

Data Alchemy^{DESIGN STUDIO}

Work Samples

PORTFOLIO

NOTES

WORK SAMPLE 1

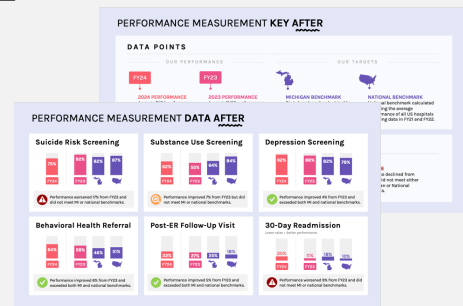
WORK SAMPLE 2

WORK SAMPLE 3

Performance Measure Revamp

ABOUT THE SAMPLE

A client needed performance measures redesigned to clearly communicate progress and support informed decision making. This sample includes copies of the "before" performance measures (not designed by Kristina) and "after" the updated version.



EXAMPLE OF

DATA VISUALIZATION | NARRATIVE DEVELOPMENT | ANALYTICAL TRANSLATION

NOTABLE FEATURES

- ✦ **Designed charts to make key patterns easier to see:** Switching from text-only interpretation to clear, color-coded graphs more clearly represented what data were being compared.
- ✦ **Background information on data points:** Data context were added to inform audiences of the definition of each data point, how it was calculated, and what data were being compared.
- ✦ **Added interpretation:** Clear markers were included to show what the data said about the health of each performance measure and how it should be addressed.
- ✦ **Reduced clutter and friction:** Legends were created to prevent the reader from having to flip back and forth between the data and the key, and extra details like decimal points were removed to reduce clutter.



WORK SAMPLE 1

Performance Measure Revamp (the Before)

PERFORMANCE MEASUREMENT KEY BEFORE

(not designed by Kristina)



**PERFORMANCE
IMPROVED FROM
BASELINE**



**PERFORMANCE
REMAINED STEADY
FROM BASELINE**



**PERFORMANCE INCREASED
FROM POOR TO MODERATE
BRING MI CLOSER
TO NATIONAL
THRESHOLD**



**PERFORMANCE
DECLINED FROM
BASELINE**



**PERFORMANCE
INCREASED
TO BRING MI ABOVE
NATIONAL THRESHOLD**



**PERFORMANCE DECREASED
FROM GOOD TO MODERATE OR
MODERATE TO POOR TO BRING
MI FURTHER FROM NATIONAL
THRESHOLD**

PERFORMANCE MEASUREMENT DATA BEFORE

(not designed by Kristina)

SUICIDE RISK SCREENING

**NATIONAL-87.4%
MI BASELINE-82.3%
FY23-91.7%**



SUBSTANCE USE SCREENING

**NATIONAL-83.9%
MI BASELINE-64.3%
FY23-55.2%**



DEPRESSION SCREENING

**NATIONAL- 77.6%
MI BASELINE-82.1%
FY23- 88.4%**



BEHAVIORAL HEALTH REFERRAL

**NATIONAL-50.8%
MI BASELINE-46.3%
FY23-57.5%**



POST EMERGENCY VISIT FOLLOW-UP

**NATIONAL-17.9%
MI BASELINE-25.2%
FY23- 27.1%**



30-DAY READMISSION RATE

**NATIONAL- 9.8%
MI BASELINE- 18.2%
FY23- 11.3%**





WORK SAMPLE 1

Performance Measure Revamp (the After)

PERFORMANCE MEASUREMENT KEY AFTER

DATA POINTS

OUR PERFORMANCE

FY24

2024 PERFORMANCE

Average FY24 performance for all hospitals within the hospital system.

FY23

2023 PERFORMANCE

Average FY23 performance for all hospitals within the hospital system.



MICHIGAN BENCHMARK

State benchmark calculated by taking the average performance of all MI hospitals reporting data in FY21 and FY22.



NATIONAL BENCHMARK

National benchmark calculated by taking the average performance of all US hospitals reporting data in FY21 and FY22.

PERFORMANCE MEASURE HEALTH



ON TRACK

Performance met or exceeded FY23 performance as well as MI and national benchmarks.



MONITOR

Performance declined from FY23 **and/or** did not meet at least one benchmark (Michigan or national).

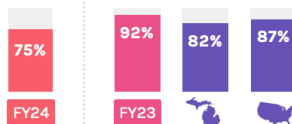


INTERVENE

Performance declined from FY23 **and** did not meet either the Michigan or National benchmarks.

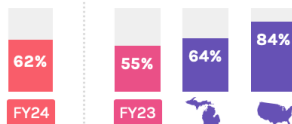
PERFORMANCE MEASUREMENT DATA AFTER

Suicide Risk Screening



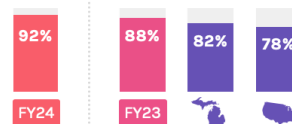
Performance worsened 17% from FY23 and did not meet MI or national benchmarks.

Substance Use Screening



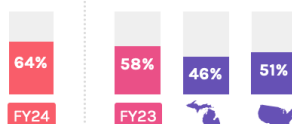
Performance improved 7% from FY23 but did not meet MI or national benchmarks.

Depression Screening



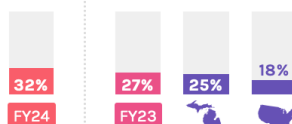
Performance improved 4% from FY23 and exceeded both MI and national benchmarks.

Behavioral Health Referral



Performance improved 6% from FY23 and exceeded both MI and national benchmarks.

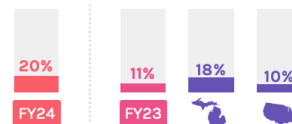
Post-ER Follow-Up Visit



Performance improved 5% from FY23 and exceeded both MI and national benchmarks.

30-Day Readmission

Lower rates = better performance

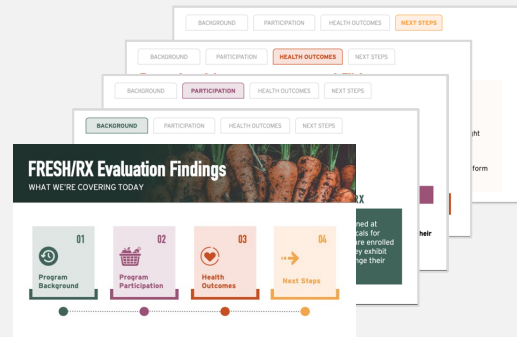


Performance worsened 9% from FY23 and did not meet MI or national benchmarks.

Data Findings Presentation Slides

ABOUT THE SAMPLE

A stakeholder presentation developed to communicate evaluation findings and highlight the impact of a nutrition prescription program. This sample includes selected slides that demonstrate how data and key messages were presented in a clear, engaging format.



EXAMPLE OF

DATA VISUALIZATION | DATA STORYELLING | INFORMATION DESIGN

NOTABLE FEATURES

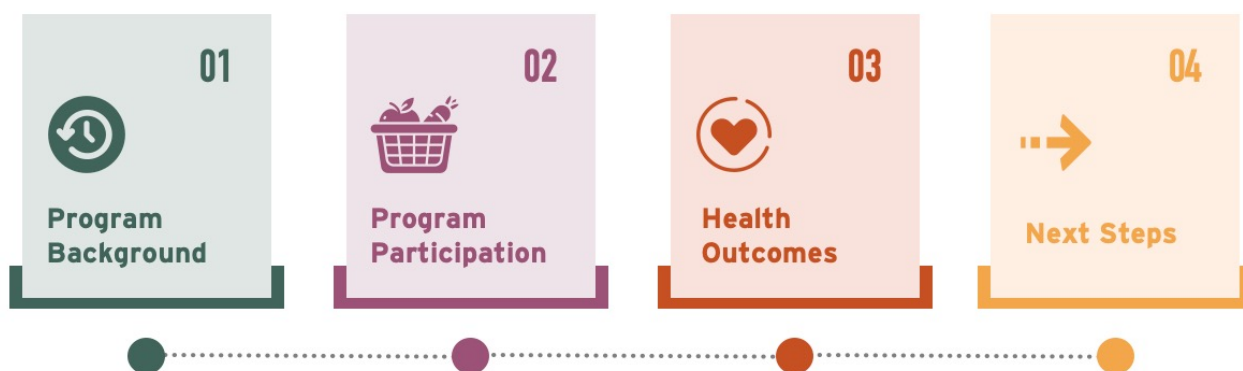
- ✦ **Seamless story and transitions:** The information seamlessly transitions from one point to the next, starting with setting the stage for why the program was created, information on program structure, health outcomes, and what's happening next due to findings.
- ✦ **Titles that tell the point:** Titles are not topical like "Program Need," they are statements that explain the take-home points so audience members don't need to guess or spend energy interpreting findings themselves.
- ✦ **Visual cues to orient the audience to the content:** While point-driven titles help audience members understand key points, it's still helpful to see what the topic is and where they are in the flow of the presentation. This effect was created with the color-coded "tabs" at the top of each slide.



Data Findings Presentation Slides (Slides 1 & 2)

FRESH/RX Evaluation Findings

WHAT WE'RE COVERING TODAY



BACKGROUND

PARTICIPATION

HEALTH OUTCOMES

NEXT STEPS

FRESH/RX connects adults with pre-diabetes to healthy produce to prevent type 2 diabetes.



1 in 3 Adults

in Michigan have
Pre-diabetes



of those adults will develop
type II diabetes **within 5**
years without intervention

ENTER: FRESH/RX

Patients are screened at their annual physicals for pre-diabetes and are enrolled in FRESH/RX if they exhibit willingness to change their eating habits.



Data Findings Presentation Slides (Slides 3 & 4)

BACKGROUND

PARTICIPATION

HEALTH OUTCOMES

NEXT STEPS

Out of 675 program participants, 64% redeemed at least half of their FRESH/RX vouchers.



1217 ELIGIBLE

Showed pre-diabetic A1C between **5.7-6.4%** and were eligible for FRESH/RX

675 ENROLLED

Based on willingness to change eating habits and received **\$50 per month in FRESH/RX vouchers**

432 ENGAGED

Redeemed at least **half of their vouchers** at participating farmer's markets over the 6-month program

BACKGROUND

PARTICIPATION

HEALTH OUTCOMES

NEXT STEPS

Engaged participants saw an average of .5% decrease in A1C over 6 months.

AVERAGE A1C
at initial screening and
6-month follow-up



PREDIABETES
5.7-6.4%



PARTICIPANT QUOTE

I went to the doctor last week and **my numbers are down!** I couldn't believe it. For the first time, I feel like I'm in control of my health.



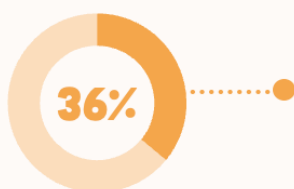
BACKGROUND

PARTICIPATION

HEALTH OUTCOMES

NEXT STEPS

Expand evaluation to understand engagement & possible program expansion.



of participants redeemed
less than half of their
FRESH/RX vouchers

More data are needed to understand...

- ✓ What barriers prevent participants from redeeming vouchers?
- ✓ What types of support or programming might help participants overcome these barriers?
- ✓ What are the characteristics of the highest engaged participants and how might this inform programming?

WORK SAMPLE 1

WORK SAMPLE 2

WORK SAMPLE 3

Project Summary Brief

ABOUT THE SAMPLE

A client needed a succinct brief of their quality improvement project to share results with participants and stakeholders. This sample includes the full summary brief that includes background, project details, and impacts of the project.



EXAMPLE OF

DATA VISUALIZATION | DATA STORYTELLING | PAGE LAYOUTS

NOTABLE FEATURES

- Story-driven organization:** Information is intentionally structured so readers first understand the challenge, then the quality improvement efforts, and the results and their impact. This story-like narrative flow helps readers remember the content.
- Created visual content blocks:** Content is organized into grid-based sections to make it clear which concepts are connected, and how they relate to or build on one another.
- Broke up dense text with visuals:** Visual elements like icons and graphics are used to reduce text density and create a more engaging reading experience.



The North Carolina Maternal Health Project

FY24 QUALITY IMPROVEMENT WORKING GROUP

The North Carolina Health Initiative monitored the regional implementation of the Maternal Wellness Grant (MWG) and the Rural Birth Equity Fund (RBEF) to identify where implementation support was most needed. Based on early findings, it was decided to convene a Quality Improvement (QI) Working Group (WG) in fiscal year (FY) 24 to improve engagement and care continuity to families during the "fourth trimester." The following summary shows **results of the FY24 Postpartum Care & Engagement QI LC**.

All Clinical Sites and Community Partners receiving the Maternal Wellness Grant and/or Rural Birth Equity Fund funding participated in the QI LC.



MWG funding increases access to nursing and lactation support for families in high-density urban areas.



RBEF funding increases access to telehealth and mobile clinic services for mothers in rural or remote counties.

18 Participating Community Sites (PCS) participated from three organization types:

8 OB-GYN CLINICS

6 COUNTY HEALTH DEPARTMENTS

4 DOULA COLLECTIVES

The QI teams started in January 2024 and ran through September 2024, with two months of pre-work activities in November and December of 2023.

Pre-work activities included two 1:1 meetings with a QI coach to...



Map the process for 6-week postpartum visits to see how patients were moved through scheduling.



Complete an assessment to help PCS determine where to focus their first Plan-Do-Study-Act (PDSA) cycles.

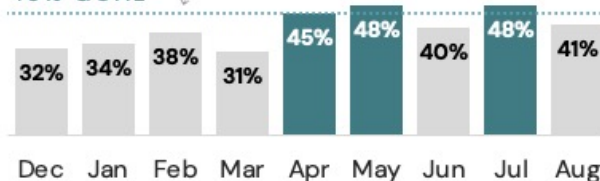
QI WG Goal Statement

By September 30, 2024, the FY24 the QI WG **will increase the percent of families completing their 6-week postpartum check-up by at least 13% (to 45%).**

RESULT: The average percent of families completing their 6-week increased 10% **from 29% to 39%**

Teams met the goal in **Apr, May, and Jul 2024**

45% GOAL





The North Carolina Maternal Health Project

FY24 QUALITY IMPROVEMENT WORKING GROUP

Activities & Successes

Strengthening the connection between clinical care and community support was a core priority for this QI group. Many of the strategies piloted by the teams focused on creating consistent communication loops with their MWG and RBEF partner networks. This included collaborating with healthcare providers, hospital discharge planners, community-based doulas, and rural health navigators. Teams invited these partners into their monthly QI meetings to co-design better hand-off procedures. As a result of these collaborative efforts, the frequency and quality of engagement between clinical providers and community supports improved.

Referral Network Expansion

The # of referral partners across all PCS **steadily increased**



Most teams now have established **ongoing meetings** scheduled with their **referral partners**.

More Timely Scheduling

Patients who had follow-up appointments within 5 days of hospital discharge **increased**



Several teams streamlined their outreach processes for parents with behavioral health needs.

PDSA Cycle Snapshot

Each PSC completed at least one PDSA cycle focused on referrals or patient scheduling.

25

Unique
Strategies
Tested

10

ADOPTED

8

ADAPTED

4

EXPANDED

3

ABANDONED

Lessons Learned

TAILOR APPROACHES

Tailor communication and collaboration with referral partners as each one is different.

FOLLOW-UP

Reach out to partners because receiving referrals takes time and consistency.

EDUCATE NEW HIRES

Upon hiring, educate new staff about relationship building with referral partners.

INCLUDE FAMILIES

When developing promotional materials, include families so language resonates.

Thanks for exploring my work!

Data Alchemy^{DESIGN STUDIO}

Curious to see how we can transform your next deliverable?

Your work has something important to say and it deserves to be noticed, understood, and used. At Data Alchemy Design Studio, we combine data expertise, communication strategy, and intentional design to create more than a beautiful deliverable. Together, we'll create something that captures attention, builds trust, and gives your findings the power to shape decisions and create real change.

NEXT STEPS

Submit a Project Inquiry

Share any details you have about your deliverable including format, purpose, goals, audience, desired level of support for both design and content, and timeline.

[Submit an inquiry using the Contact form.](#)

