

Four reasons why state and local agencies should care about Master Data Management in 2019

Civica's Master Data Management (MDM) solution is trusted as simple, intuitive, and cost-effective by state and local governments from Alaska to North Carolina to the United Kingdom, with more government organizations signing up to realize the benefits.

Here's an all-too-common scenario: A citizen visits a state or local government office, seeking any number of services – assorted permits, unemployment support, healthcare assistance, etc. The front-line employee working with the customer often needs additional information that's outside their department. They call or email the department that's located right down the hall. Then, they wait for information, following up as needed.

This isn't very efficient, nor does it provide good customer service. It's time for governments to take a fresh look at MDM, and what's new in 2019.

1. Increasing demands for better citizen data management



Once viewed with skepticism, governments are now seeing MDM as a must-have, and early adopters have had solutions in place for several years now. In 2007, 50% of efforts to manage government data through warehousing and marts were considered a failure, with many projects getting canceled outright. But in 2018, according to a comprehensive survey by the independent Porter Research Group, **66% of government IT leaders said they expect their organization to have a complete, accurate, shareable view** of their customers within the next three years. In the same survey, nearly three out of five respondents said the need for a holistic citizen view was more important than ever, given recent trends such as citizen self-service, digital government, new regulations, and the "[No Wrong Door](#)" program. And in December 2018, the National Association of State Chief Information Officers released a [survey](#)

MDM is the practice of defining and managing data that's important to an organization's business objectives. MDM provides value by standardizing the data, culling bad data, and handling duplicates.

indicating that MDM was among the top 10 tech priorities for 2019.

2. Greater expectations for government agencies to share data across departments



State and local governments continue to face pressure to streamline services while achieving organizational savings and efficiencies. This means making better use of data; breaking down silos so different departments and agencies can draw from the same information sources to develop a holistic citizen view that is complete, accurate, and shareable. It means reducing data

duplication and redundancies that ultimately lead to more work. The Porter Research Group study found that among government IT survey respondents, nearly 71% said data silos had a significant impact. **About 85% said they also impacted data quality and data sharing.** And a 2013 [TechAmerica Foundation](#) study of federal IT officials noted major benefits in “big data” – budget savings by detecting improper healthcare payments, saved lives, reduced crime, and more.

3. Higher customer service expectations



Today’s state and local governments are returning the old World War II adage “good enough for government work” to its original meaning: that a project or product that was capable of passing the highest possible standards. Though there was a time when the colloquialism came to mean quite the opposite, government agencies are striving for best-in-class quality and customer care. When a citizen requests a service for the first time, MDM provides a global view of the citizen that allows quick, accurate

service delivery. Imagine citizen Joe Smith, who has just been laid off. With MDM, staff are quickly able to identify benefits he’s eligible for and get him signed up, without Joe having to enter repeat information across multiple departments or government functions. Joe feels more confident in interacting with people who are informed about him and his specific situation – important for a customer undergoing a stressful life event. And government employees, the majority of whom are arguably knowledge workers these days, are equipped to handle the interaction smoothly and confidently, versus spending time chasing down colleagues in a department on another floor.

4. More demand for analytics and reporting



Governments are under the microscope more and more, and internally, they want to know how they’re doing: How efficient are we? How much does a certain service cost? Who’s involved? How can we improve processes?

Analytics and reporting capabilities can allow different people and departments

across the government system to understand what’s going on with citizen Joe Smith, our previously mentioned example. Who has he been engaging with? Is he qualified for the services he is receiving? Is he qualified for additional services? What does it cost? And how do we know we’ve successfully served him?

With MDM, there is a world where government employees can get information about every citizen, accessible in a complete, accurate, shareable view. Knowing who your citizens are and what they need and want can enhance service delivery and efficiency, save costs, and help improve the lives of the communities you serve.



The Alaska Story

Alaska, dependent on the oil economy, is often under pressure to create cost-savings without compromising on services.

Twelve years ago, legislators, seeking to know the unique number of individuals served by the state Department of Health and Social Services (DHSS), and department divisions, looking for how to best serve their high-utilizers, found they couldn't get the information they needed.

In 2006, DHSS began working with Civica to develop a master client index. Civica's solution made a big difference by creating a complete, accurate, shareable view of the citizen. Yet, Alaska continually strove to improve service delivery. DHSS wanted to get more value from demographic data to help its powerful business reporting functionality. Civica's MultiVue solution connected the additional data sources, allowing the department to report on a variety of metrics, and delivering outcomes such as:



Accuracy: Access to more complete information on citizens and the services they use.



Insight: Easy to identify citizens with the greatest dependency on services through the number of their interactions.



Visibility: Simple to detect citizens that incur the greatest cost to the department and visualize their relationships.