

How **Midi Health** Modernized Analytics and Accelerated Data Insights with Data-Sleek



Midi Health, a fast-growing HIPAA-regulated digital health platform, required reliable, compliant, and actionable data to support expanding clinical and digital offerings. With the U.S. digital health market projected to approach USD276.6 billion by 2030 at nearly 20 percent annual growth, investment in virtual care, data platforms, and analytics is accelerating. Partnering with Data-Sleek clarified strategy, governance, and architecture to ensure future analytics investments remain compliant, scalable, and aligned with business priorities.

The Challenges:

Fragmented Foundations Limiting Insight and Compliance

Midi Health faced critical challenges that limited insight, slowed decision-making, and increased operational and compliance risks:

- **Fragmented data slowing decisions:**
Critical data lived across disconnected systems, making it difficult to answer core business questions consistently and eroding trust in analytics.
- **Limited governance and unclear PHI ownership:**
Without clear frameworks for PHI access and accountability, compliance risk increased, and leadership hesitated to expand analytics involving sensitive patient data.
- **Difficulty identifying high-ROI analytics use cases:**
Analytics efforts were reactive rather than strategic, reducing visibility into initiatives that could deliver measurable operational or product impact.
- **Uncertainty in data warehouse selection:**
Evaluating platforms without clear requirements risked unnecessary costs, architectural rework, and future scalability limitations.

These challenges demanded a clear, strategic approach to data governance, infrastructure, and analytics, with Data-Sleek helping Midi Health implement a practical roadmap.

The Solution:

Phased Data Modernization Approach

Strategy and Approach

Data-Sleek implemented a structured, phased approach focused on strategy and governance before technology selection. Through facilitated workshops with technical, product, and operational stakeholders, the team assessed existing systems, data flows, compliance requirements, and organizational readiness.

The engagement prioritized strategy, governance, and validation before tool selection. Teams clarified data ownership, compliance expectations, and measurable outcomes to guide architectural decisions.

A vendor-neutral evaluation ensured recommendations aligned with business needs, regulatory requirements, and scalability. High-ROI use cases were prioritized, enabling a proof of concept (POC) to validate assumptions and guide future investments.

Implementation

The POC translated strategy into execution, demonstrating how trusted data could support product, operational, and compliance decision-making. Standardized dashboards replaced manual reporting and ad hoc analysis, enabling teams to consistently monitor key metrics.

Governance controls were phased in alongside delivery, balancing HIPAA compliance with operational flexibility. By narrowing the scope and aligning the architecture to validated use cases, Midi Health reduced implementation costs by 25% while accelerating delivery.

Technology and Enablement

Data-Sleek collaborated with technical and business teams through workshops and assessments to build alignment and shared understanding of priorities. Leadership gained clarity on PHI ownership, access controls, and accountability within HIPAA regulations, increasing confidence in expanding analytics initiatives.

Dashboards were designed for non-technical stakeholders, enabling teams to explore insights independently and accelerate time-to-value. A best-fit data warehouse supports scalable, compliant analytics and future integration of new data sources without costly rework.



Key Deliverables

- **Data strategy and modernization roadmap:**
Phased plan aligning analytics, governance, and architecture with HIPAA compliance and business priorities.
- **Validated high-ROI use cases:**
Five initiatives identified and validated to improve product performance and operational efficiency.
- **Data product POC and dashboards:**
Functional POC demonstrating faster insights and reduced ambiguity.
- **Unified data governance framework:**
Model defining PHI ownership, access controls, and accountability for responsible, compliant analytics.
- **Vendor-neutral data warehouse evaluation:**
Objective assessment and best-fit selection supporting scalability, compliance, and long-term efficiency.

Results & Impact

Immediate Results

- **25% reduction in implementation costs:**
Optimized architecture and project scoping lowered expenses, enabling budget allocation to high-impact analytics initiatives.
- **3x faster POC launch:**
Prioritization and early validation reduced the timeline from 12 weeks to 4 weeks.
- **Five high-impact use cases validated:**
Leadership now focuses on initiatives with measurable business outcomes.
- **Unified governance framework established:**
Standardized data access and quality controls increased confidence in analytics and strengthened responsible handling of PHI.
- **Best-fit data warehouse solution selected:**
Vendor-neutral evaluation eliminated uncertainty, decreased projected rework, and created a future-ready foundation.

Long-Term Impact:

- **Faster, data-driven decision-making:**
Integrated dashboards enabled faster time-to-insight, helping teams respond more quickly to operational, product, and compliance needs.
- **Scalable, future-ready infrastructure:**
The warehouse supports new data sources and growth in analytics usage without major rework.
- **Operational efficiency gains:**
Analysts and business teams spend less time reconciling fragmented data, allowing focus on higher-value work.
- **Strengthened compliance and governance:**
Ongoing HIPAA alignment maintains strict PHI handling protocols and increases confidence in regulatory readiness.
- **Strategic advantage in innovation:**
Midi Health can scale analytics initiatives confidently, launching new data products and predictive insights with faster ROI.



Lessons Learned / Industry Insights

- **Centralized governance accelerates adoption and ensures compliance:**
Centralized PHI ownership and access controls reduce risk while accelerating analytics adoption.
- **Prioritize high-ROI analytics use cases early:**
Validating high-impact use cases early enables faster POCs and measurable outcomes.
- **Vendor-neutral infrastructure selection reduces long-term cost and risk:**
Evaluating multiple options ensures scalability, flexibility, and avoids costly rework.
- **Hands-on enablement drives a data-literate culture:**
Training teams to explore dashboards independently increases adoption, operational efficiency, and innovation readiness.

Conclusion

With Data-Sleek's guidance, Midi Health established a clear, measurable roadmap for data modernization. Implementation costs fell by 25%, POCs launched 3x faster, and five high-impact analytics initiatives were validated. A unified governance framework and best fit data warehouse now support scalable, HIPAA compliant analytics.

The organization now operates with a scalable, HIPAA-compliant analytics foundation. Time-to-insight has improved, teams make faster, more confident decisions, and operational efficiency and regulatory readiness have increased.



About Data-Sleek

Data-Sleek® is a consulting agency and a leading provider of comprehensive data management solutions. We specialize in data transformation, data migration, data integration, data architecture, data warehousing, and database consulting. Our commitment to client satisfaction empowers organizations of all sizes to unlock the full potential of their data assets. Data-Sleek is a trusted partner of Fortune 500 companies, dedicated to innovating and revolutionizing the way you do business.

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