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Mr. Palmer is Managing Director of VizMetrics Inc., a consultancy and software company focused on helping organizations optimize results through better visibility of their key metrics. Recent projects have focused on safety and quality, risk management, and contract optimization.

His prior conference presentations include Oracle OpenWorld (San Francisco), Xplor Document University (Miami), American Society of Quality (Houston), and IIID’s Applications of Information Design (Eskilstuna, Sweden).

His firm’s clients include financial services firms, manufacturers, and hospitals, such as Texas Children’s Hospital, the Baylor College of Medicine, and the University of Texas M.D. Anderson Cancer Center. Mr. Palmer is a member of the International Institute of Information Design and the Healthcare Financial Management Association.

From Data to Results – Improving organizational performance through better visibility of key metrics

Abstract:

Organizations such as hospitals, banks, and manufacturers generate an abundance of operational and financial information which is vital to providing quality services and products efficiently. Decision-makers need to identify, understand, and apply a wide range of metrics for the effective operation of their businesses.

This necessary information is often presented disparately, creating a major problem for decision-makers, who face challenges in collecting and absorbing all the relevant data—data that are scattered across multiple printed pages or computer screens as a result of the various data collection systems.

This paper presents a four-step analytical and design methodology for helping organizations optimize results by using a consolidated, one-page, graphical view of all their key metrics. This methodology is named DVAR, which is short for “Data-Visibility-Action-Results.” The paper describes how the DVAR methodology can help solve specific problems, such as the need to increase staff effectiveness, improve safety, reduce risk, and benchmark similar facilities.

The paper presents two examples of one-page DVAR reports — one for a rehabilitation hospital and one for a community bank. These examples explain how the methodology and design elements optimize results for these organizations.

The DVAR methodology can apply to a variety of challenges across industry and government, such as regulatory compliance, safety, environmental quality, and financial performance.

This paper should be of value to decision-makers and information designers who need to efficiently present a wide range of quantitative, graphical information.