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In The Spotlight



NKYHEALTH
NORTHERN KENTUCKY HEALTH DEPARTMENT

How NKY Health Turned Fragmented Public Health Data into a Unified Intelligence Platform

A Google verified story

Meet the NKY Health Data Team

The Northern Kentucky Health Department (NKY Health) is an independent health district serving more than 400,000 residents across Boone, Kenton, Campbell, and Grant counties. For most of its history, the agency had one IT person, data siloed across dozens of programs, and no infrastructure to tie any of it together.

When COVID-19 hit, it became clear that they needed a better system for tracking fast-moving data within their own health district, as well as at the state or national level. They couldn't wait any longer.

As a response, the agency stood up a dedicated data team for the first time and launched a Data Modernization Initiative to reshape how it collects, stores, and acts on the information behind every public health decision. They were starting from scratch, building a team and a system at the same time, in an environment where every dollar is public money and every decision has to hold up under scrutiny.

“Everything that we do in public health should be data-driven. And if we don’t have access to the right data, then we’re not driving in the right direction.”

– Philip Graham
Informatics & Surveillance Programs Manager, NKY Health



NKYHEALTH
NORTHERN KENTUCKY HEALTH DEPARTMENT

Industry

Public Health / Government

Organization Size

~150 employees, serving 400,000+ residents across 4 counties

Solutions

Google Cloud · BigQuery · Data Studio · Document AI



Cassidy Hayes
Data Specialist



Sam Lawton
Data Analyst

NKY Health's data team was formed as part of the agency's Data Modernization Initiative.





NKY Health is a mid-sized agency doing big work: four health centers, programs spanning clinical services, environmental health, epidemiology, and harm reduction, and roughly 150 people making it all run.

The Northern Kentucky Health Department was one of the first in the nation to be accredited by the Public Health Accreditation Board in 2013





The Challenges NKY Health Faced

NKY Health's data landscape mirrored the struggles of most local health departments: fragmentation and siloed workflows.

They were building a plane while flying it, standing up a brand-new data team, learning what modern data infrastructure could even look like, and trying to make decisions that wouldn't need to be undone in five years.



NKY Health needed a collaborator who could guide the process from the ground up.

! Data was siloed across every program

Every department, from clinical services to environmental health, epidemiology, and harm reduction collected data in its own system with its own processes.

There was no way to compare data across programs, link outcomes to funding, or answer basic cross-departmental questions.

A request like "How many people did we provide family planning services to?" could take a week to turn around.

! There was no in-house capacity or expertise to build what they needed

NKY Health is an independent health district. They didn't have a big IT team. They had no data warehouse, no experience with cloud infrastructure, and no database programmers on staff.

An outside assessment confirmed what they already suspected: they needed to invest in a better system, but they couldn't afford to start in the wrong direction.

! Most of the budget was one-time funding

The project was backed by a one-time allocation from the state of Kentucky. Whatever they built needed to be affordable to maintain long-term, even if future funding disappeared.

The worst-case scenario couldn't mean ending a contract and losing everything.

! They needed a guide, not just a contractor

The NKY Health data team wasn't looking to hand over requirements and wait for a deliverable.

They needed someone willing to learn public health systems and data needs, guide them through uncharted territory, and build something that people without deep technical expertise could actually use day to day.

What NKY Health + Promevo Built Together



The Ask

NKY Health needed **one accessible data platform** to connect information across clinical services, epidemiology, environmental health, and other departments.



They needed to integrate data from REDCap, a widely used public-sector database platform known for its highly complex back-end structure.

NKY Health was paying **\$130/month per Tableau creator license plus additional viewer** costs, despite already having access to Google Looker Studio through Workspace.



The team identified an opportunity to **automate reportable disease form reviews** using Google Document AI, but the initiative was paused after the government shutdown disrupted federal funding.

How Promevo Helped

Promevo designed and implemented a **Google BigQuery environment** that consolidated data across NKY Health’s divisions while remaining financially sustainable even under public sector budget constraints.

Over time, the Promevo team refined NKY Health’s complex REDCap environment, turning integrations from major technical challenges into **repeatable and automated one-day processes**.

Though it wasn’t part of the project scope, Promevo identified an opportunity to reduce NKY Health’s analytics licensing costs **from tens of thousands of dollars annually to roughly \$500** total in Looker Studio Pro licenses.

The project, which had been paused due to funding challenges, was revived after **Promevo worked directly with Google to secure funds**, reinforcing the team’s long-term commitment to NKY Health’s success on the platform.

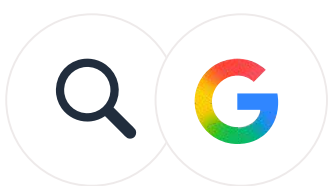


“When funding disappeared, Promevo went to Google and advocated for us. We didn’t have to do anything. We just told them what we needed, and they said, ‘Awesome, let’s get this funded.’”

Phil, Informatics and Surveillance Programs Manager

The Results

The data warehouse is still being built out, but the impact is already tangible, and the long-term trajectory is transformative for the way NKY Health’s data team works.



Data from dozens of previously siloed programs unified

into a single queryable system for the first time in the agency's history.



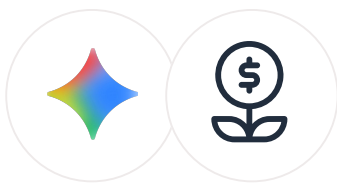
Tens of thousands of dollars in projected annual savings identified

through the Tableau-to-Looker Studio transition alone.



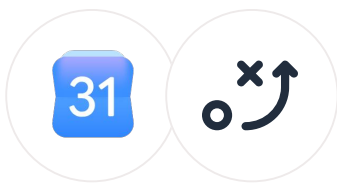
2–5 FTEs worth of staff time freed up

through improved data access and automation, significant for a ~150 person agency.



Funding secured for a Document AI pilot project

through Promevo's direct advocacy with Google.



A five-year data plan set in motion

through discovery findings and conversations.

NKY Health didn't need someone to build a database.

They needed a partner willing to learn an entirely new domain, public health data, and build solutions that match how the data team actually works, not how the industry typically does it.

When Public Health Data Gets Complicated, You Need a Partner Who Digs In

At Promevo, we know that winning with Google is about more than implementation. It’s about empowering smart IT leaders with full visibility, control, and ownership.

Ready to transform your data management with Google?

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