

## Episode 2

Expert Perspectives in Data Mastering

# Chapman Richardson: Implementing MDM Globally





## About Chapman

Executive Leader, Data Governance, Master Data Management, Pharmaceuticals

Background in CRM, account planning, digital marketing, transformational programs, strategy for engaging with healthcare providers (HCPs) and healthcare organizations (HCOs) to support patients at a global scale.



## Where have you focused?

Focus on customer, product and patient data to bridge the gap between company strategy and vision when engaging with customers.

Bring things up from a very local level and from a very manual type of process to something that's more scalable, more global, something that can transcend different franchises, different country boundaries, allow us to execute on a global level.



What are the top three things to know when leading an MDM effort within an organization?





# Transformative programs typically need good data.

1

## What's driving the change?

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Don't lead with just MDM. Have a clear answer as to why MDM is necessary and what's driving it:

- What is the motivating factor behind the investment?
- What is the company objective?

*Example: We want to deploy more global systems to be more consistent in how we engage, execute and monitor to understand how we're engaging with customers.*

# Transformative programs typically need good data.

## 2

### What happens to the data after mastering?

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The day you deliver mastered data is not the day you're done. Have a full perspective of the mastered data as it moves throughout the organization:

- Are there conflicting business rules downstream?
- Is there a transformation applied in a load process that could change the information?

*Pro Tip: You want to have some level of responsibility and governance over the data until it's used.*

# Transformative programs typically need good data.

3

## Why do people and process need to change?

Ultimately, MDM is about change. Help people understand why existing ways of doing things may not be able to step up to the challenge of where you're headed:

- Are you adding new channels for engagement or acquiring new 3rd party data sources?
- How will their life be better at the end of this process?

*Pro Tip: Having a clear message around what this means to them and the company, and what you're trying to do can help you to overcome resistance.*



Once data leaves  
MDM where does it  
break downstream?

Exploring the  
relationship between  
MDM and data  
governance.





# MDM and Data Governance:

*When I talk about MDM it's that typical mastering that we want to apply.*

*Data comes in, you have multiple sources, and you want to bring that all together to one golden record that everybody can trust.*

*Trust is a key word.*

*Data governance is a concept and a process that used in mastering data.*



# The Concept of Data Governance

Having full data visibility to get to a very quick decision for action

## Governance helps to know:

- Where data assets are
- What the data assets are
- What can and cannot be done with data assets
- Who is the functional expert of the data asset
- Who is the data owner of the data asset
- When the data was onboarded, and based on where it is in its lifecycle, when it should be off boarded

*If you get that full visibility and you understand where something came from, and how it can be used, and there's metrics and KPIs that give you confidence in how good that data may be for your use case, **you can make a quick decision.***

*So that's essentially overall what I see the overall value that we bring with these types of services.*



# How do you keep an MDM program alive?



# How do you keep an MDM program alive?

*After your initial phase, you should be able to:*

- *ingest more data sources*
- *start to engage with customers directly*
- *get first person updates about customers*
- *Deliver the data through APIs and scale who's consuming*

*Maintain a growth focus – not a 'keep the lights on' focus to avoid MDM becoming stale.*





# What should be implemented first, Data Governance or MDM?



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