



LIAISON  
**CAS**  
experience  
JULY 24-25 2023  
CHICAGO, IL

# Prioritizing and Managing Workflows with Advanced Analytics

July 24, 2023



A woman with dark hair, wearing a green and grey striped cardigan over a light blue shirt and clear safety goggles, is focused on a laboratory experiment. She is using a metal clamp to hold a glass flask. In the background, another person wearing safety goggles is partially visible. The setting is a modern laboratory with large windows.

# Agenda

1. Who is Des Moines University (DMU)?
2. An Evolving Partnership
3. Understanding Advanced Analytics
4. Using Othot's Scoring to Improve Workflows
5. DMU's Future with Advanced Analytics

# Meet Our Presenters



Molly Moeller  
*Sr Director of Admissions*

Des Moines  
University



Kelly Liocano  
*Client Success Director*

Liaison



- Des Moines University, Des Moines, Iowa
- Celebrating 125 years
- Graduate Health Sciences
- 1800 graduate students
- 10 Advanced Health Sciences Degrees
  - College of Osteopathic Medicine
  - College of Podiatric Medicine and Surgery
  - College of Health Sciences

# An Evolving Partnership

Choosing Othot by Liaison's  
Advanced Analytics



Understand How to  
Operationalize



Shape Class to Fit Our  
Mission



Create Efficiencies for  
Admissions Staff

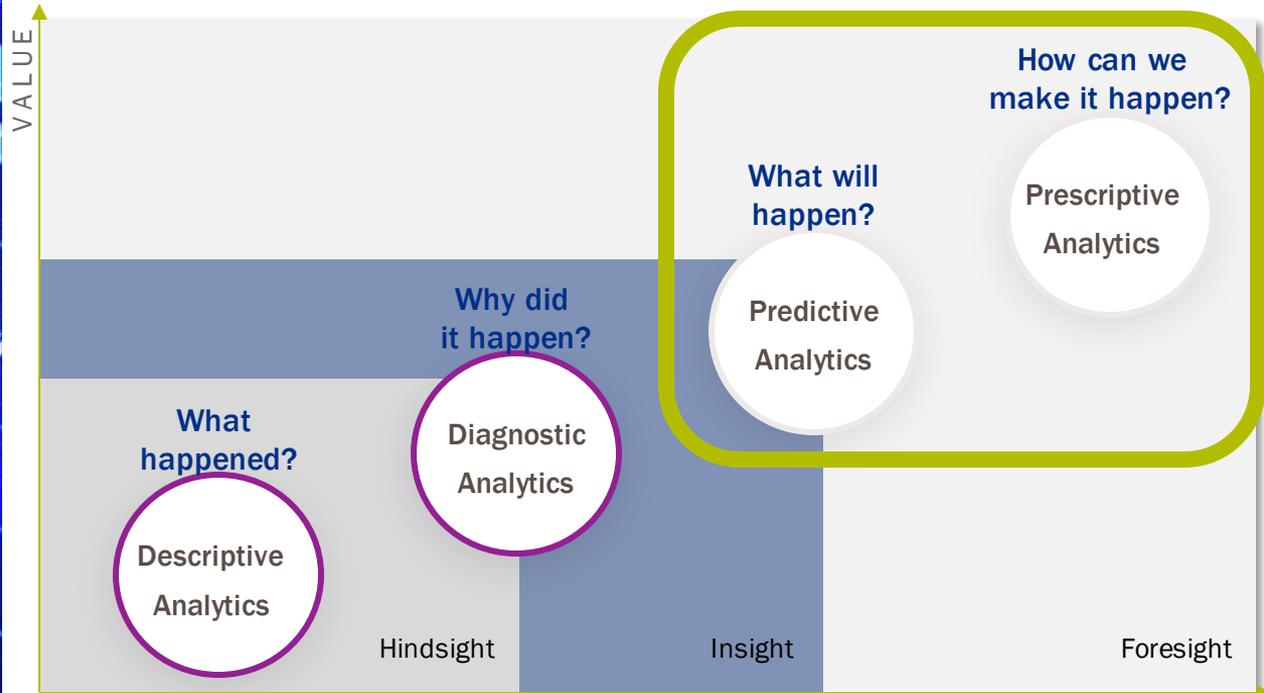


## An Evolving Partnership

- CAS and WebAdMIT clients since 2016
- Effortless implementation
- Enhanced understanding of behaviors that impact and shape the class



# Understanding Advanced Analytics



Gartner Analytics Value Escalator  
[www.gartner.com](http://www.gartner.com)

# The Value of Advanced Analytics

Powered by Liaison Core Competencies



## Explainable AI

See the individual actions that impact the outcomes, and to what degree they have an impact.



## Understand the Individual

Get insights and prescriptions at the individual constituent level, not just the cohort level.



## Simulate Decisions

See recommendations for specific actions based on data science and machine learning.



## Continuous Intelligence

Receive updated predictions and prescriptions when new data is entered into the Platform.



## Client Success

Strategize and realize predicted outcomes with the help of practitioners.

# Using Scoring to Improve Workflows



## Scoring Basics

Applicants are assigned a likelihood to enroll.



## Admissions Review

Scores are used to prioritize application review during the admissions process.



## Alternate List Management

Manage lists by coupling scores to a comprehensive review.

# The Future With Advanced Analytics



## Data Expansion

- Determining additional data to further train modeling
- Potential expansion to prescriptive analytics



## Goals

- Reduce interview resources
- Impact class makeup to fit our Mission
- Examine current behavior to evolve admissions processing

A diverse group of people in a modern office setting. A woman in the foreground, wearing a dark blazer over a striped shirt and a white watch, has her right hand raised, pointing upwards. She is smiling and looking towards the right. Other people in the background are also smiling and looking in the same direction. The scene is lit with a cool blue tone.

# Q&A

The logo for the Liaison CAS experience. It features a cluster of white and yellow dots on the left, followed by the text "LIAISON" in a small, white, sans-serif font, "CAS" in a large, bold, yellow, sans-serif font, "experience" in a smaller, white, sans-serif font, and the dates "JULY 24-25 2023" and location "CHICAGO, IL" in a small, white, sans-serif font at the bottom.

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CHICAGO, IL

# Thank You

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