

# GROUNDING WITH DATA

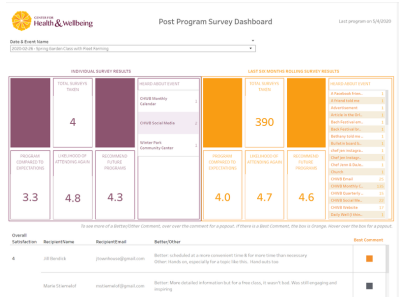
## CASE STUDY: WINTER PARK HEALTH FOUNDATION



GroundedWithData.com  
(407)369-9331  
Orlando, FL



WPHF.org  
YourHealthandWellbeing.org  
Winter Park, FL



### THE QUESTIONS ANSWERED

Winter Park Health Foundation's new facility, the Center for Health & Wellbeing, needed three questions answered:

**How many people were predicted to visit the new Center?** Patti, Jack and the Winter Park Health Foundation answered this question with a model Jack built using the door counters purchased.

**How could the Wellbeing Guide learn about the visitor in order to direct them to programs and events relevant to them?** Patti, Jack, and the Winter Park Health Foundation created a survey based on the Center's Seven Dimensions of Wellbeing. The survey can be taken online or in-person. The visitor receives their results via email and all of the results are aggregated and displayed in a dashboard to assist the Center with understanding needs and interests of the community and to influence programming decisions.

**How could the Center determine the popularity and benefit of their programs in order to create better programs?** A post-event survey was developed with the results displayed in a dashboard to compare that particular event to other events from the past 6 months. COVID-19 restrictions caused the addition of Zoom programs in the Center's schedule. Parimal built integrations to automate the Zoom program links and surveys to be sent to attendees.

### THE FOLLOW UP

To follow up on gathering the data for the three questions, Patti and Jack provide continuous monitoring for WPHF and deliver quarterly business reviews. They look for stories informed by the data and provide key points for board meetings. The Quarterly Business Reviews include Wellbeing Analysis and Program Analysis. The Wellbeing Analysis looks at cross-sections of demographics and determines changes in self-perception of personal wellbeing. The Program Analysis gives deeper dives in the data to determine how program performance has changed.

### CUSTOMER FEEDBACK

"The data analysis and presentation [Patti and Jack] put together was exactly what we needed. Your team really does fabulous work with data!"

Melodie Griffin  
Program Officer, Winter Park Health Foundation

"While planning for the opening of the Center for Health & Wellbeing, we knew it was critical to establish protocols and systems for collecting data to plan and evaluate the services provided to the community. The research gurus and data nerds... [led by Patti and Jack] ...have not only helped us get the data, their analysis has provided valuable insights for program planning and service delivery."

Deb Watson  
Executive Vice President, Winter Park Health Foundation

For a deeper dive into the case study and how we created the models, surveys, and implemented the integrations, please email [patti@groundedwithdata.com](mailto:patti@groundedwithdata.com) to receive a copy!

# GROUNDING WITH DATA

A COLLECTION OF DATA NERDS

## SENIORITY THAT BRINGS YOU THE BEST

Grounded With Data consists of senior leaders in their respective fields. Together they work to create the best Strategy & Implementation plan for you.

The process includes

- Initial call(s) to understand your business and goals
- Futuristic, proactive thinking for how you will need to use your data later
- Strategy, tactics, and process development that can either be taken over by your team or executed by ours
- If we do it, we'll provide continuous monitoring and iterations to bring you the freshest, most useful insights



## MEET SOME OF THE TEAM



### **Patti Combs Brownsord - Marketing Analyst & Project Lead**

Patti spent more than a decade honing her Marketing Campaign Analysis skills, both as a Media Planner and as a Digital Billboard Manager (the sales/marketing side of media). She's practical, analytical, and is passionate about numbers, from the initial proper set up of a campaign to the final analysis and building Lessons Learned for next time.

She is honing her skills as a Data Artist and Marketing Analyst. She has been telling stories with data her entire career, first with advertising campaign reports to, most recently, Quarterly Business Reviews for the Center for Health & Wellbeing. Making the data come alive in the simplest images and having her client wide-eyed with wonder at the insights gleaned, is her favorite business pastime.



### **Parimal Shuklar - Leader Data Integration Specialist**

Parimal holds a Bachelor of Science in Mechanical Engineering (B.S.M.E) from the University of Central Florida. He is a driven, solutions-oriented professional with a track record of success in this field. Currently, Parimal works as a Senior BI Analyst where he collaborates with company executives, sales, marketing, manufacturing and safety groups to streamline reporting and business process. He also works with process owners to capture requirements for data analysis in Tableau/PowerBI. Prior, he has held the title of Project Manager, during which he spearheaded multiple projects involving production automation.

Parimal makes sure the data is set up correctly, flows in the right direction, sets up the integrations needed for it to be seamless, and troubleshoots any changes that happen to the components when updates happen.



### **Dr. Jack Slingluff, Jr - Market Research & Competitive Analysis Lead**

With more than 20 years of experience as a professional researcher, Jack has extensive experience conducting primary research using quantitative, qualitative, and mixed methodologies. Jack specializes in customer satisfaction/loyalty tracking studies for high-profile clients, particularly in the casino gaming industry. Working closely with his clients, Jack helped create and track continuous improvement initiatives that connected customer satisfaction/loyalty to value creation. Helping clients to address changing customer dynamics in real-time in an advisory capacity through ad hoc analyses is one of Jack's areas of expertise. Jack has served clients such as Caesars Entertainment, Hilton Hotels, Mohegan Sun Casino & Resort, Best Western Hotels, Akron General Medical Center, The University of Akron, Purdue University, Rubbermaid, Women's Tennis Association, First Union Bank, Cigna Insurance and more.