



**Measurement Analysis:**  
*Utilizing Data to Improve  
 & Innovate*


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**We Are Mid-America Transplant**

- Organ & Tissue Procurement Organization (OPO)
- Not for Profit 501c3
- 180 Employees
- Annual Gross Revenue of Approximately \$40M
- 12-Year Baldrige Journey
- Two-time Missouri Quality Award Winner





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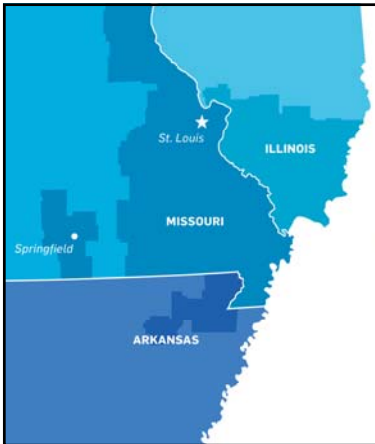
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**WE SERVE**

**4.7**  
MILLION PEOPLE

**84**  
COUNTIES  
throughout Illinois, Missouri & Arkansas

**122**  
HOSPITAL PARTNERS

**3**  
CUSTOMER GROUPS

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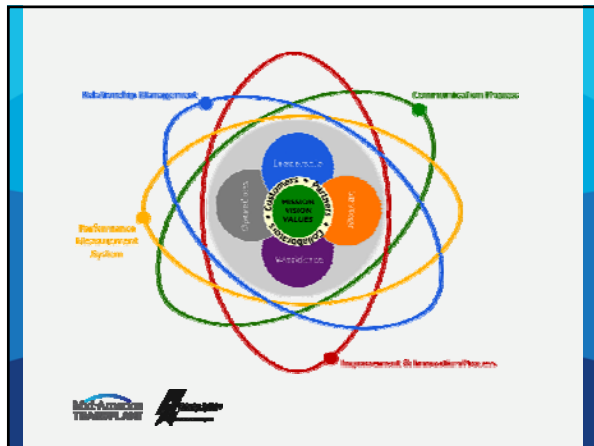
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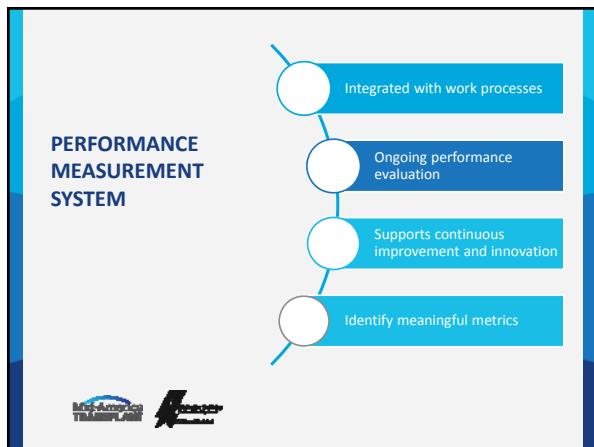
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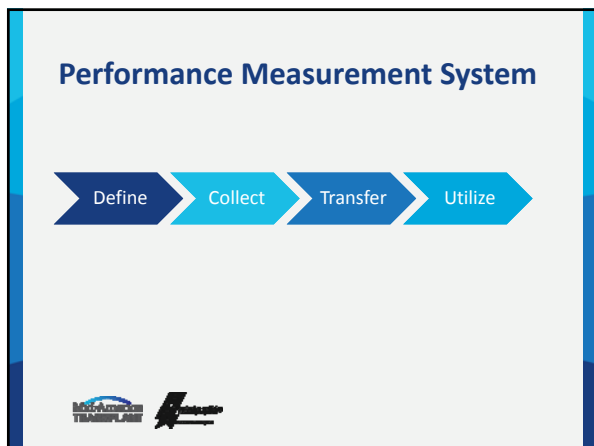
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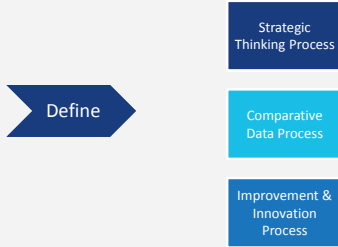
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## Performance Measurement System



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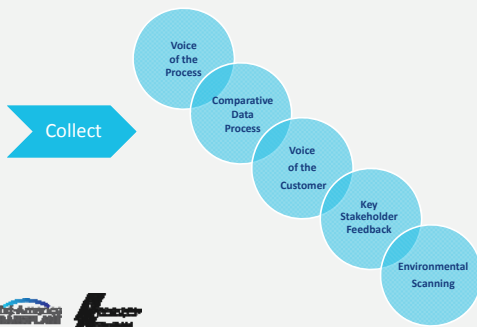
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## Performance Measurement System



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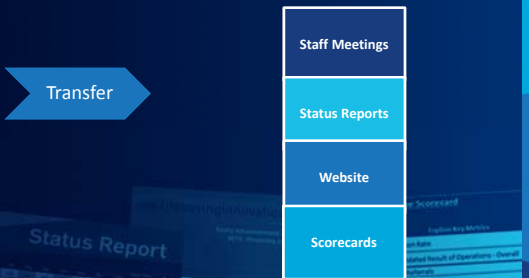
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## Performance Measurement System



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### TRANSFER

#### Cascading Scorecards

|                     | 2018 Revenue (\$M) |             |       |             | Profit of Year |       |           |           | 2018 |
|---------------------|--------------------|-------------|-------|-------------|----------------|-------|-----------|-----------|------|
|                     | Actual             | Target      | % Chg | Amount      | Projection     | % Chg | Actual    |           |      |
| <b>Total</b>        | 565                | 580         | -3%   | 140         | 145            | -4%   | 95        | 95        |      |
| Customer Support    | \$1,100,000        | \$1,100,000 | 0%    | \$1,000,000 | \$1,000,000    | 0%    | \$200,000 | \$200,000 |      |
| Channel             | 500                | 500         | 0%    | 120         | 120            | 0%    | 60        | 60        |      |
| Direct              | 65                 | 65          | 0%    | 16          | 16             | 0%    | 8         | 8         |      |
| Online              | 125                | 125         | 0%    | 30          | 30             | 0%    | 15        | 15        |      |
| Channel/Marketplace | 1,425              | 1,425       | 0%    | 136         | 136            | 0%    | 68        | 68        |      |
| Marketplace         | 1,350              | 1,350       | 0%    | 114         | 114            | 0%    | 57        | 57        |      |
| Marketplace/Online  | 460                | 460         | 0%    | 116         | 116            | 0%    | 58        | 58        |      |
| Marketplace/Channel | 890                | 890         | 0%    | 220         | 220            | 0%    | 110       | 110       |      |
| Marketplace/Direct  | 140                | 140         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Online  | 200                | 200         | 0%    | 50          | 50             | 0%    | 25        | 25        |      |
| Marketplace/Channel | 140                | 140         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Direct  | 245                | 245         | 0%    | 60          | 60             | 0%    | 30        | 30        |      |
| Marketplace/Online  | 195                | 195         | 0%    | 49          | 49             | 0%    | 24        | 24        |      |
| Marketplace/Channel | 40                 | 40          | 0%    | 11          | 11             | 0%    | 6         | 6         |      |
| Marketplace/Direct  | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Online  | 290                | 290         | 0%    | 72          | 72             | 0%    | 36        | 36        |      |
| Marketplace/Channel | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Direct  | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Online  | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Channel | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Direct  | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Online  | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Channel | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Direct  | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
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| Marketplace/Channel | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Direct  | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Online  | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Channel | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |
| Marketplace/Direct  | 145                | 145         | 0%    | 36          | 36             | 0%    | 18        | 18        |      |

MEDIA ANALYTICS TRANSFLOW

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### Performance Measurement System

Operational Management Process

Performance Evaluation Process

Learning & Development System

Leadership System

Improvement & Innovation Process

Utilize

MEDIA ANALYTICS TRANSFLOW

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### Performance Measurement System

Define

Collect

Transfer

Utilize

MEDIA ANALYTICS TRANSFLOW

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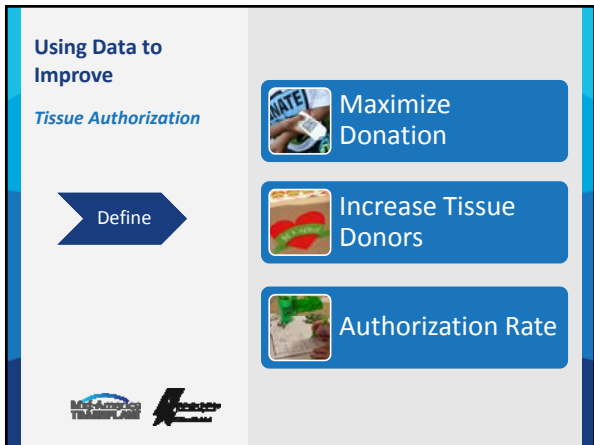
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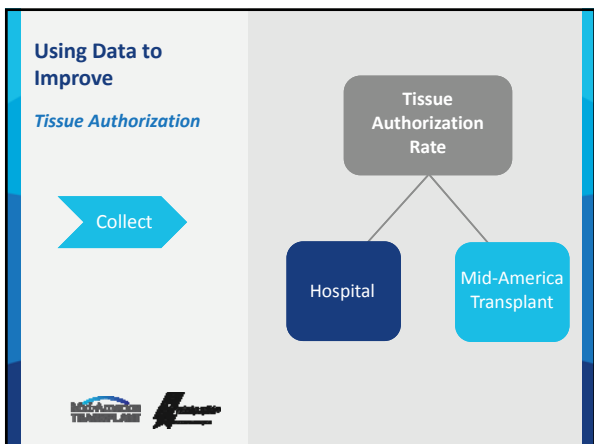
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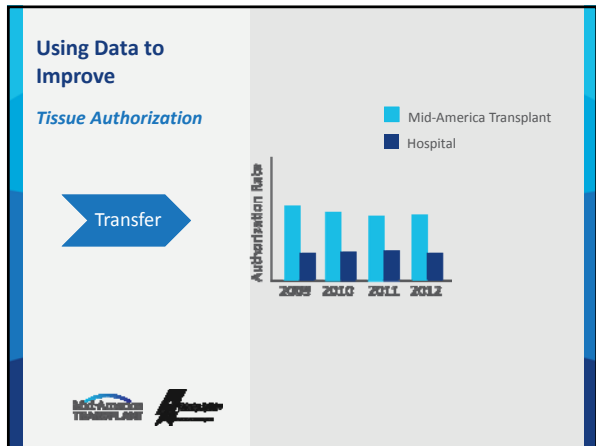
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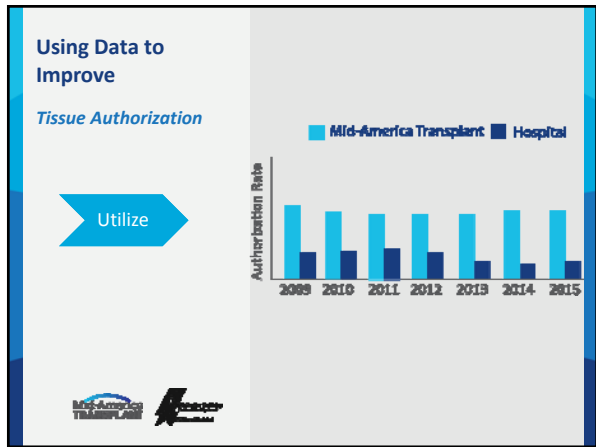
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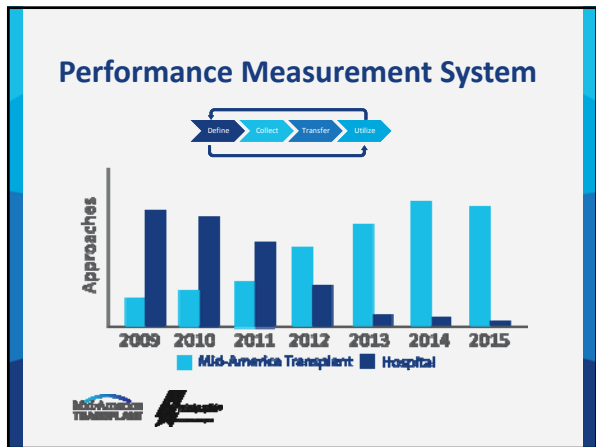
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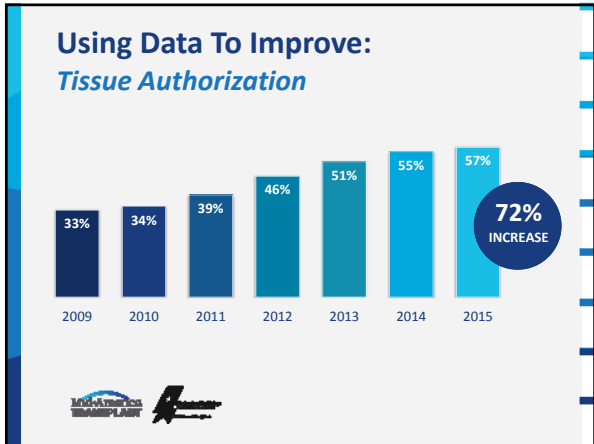
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### Category 4 Baldrige Learning

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Move from  
 "What data?"  
 Separated  
 from "Why the  
 Improvement"  
 Provide structure and discipline

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**Category 4**  
Baldrige  
Learning



Dedicated  
Performance  
Improvement  
Team



Proactively Solicit  
Benchmark Data



Data Driven  
Decision Making




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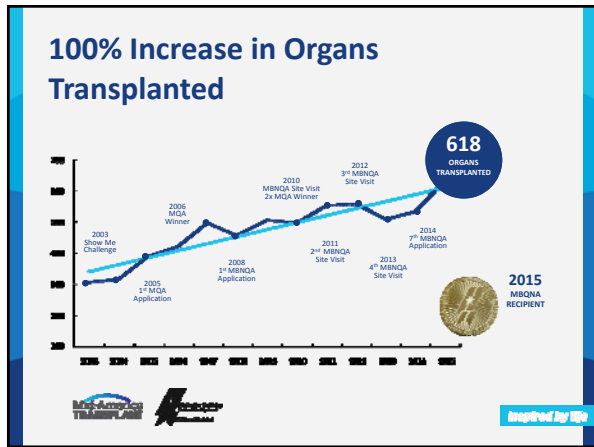
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**Meet Dawn**

*Donated tendon repaired her ankle and allowed her to hike the Grand Canyon, run half marathons and compete in triathlons.*




Inspired by 100

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**BE INSPIRED.**

Join the National Registry | [registerme.org](http://registerme.org)  
Visit our website | [midamericatransplant.org](http://midamericatransplant.org)



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*For More Information...*

**Steve Haven**  
Director, Performance Improvement & IT  
[shaven@midamericatransplant.org](mailto:shaven@midamericatransplant.org)

**Upcoming Sharing Days**  
[www.midamericatransplant.ticketleap.com](http://www.midamericatransplant.ticketleap.com)



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