

# CMS Perspectives on Data Standards

Sireesha Mandava, CIO and VP of Innovation, GreenPath  
Financial Wellness

Housing Counseling Technology Convening

 Freddie Mac



# Sireesha Mandava

*CIO and VP of Innovation, GreenPath*



Sireesha Mandava is the Chief Information Officer and Vice President of Innovation at GreenPath Financial Wellness and its affiliates, HPF, Clarifi and RDI. Together, these non-profits are focused on helping people lead financially healthy lives. Sireesha is passionate about innovation through technology and actively brings her over two decades of experience, energy and enthusiasm to bring new solutions to hard problems.

At GreenPath, she brought in new technologies to improve software delivery, harness insights from data and is leading initiatives to build mobile apps for better client and partner experiences. Prior to GreenPath, Sireesha founded and grew a software start-up within the company she was managing global IT for.

Sireesha holds a master's degree in Business Administration from the Ross School of Business at the University of Michigan, and a bachelor's degree in Electrical and Electronics Engineering from BITS, India.

# About...



- National Debt and Housing counseling agency
- Affiliated with HPF, RDI and Clarifi
- Use Proprietary CMS
- Built and maintained in house

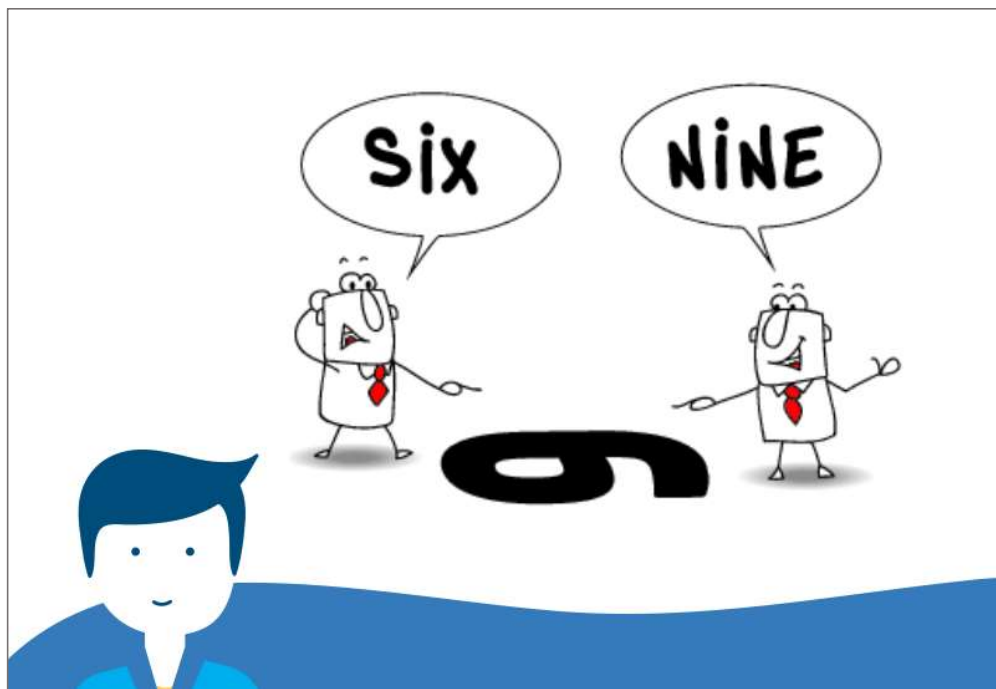
**Sireesha Mandava**

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- My Role: Chief Information Officer
- Background and Expertise: Technology

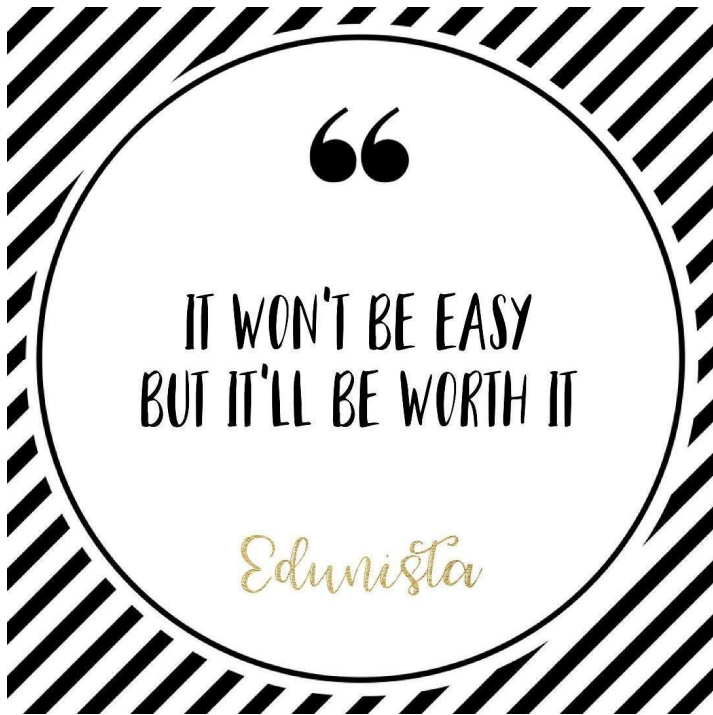
# Our Perspective on Data Standardization



Creating a  
Common Language  
is a  
**GOOD THING!**



Learning, adapting,  
and using the same  
language is a  
**DIFFICULT THING!**



But this  
DIFFICULT THING  
is WORTH doing!

# Some Tips to Move Forward

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# Our Approach

1. Be Informed
2. Be Inclusive
3. Be Iterative
4. Be Implementable

# Be Informed

- Plug yourself into the action
- Contribute to the standardization effort
- Give feedback

# Be Inclusive

- Consider the impact on all the programs offered
- Consider the end to end process
  - The counseling process
  - The client
  - The counselor
  - The outputs
- Does it increase or decrease friction to the client's intended outcome
- Consider what is already available
  - other grants may already be asking for this info that can be reused

# Be Iterative

- Make changes often
- Use Agile approach for development
- Constant collaboration with other entities
- Test, Test, Test

# Be Implementable

- Do not under estimate training time and effort
- Consistency is not easy to achieve
  - Understanding/interpretation of the definition. Eg. income – validated vs stated; gross vs net
  - Controls around edits and getting around the validation on fields. Eg. 9s for SSN
- Collaborate for best client outcome
  - Understand what happened before, what is being offered and what happens after
- Focus on overall improved impact