

BIG DATA IN HEALTHCARE: THE FIVE MOST ENTICING INSIGHTS

→ With a tangled web of disparate legacy systems, significant site-by-site customization, and growing regulatory scrutiny, healthcare organizations face unenviable data challenges. However, along with challenge comes opportunity. A [recent study](#) focused on analytics in the healthcare space highlighted some of the performance implications of delivering timely insights to key decision makers. Those who are able to transform disparity into harmony have the opportunity to create insight in several ways, including:

<input type="checkbox"/>	<p>Predictive / prescriptive: Imagine a world where historic clinical data could be used to build predictive models for anticipating patient outcomes from current treatment plans. Now imagine that those predictive models could be used for continuous refinement and improvement of those treatment plans. Better integration, higher quality data, and faster delivery can help enable this utopian scenario.</p>
<input type="checkbox"/>	<p>Machine-generated: Connected machines and the Internet of Things hold tremendous potential for insight in healthcare, but it's not just traditional EKG, MRI, or other real-time monitoring technology. The growing use of personal devices for healthcare monitoring is generating a river of information about our collective health. Tapping into that data will provide a whole new dimension of insight for data-driven healthcare providers.</p>
<input type="checkbox"/>	<p>Mobile / point-of-care: Consumption of insight through data visualization tools is an engaging way to monitor critical metrics about a business. However, these insights are typically consumed during off-hours and removed from the typical patient interaction schedule. Top providers today have the ability to deliver relevant insights to tablets and other mobile devices to blend seamlessly into the patient-provider connection.</p>
<input type="checkbox"/>	<p>Anecdotal / unstructured: “The patient is irritable... experiencing insomnia... appears drowsy...” These are critical pieces of information that don't fit particularly well into a structured data environment. Anecdotal data from physician's notes and other sources is a giant frontier of untapped insight. Those who can capture and exploit this anecdotal data will be able to enrich their analyses and insights immensely.</p>
<input type="checkbox"/>	<p>Location-based: The importance of environmental factors in our health is undeniable. As healthcare organizations start to think more about correlations and commonalities among a variety of patient data, the ability to layer physical maps and location-based insights on top of that data will be critical.</p>



→ [Read the full report: Smarter Healthcare: Analytically Fit, Operationally Efficient](#)