Experian Data Quality
Government Data

Unlocking accuracy and enhancing insight

Experian Data Quality provides healthcare and government data assets built specifically for the public sector. These can be integrated into your existing address data tool to provide you with more insight into UK citizens.

This guide details Experian Data Quality's Government datasets and its sources, whilst providing you with information on the benefits they can bring to your organisation.

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Government data

Government data returns a selection of regional and local authority data for a given postcode. The user can specify the option to return the European Electoral Region, Government Office Region, Local Authority District code, Local Authority Electoral Ward, and the Local Education Authority code, or Census Output Area. Government data is supplied by the Office of National Statistics.

European Electoral Regions
European Electoral Regions are used to elect members of the European Parliament to the European Parliament in Strasbourg. The number of members of the European Parliament in each region varies with population size.

Government Office Regions
Government Office Regions reflect a number of government departments that aim to work in partnership with local people and organisations in order to maximise prosperity and the quality of life within their area.

Local Authority Districts
The Local Authority District code corresponds to the level of local government, including local authority districts, unitary authorities, metropolitan districts, London boroughs, council areas and district councils.

Local Authority Electoral Ward
The Electoral Ward code is a subdivision of Local Authority District data, which uniquely identifies a specific ward.

Local Education Authorities
Local Education Authorities (LEAs) are the bodies responsible for the local administration of state sector education services in England and Wales. Each Local Education Authority coincides with a county, unitary authority, metropolitan district or London borough. Local Education Authority boundaries are adjusted annually to correspond

Census Output Areas

Census Output Data is a collection of 5,022 areas nested within wards, containing on average 125 households that tend towards homogeneity.

Benefits of Government data

• Improves administration efficiency, for example, a university can associate a local education authority to a student's address record, helping them to track how fees should be paid

• Effectively profiles citizen data to enable efficient use of funding and accurate service delivery

Health data

Health data can be configured to return the Clinical Care Group for England, Scotland, Wales and Northern Ireland. Health data is supplied by the Office of National Statistics.

Benefits of Health data:

• Ensures that the correct Clinical Care Group is assigned to a patient

• Effectively profiles citizen data to enable efficient use of funding and accurate service delivery

Westminster Parliamentary data

The Westminster Parliamentary dataset returns the member of Parliament, the political party to which they belong and the parliamentary constituency name for a given postcode. Westminster Parliamentary data consists of data supplied by MySociety.

Benefits of Westminster Parliamentary data:

• Enables organisations to find out which citizens live in which borough/constituency to enable targeted political communications

Experian Patient Propensity data

According to the NHS Institute for Innovation and Improvement, the national 'did not attend' (DNA) rate for all booked appointments is over 10%; a statistic that has an enormous impact on the healthcare system in terms of cost and waiting time, significantly adding to delays along the patient pathway and patient dissatisfaction. Of those people who fail to attend an appointment it is estimated that over 50% had simply forgotten; studies suggest that successful receipt of a reminder would encourage potential DNAs to either attend or cancel their pending appointment. Experian Patient Propensity Data identifies both the likelihood of an individual not to attend an appointment and the method of communication that they would be most responsive to should a reminder be sent.

Reducing the number of patient DNAs will create considerable efficiencies both in cash savings and improved service. According to the NHS Information Centre; based on average tariff by specialty by trust this provides a productivity opportunity of over £600 million.

Benefits of Experian Patient Propensity data:
• Improves service delivery by identifying both a patient's risk of not attending an appointment and their preferred method of communication.

• Increases efficiency through reducing the wasted time associated with missed appointments, allowing more patients to be seen in a shorter space of time.

• Action at the point of capture by utilising Experian Patient Propensity data within address capture and Healthcoder; DNA risk and preferred communications preference can be returned at the point of capture. This allows appropriate actions to be taken whilst the patient is on the phone/face to face.

Data sources
This data is unique to Experian and is derived from a number Experian data sources including Mosaic and TrueTouch Propensities along with Health sector data through Hospital Episode Statistics.

Why Experian Data Quality?

Experian Data Quality is a global leader in providing data quality software and services to organisations of all sizes. We help our clients to proactively manage the quality of their data through world-class validation, matching, enrichment and profiling capabilities. With flexible software-as-a-service and on-premise deployment models, Experian Data Quality software allows organisations around the world to truly connect with their customers by delivering intelligent interactions, every time.

Next Steps...

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