



COMMUNITY  
HEALTH CARE  
ASSOCIATION  
of New York State



*CHCANYS NYS-HCCN presents*

# Navigating Data in Health Centers: Analytics, Visualization, and Quality

Evaluating Tools, Building Dashboards, and Ensuring  
Data Quality

July 17, 2025

For more information, please email Anita Li at [ali@CHCANYS.org](mailto:ali@CHCANYS.org)



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# Agenda

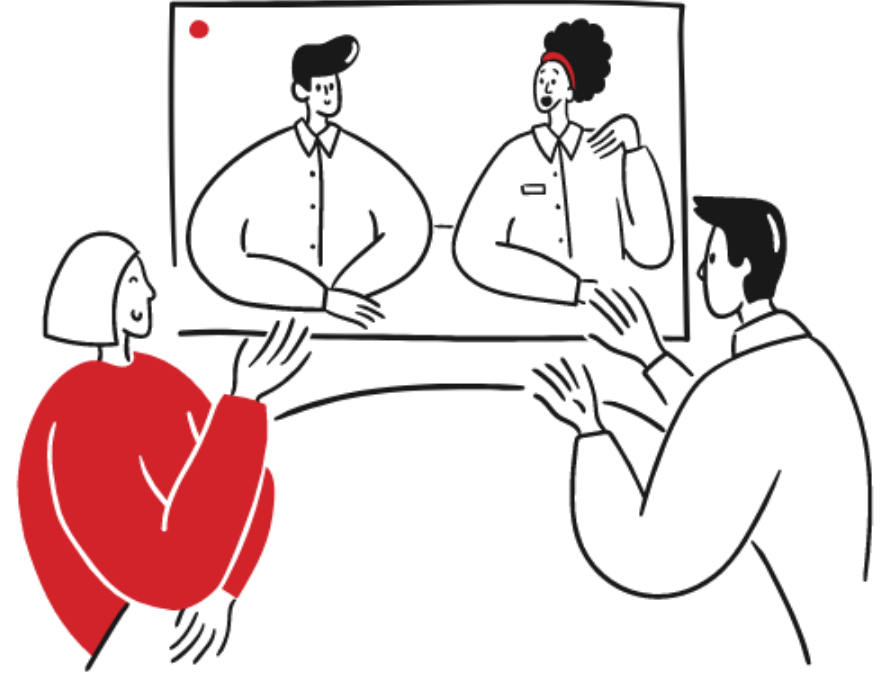
1. Welcome & Introductions
2. Evaluating Tools, Building Dashboards, And Ensuring Data Quality
3. Q&A
4. Closing and Evaluations





# Housekeeping

- You have been muted upon entry. Please respect our presenters and stay on mute if you are not speaking.
- Please share your questions in the chat. CHCANYS staff will raise your questions to our speakers and follow up as needed if there are unanswered questions.
- The webinar is being recorded and will be shared after the session along with the slide deck.
- A webinar evaluation will be shared with participants



# New York State HCCN Objectives



Project Period 2022–2025

2022-2025 Project Period

1

**Clinical Quality**

2

**Patient-Centered Care**

3

**Provider and Staff Wellbeing**

- ✓ Patient Engagement
- ✓ Patient Privacy & Cybersecurity
- ✓ Social Risk Factor Intervention
- ✓ Disaggregated Patient-level Data (UDS+)
- ✓ Interoperable Data Exchange & Integration
- ✓ **Data Utilization**
- ✓ Leveraging Digital Health Tools
- ✓ Health IT Usability & Adoption
- ✓ Improving Digital Health Tools- Closed Loop Referrals\*

\* - Applicant Choice Objective  
Bold- Objective Carried over into 2022-2025



# Meet the Presenter



**Jennifer Rankin, PhD**

FOUNDER and CEO  
Rankin Insights



# Navigating Data in Health Centers: Analytics, Visualization, and Quality

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SESSION 2: EVALUATING TOOLS, BUILDING DASHBOARDS, AND ENSURING DATA QUALITY

# Introduction

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Long-time advocate of access to care and supporting health centers

She is currently the CEO of Rankin Insights, LLC, a consulting agency with clients including:

- Texas Association of Community Health Centers,
- Colorado Department of Public Health and the Environment (the Colorado PCO)
- Rhode Island Health Center Association

Project manager for the UDS Mapper under contract from the Bureau of Primary Health Care

Education:

- PhD in Public Health Informatics

Previous Employers:

- American Academy of Family Physicians,
- Association of State and Territorial Health Officials,
- Texas Association of Community Health Officials, and
- Health Resources and Services Administration



# Agenda

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## Session 2

This session will offer a deeper dive into the pros and cons of various tools, share practical frameworks for building effective dashboards, and highlight the importance of data hygiene to ensure accuracy and trust in your data

### Learning Objectives

1. Compare the strengths and limitations of popular data tools used in FQHC environments.
2. Apply key frameworks and promising practices for designing effective and actionable dashboards.
3. Recognize the importance of data hygiene and implement basic strategies to maintain clean, reliable data.



# Recap of Session 1

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This series is not for data strategy, governance or operations

There is a rich history of data being used to improve health (care, outcomes, costs, access, etc.)

Health data come from a variety of places that are not always linked

Brief introduction to health data analytics

Tools used by health centers for data visualization

# HITEQ Resource

This presentation is supplemented with information from:

<https://hiteqcenter.org/Resources/HITEQ-Resources/Health-Center-Dashboard-Design-Guide>

Lots of detailed information with a workbook that helps to walk you through the implementation of a dashboard

Includes links to many resources for more in-depth learning



# Evaluating Tools

Tool	Availability	Healthcare Focused	Data Connections	Ease of Use	Cost	Security Concerns	Training	Use Cases
Excel	<b>PRO</b>	<b>CON</b>	<b>CON</b>	<b>PRO</b>	<b>PRO</b>	<b>CON</b>	<b>CON</b>	<b>PRO</b>
Tableau	<b>ISH</b>	<b>CON</b>	<b>PRO</b>	<b>ISH</b>	<b>CON</b>	<b>CON</b>	<b>PRO</b>	<b>PRO</b>
PowerBI	<b>ISH</b>	<b>CON</b>	<b>PRO</b>	<b>ISH</b>	<b>CON</b>	<b>PRO</b>	<b>PRO</b>	<b>PRO</b>
Programming Languages	<b>ISH</b>	<b>CON</b>	<b>CON</b>	<b>CON</b>	<b>CON</b>	<b>CON</b>	<b>ISH</b>	<b>PRO</b>
GIS Tools	<b>ISH</b>	<b>CON</b>	<b>ISH</b>	<b>CON</b>	<b>CON</b>	<b>ISH</b>	<b>CON</b>	<b>CON</b>
Azara	<b>ISH</b>	<b>PRO</b>	<b>PRO</b>	<b>PRO</b>	<b>CON</b>	<b>PRO</b>	<b>PRO</b>	<b>ISH</b>

# Types of Visualizations

## Chart/ Graph/ Map

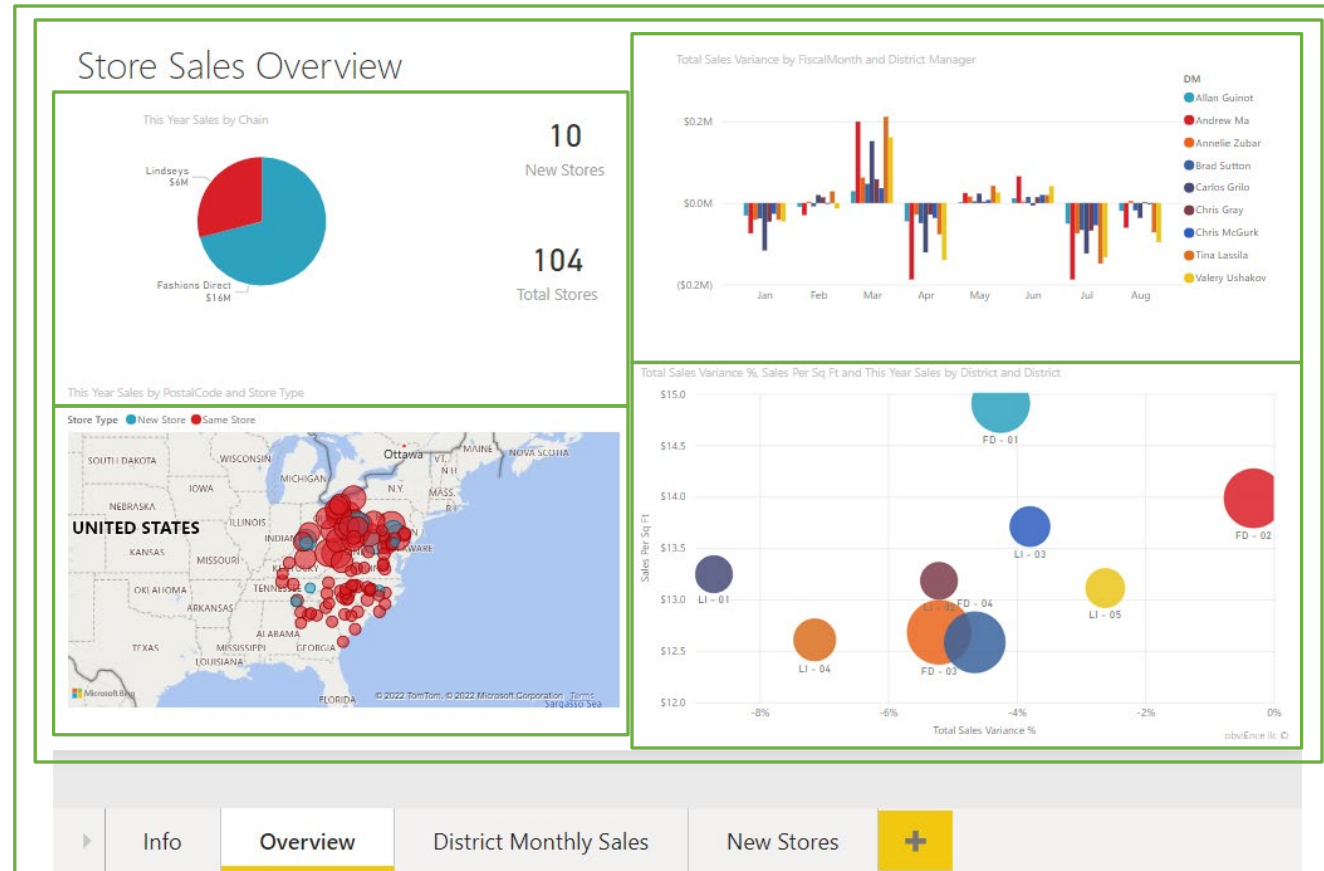
An individual  
visualization

## Infographic/ Dashboard

Several  
visualizations  
grouped in a single  
view

## Report

Multiple charts/  
graphs/ maps/  
infographics/  
dashboards  
grouped into a  
collection



# Effective and Actionable

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Follow best practices

Be sure the tool and development process are user-centered

Try to identify obstacles to successful implementation as early as possible

Consider using both process and outcome measures

Clear benchmarks

Use accurate, clean data

# Dashboard Best Practices

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## Consider

- Why does this dashboard need to exist in the world?
- Who will use it?
- For what purpose?
- What data and associated analytical/visualization tools are already in place for those users to access that information?

## Ensure

- There is a defined audience for the dashboard and that they are actively involved in creating the specifications for and beta testing of the final product (ongoing check-ins/ meetings)
- Before you do anything, get a sense of the types of graphs that you want
  - Does the tool you have access to allow you to create that type of graphic?
  - Do the data you have lend themselves to this type of graphic?

## Evaluate

- How long do you need to build the first version? How often will you release new versions? Will releases coincide with data refreshes?
- How often will you update this dashboard? How often will the data need to be refreshed based on user needs and data availability, particularly if there are any manual steps involved?

# User-Centered Design

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## Define

- Users
- Their data knowledge and capabilities, and
- What they need it for

At a minimum, create use case(s) and maybe user stories

- Acknowledge the tech that is in current use and being replaced
- Emphasize the analytical needs of your stakeholders
- Some of your user stories may seem to conflict
- Some of your users may have multiple stories

# Practical Considerations

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## Level of effort

- Do the staff have experience with the software?
- Will the health center need expertise in this software or is this a one-off?
- Initial build
- Updates

## Frequency of updates

## Data

- Sources
- Frequency of updates
- Availability

Where will/ can the final product live?



# Design Considerations

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Accessibility

Branding/ Style guides

Consistency

Keep it neat and tidy

Z or F reading pattern

# Data Hygiene

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Maintain a culture of clean, usable data

- Almost all staff are data creators/ providers/ scribes
- Patient registration is critical

For patient data, ensure all data sources have consistent patient demographics and or identification

Use standardized terms, definitions, values, formats

Use direct links to data rather than data extracts



# Thank you!

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# Questions?





# Resources

## **CHCANYS Data Governance Series**

<https://www.chcanys.org/chc-resources/clinical-technology-resources/health-it/data-management-analytics>

## **Center for Care Innovations | Building a Data-Driven Culture: A Video Learning Series**

<https://www.careinnovations.org/resources/building-a-data-driven-culture/>

## **HITEQ | Learning to Love Your Data**

<https://hiteqcenter.org/Resources/HITEQ-Resources/learning-to-love-your-data>

## **HITEQ | Health Center Dashboard Design Guide**

<https://hiteqcenter.org/Resources/HITEQ-Resources/Health-Center-Dashboard-Design-Guide>

## **Public Health Data Learning Center**

<https://phdatalearn.uw.edu/>

## **Microsoft Dashboard Training**

<https://www.microsoft.com/en-us/power-platform/products/power-bi/diads>

## **Health Center Program GeoCare Navigator**

<https://geocarenavigator.hrsa.gov/>

## **Health Center Program Uniform Data System (UDS) Data**

<https://data.hrsa.gov/tools/data-reporting>







# Please fill out our survey!

Please share your feedback using the survey link in the chat, the QR code, or the link in the follow up email!

Completing the survey helps us to provide relevant and helpful information. Thank you in advance!

