

# CAN THE HEALTHCARE INDUSTRY AFFORD TO BE DATA RICH BUT INSIGHT POOR?

While traditional operational and clinical data has always been plentiful in the healthcare world, the recent flood of text-based and machine data has only underscored the need for better intelligence. Those who take the plunge with analytics find themselves floating on a river of insight rather than drowning in a sea of data.



## Top healthcare organizations are:



as compared to all others



[Read the full report: Smarter Healthcare: Analytically Fit, Operationally Efficient, June, 2015, Aberdeen Group](#)

**The bottom line:** While evidence-based medicine has been dominating the conversation in healthcare IT for quite some time, most organizations have been long on discussion but short on action. Healthcare organizations that take steps to create a top-notch analytical environment will be rewarded with better insights and enhanced operational efficiency.