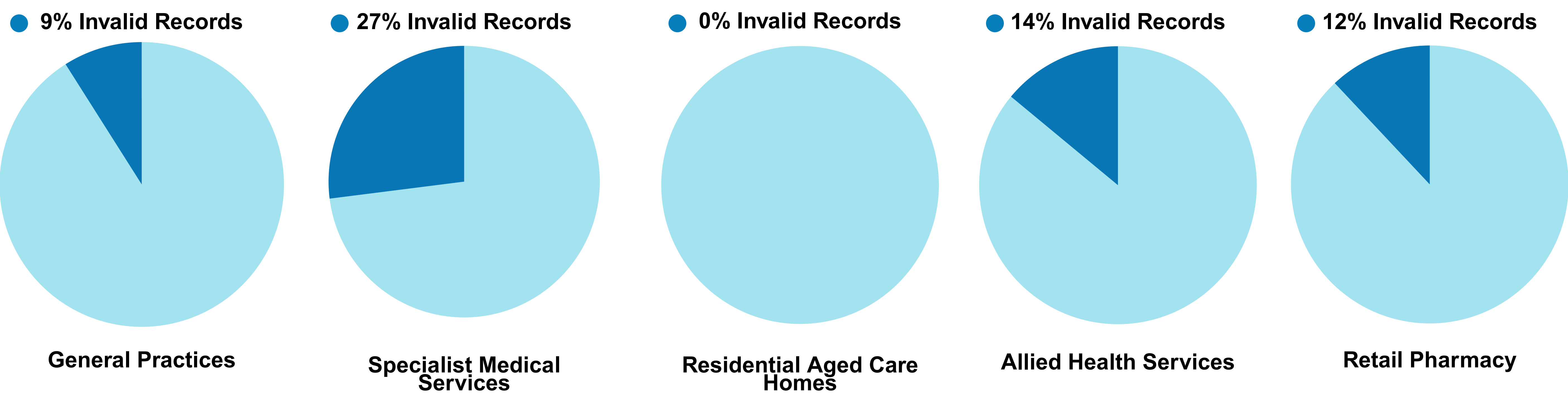


Enhancing Data Quality Using CRM

Accurate and reliable data is essential for effective healthcare planning and reporting. Gold Coast Primary Health Network (GCPHN) has undertaken extensive data validation initiatives within its Customer Relationship Management (CRM) system to enhance the quality of provider data, ensuring compliance with reporting requirements and improving decision-making capabilities. The CRM serves as the source of truth for practice locations, registration status, and other critical provider information, supporting the integrity of different datasets. Some datasets reflect provider details at the time of HPI-O and My Health Record application. Their primary purpose is to support engagement with providers and encourage the registration and use of My Health Record.

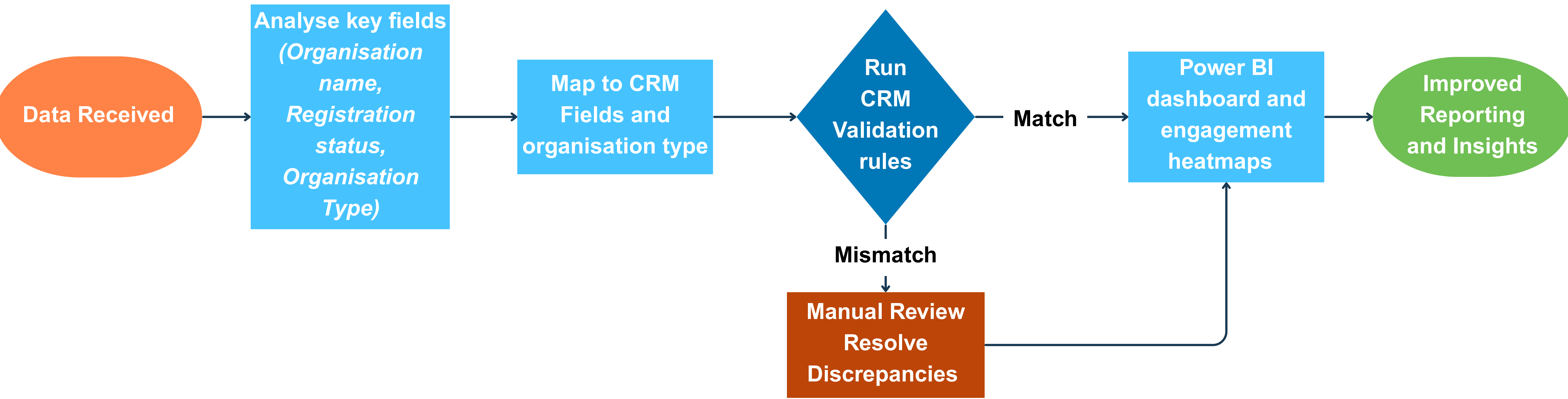
Opportunity

While the dataset details are suitable for its original purpose, GCPHN has identified an opportunity to enhance the dataset to better support current reporting and engagement needs. Through an internal review of five datasets, it was found that, on average, 88% of records were valid, while 12% were either mislabelled, inactive, or outside the GCPHN catchment. These inconsistencies highlighted the need to improve the completeness and accuracy of the dataset by aligning it with up-to-date CRM records. Enhancing this dataset will strengthen stakeholder engagement processes and will improve the accuracy and reliability of our reporting data.



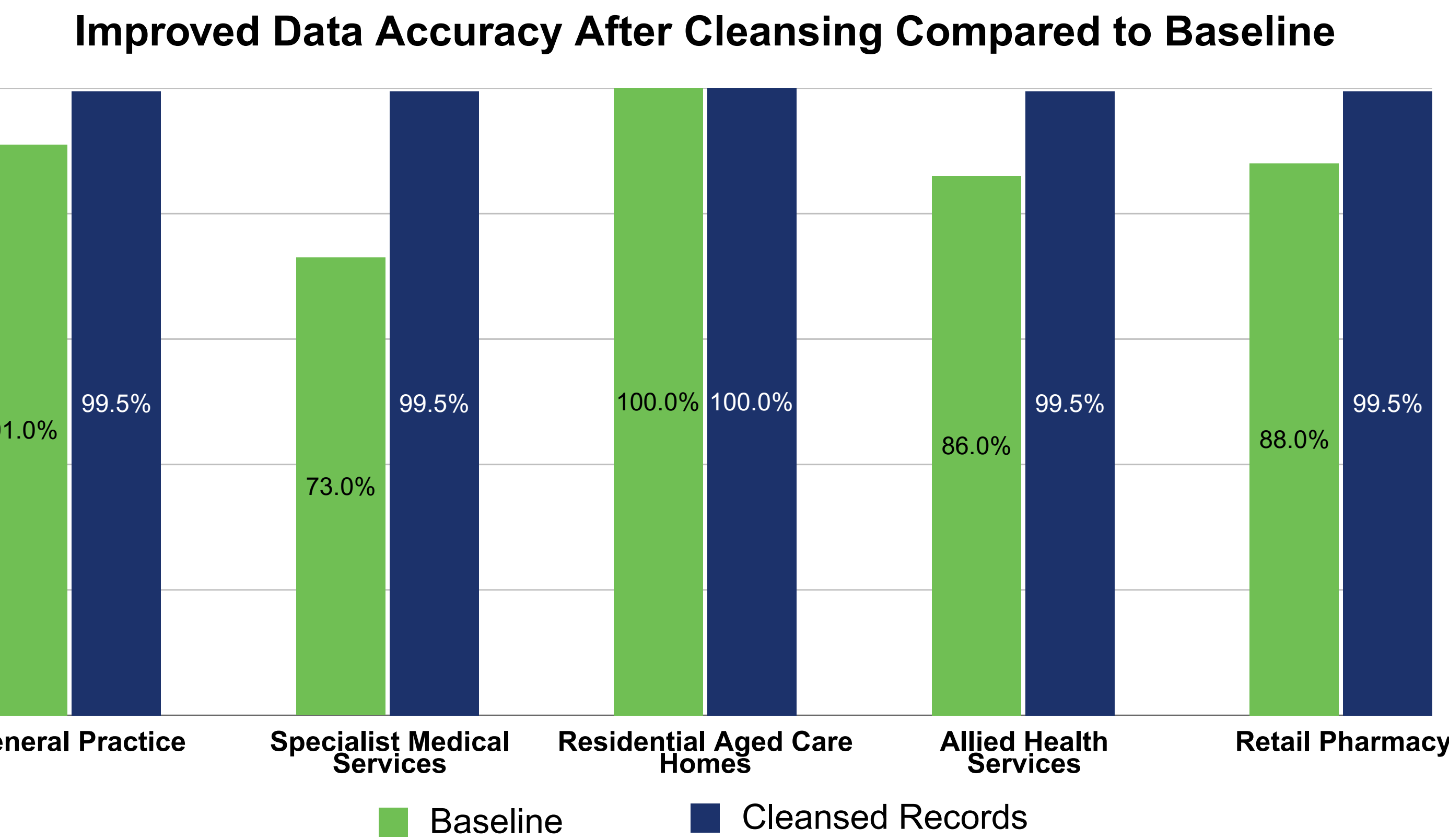
Our Approach

Through structured data exercises, GCPHN has implemented systematic approaches to identify data discrepancies, automate validation processes using Dynamics CRM, and standardise provider information. This approach cleans, validates, and enriches the dataset, improving data quality and enabling actionable insights through dynamic visualisation tools.



Outcomes & Benefits

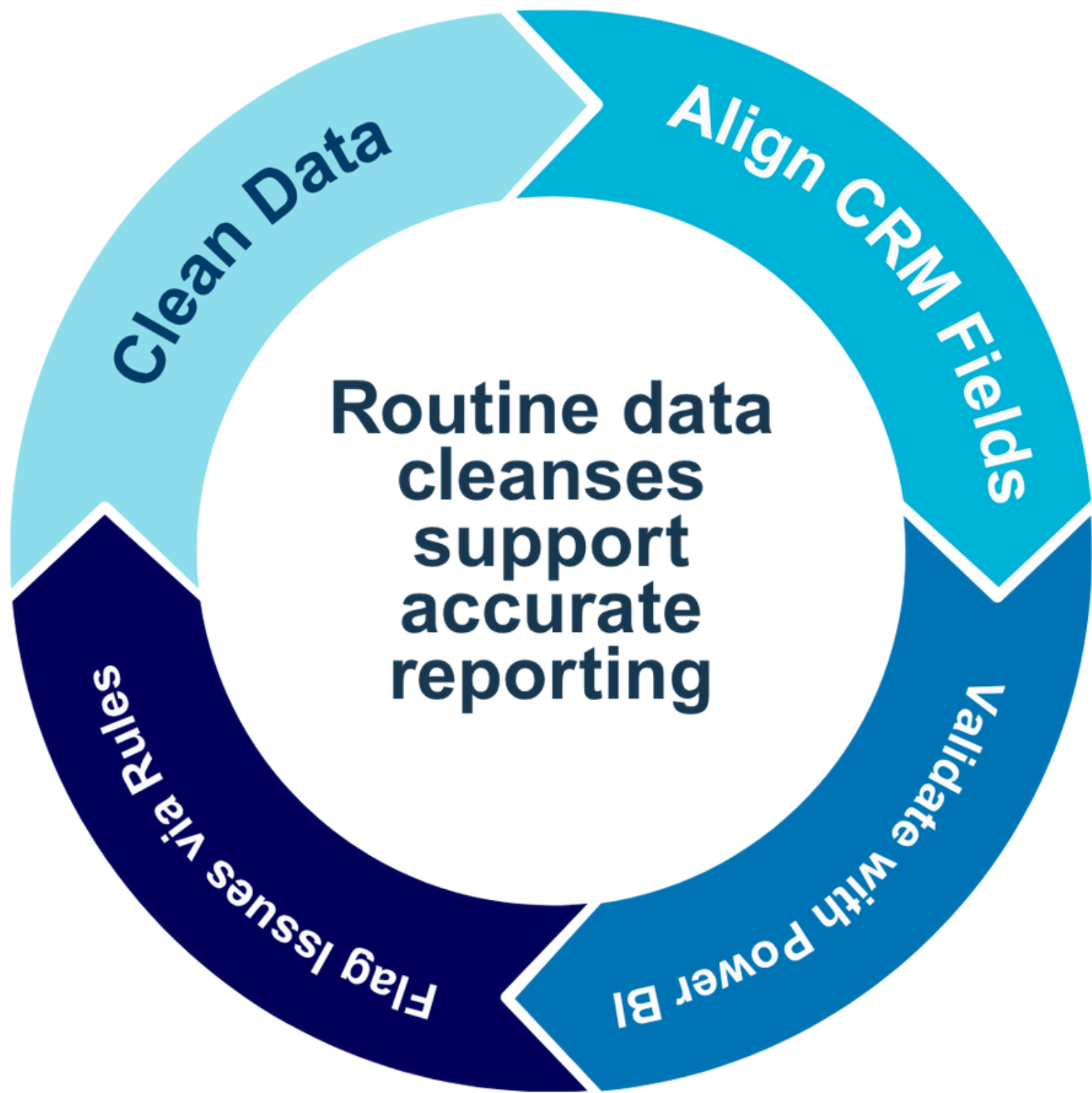
The initiative increased mean data validity from 88.0% to 99.5%, significantly improving accuracy, reporting reliability, and support for targeted engagement activities.



This approach, using consistent field alignment, automated validation, and regular cleansing, reduced manual reviews to just 3 to 5 providers per quarter.

Key Takeaways

Effective data management through ongoing validation and cleansing ensures trustworthy data that supports accurate decision-making and timely reporting to enhance provider engagement activities.



This approach also supports more targeted My Health Record engagement strategies, in line with national data privacy and reporting requirements.