


UNLOCKING INSIGHTS

HOW TULSA BUILT MOMENTUM WITH
EASIER, FASTER, AND SAFER DATA
SHARING



Community stakeholders focused on improving childhood outcomes came together to achieve actionable insights in weeks instead of years. Eight organizations representing 32 programs contributed data from a 12-year period to answer community-level questions regarding race, equity, and service overlap.

FEATURED PARTNERS

blue meridian
partners

GEORGE KAISER
FAMILY FOUNDATION

A supporting organization of Tulsa Community Foundation

BIRTH THROUGH
EIGHT
STRATEGY FOR
TULSA

SUMMARY

In 2019, Asemio teamed up with the Birth Through Eight Strategy for Tulsa (BEST), supported by George Kaiser Family Foundation (GKFF) and Blue Meridian Partners, to support community outcomes improvement initiatives by making data sharing easier.

In support of this goal, Asemio provided a new data sharing approach that simplified governance, enabling the team to answer questions faster while increasing individual privacy and security protections.

This approach greatly eased data sharing friction, making it easier for previously reluctant organizations to participate in data sharing.



“The burden is on us as the funders to create something that makes you want to participate. [...] Our partners shouldn’t be required to share data, they should want to because they see value in it.”

– DAN STERBA

“The top down approach is different from the democratic approach that we’re taking now, and Spotlight is what allows us to do that [...] it’s a lower lift as a whole.”

DAN STERBA

Director of Data Systems & Technology
Birth Through Eight Strategy for Tulsa for GKFF



“THD now has the option—in ways that we didn’t before—to engage with community partners.”

MONICA ROGERS

Division Chief of Data & Technology
Tulsa Health Department



OBJECTIVE

Interrupting cycles of poverty is a wicked problem requiring cross-sector collaboration and shared data to support decision-making. Acknowledging this, BEST determined that making it easier for organizations to share information for improved community insights was a vital next step in achieving impact.

Obtaining faster insights would enable more collaborative and holistic care, improve resource targeting, and create a more integrated network of partners working together to achieve system outcomes.

CHALLENGE

“How do we reduce friction when it comes to collaborating and **sharing critical data** between **community-based organizations**?”

A crucial element of collaborative action is using data to continually learn, adapt, and improve, but this goal can prove difficult to achieve due to:

- complex, drawn out governance cycles,
- disparate technology systems,
- and varying levels of experience and resource availability.

The BEST team was acutely aware of the challenges using traditional methods of data sharing. Early approaches focused on the creation of a centralized data warehouse, believing this would offer a simpler, straightforward path for data sharing. This one-size-fits-all technical approach required months to navigate the legal landscape and sought to achieve buy-in for a long-term vision that was still in development. Progress was slow and placed a time and energy burden on data contributors who received little immediate benefit.



SOLUTION

Asemio offered BEST an alternate path, the **Spotlight secure analytics platform**. Spotlight combines an innovative approach, technology, and team:



APPROACH

Designed to establish understanding of shared vision, enable targeted governance, and address evolving community needs to help reduce data sharing friction



TECHNOLOGY

Privacy-enhancing technologies (PET) to eliminate the need to share personally-identifiable information, while lowering the privacy and security risks that prohibit partners from participating



TEAM

Consulting support from the Asemio team whose depth of experience in public health, human services, and education enables quick identification of solutions for domain-specific challenges.

“By more easily meeting compliance requirements that are necessary for this process, you invite more partners to the table.”

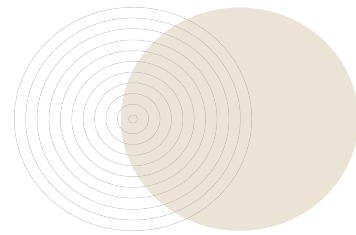
– DAN STERBA

“Something that has been absolutely vital and extremely helpful has been how flexible the Asemio team has been about accommodating the needs of the partners involved.”

– MONICA ROGERS

OUTCOMES

- 32** 8 organizations contributed data from a 12-year period for this effort from **32 programs**.
- 2** The Spotlight approach produced results within **two months** of the first stakeholder meeting.
- 1/2** The time investment necessary to participate was reduced **by half** when compared with traditional approaches.



“The big game changer is that this is a **secure, vetted, verified process** that allows us to use this data without sharing [PII].”

– MONICA ROGERS



BENEFITS

- 16** **unique data sharing projects** have been completed in the **24 months** since this project due to the **speed** our approach enables.
- 7** **out of 8 original** organizations have **returned for one or more** projects since the pilot.
- 7** **additional data contributors** have shared data, many of whom may not have otherwise without these **privacy protections** in place.

“The health department is committed to the health and well-being of all of Tulsa county. **This particular project has helped us expand into serving all of Tulsa county**—people who may or may not have ever interacted with the Health Department.”

– MONICA ROGERS

