information to their decision making and, in some cases, become willing to share their available data. For the LA Office, our commitment to data collection and analysis was critical to the state's ability to leverage post-Katrina recovery efforts and dollars to address the breadth of needs across the state.

- How was the project accomplished?

Targeted hiring of staff that are skilled at data analysis and reporting.

- Describe the results of the project or initiative.

The Office now has a reputation as the "go-to" agency for aggregated data, visuals (mostly maps), and data collection as needed by other offices within the agency, and data reporting.

- Describe the effectiveness of the project on building or enhancing collaborative relationships with other parties? (see second question and response)

Cost and funding sources	Largely State funding for Manager position, some grant funding for support staff
Website where additional information or report may be located.	www.pcrh.dhh.louisiana.gov
Outcome measurement: Any specific impacts on rural health? What are any quantitative and qualitative indicators that indicate the relationship of actions to meeting objectives of the Office?	Quantifiable impacts on rural health are difficult to measure; however, qualitative impacts include greater numbers of rural providers knowing where and how to use data to tell their stories – which has translated into successful grant awards for many of our rural providers and their communities.
Have any Economic Impact or Return-On-Investment assessments been done for this initiative? If so, please summarize the findings.	ROI assessments were attempted during the 4-year period though not completed.
Suggestions for SORH who may try to adapt this project?	Engage staff who enjoy data collection and analysis; ensure the data analysis services are tied to agency mission.