



NIVACK CASE STUDY

**PUBLIC SECTOR CLIENT
EMBARKS ON MULTI-YEAR
MISSION TO IMPROVE HEALTH
EQUITY AND OUTCOMES FOR
CALIFORNIANS**

CLIENT OBJECTIVE

**TRANSFORMATION INTO A
CUSTOMER FOCUSED PUBLIC
HEALTH ENTITY**

NiVACK helps a Public Sector client create a long-term strategy to transform into a customer focused Center capable of delivering high-value data and informatics services to improve health equity and outcomes for Californians by:

- Digitally Transforming Vital Records
- Acquiring and Leveraging Unified Data
- Applying Predictive Analytics to Aid in Decision Making

THE COMPLEX PROBLEM

Public sector entities deliver important services but can often be slow to pivot to changing customer needs and legislative requirements. This can lead to sub-optimal delivery of existing services and can inhibit the opportunities to deliver higher-value services to the public.

The core client business is critical, but transactional, legacy registration, production, and delivery of certificates. Their technology is outdated, processes are slow and cumbersome, staff turnover is high, and they are burdened by legislative constraints. The core business needs modernizing as the client pivots into high-impact data and analytics services.

Public Health Improvement

NiVACK CASE STUDY

THE SOLUTION

- NiVACK worked closely with the client to segment and understand their customers' needs to build a dynamic Future State Vision. We then led them through the process to create a Strategic Plan Roadmap to take them from their current position to their desired Future State.
- Our Visioning and Strategic Planning process included understanding why their services matter, and to whom, by creating customer journey maps, customer segmentation, and root cause analysis.
- We helped our client create their vision, goal, strategy, and tactical plan that aligned with their core values, and guiding principles. This was a critical component that enabled them to assess their current workforce plan against their future needs to support a long-term organizational re-alignment.

THE IMPACT

- **Dynamic and relatable long-term vision.** The client now has a clear long-term vision, that resonates with employees and senior leaders alike.
- **Strategic roadmap and operational plan.** The client now has both a strategic roadmap and tactical plans to operationalize their vision, without which the vision would be largely worthless.
- **Clear goals aligned to the client's long-term vision.** We helped our clients create their goals around People & Culture, Finance, Vital Record Modernization, Syndromic Surveillance and Data Analytics, enabling the first phase of execution by realigning their operating model and re-organizing their resources.
- **Foundation for transformation.** The client now has a foundational platform from which they can transform themselves and create the capabilities required to support their future customer needs and modernize their Center.

CASE HIGHLIGHTS



CUSTOMER SEGMENTATION

Journey Maps
Segment Characteristics



VISIONING AND FUTURE STATE

Mission
Vision
Values and Purpose



STRATEGIC ROADMAP

Goals and Objectives by Year



OPERATIONAL PLAN

Initiatives, Tactics, Resources,
and Metrics



"Thank you for helping us to elevate our thinking, and create a plan to kick-start our transformation."



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