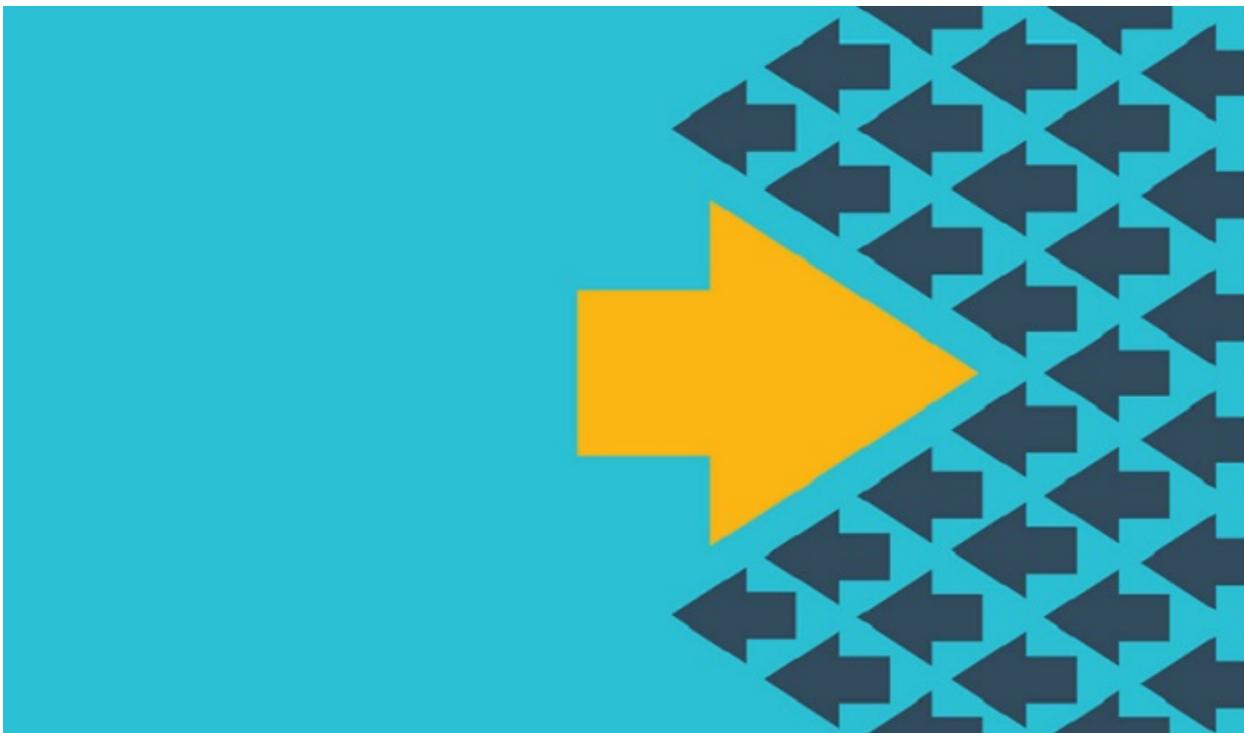




Data Analytics Help 84% of Orgs Assess Clinical, Financial Success

Organizations have seen the most measured improvement using data analytics solutions to measure clinical outcomes, a new survey shows.



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By [Jessica Kent](#)

September 25, 2019 - Eighty-four percent of healthcare organizations are using data analytics tools to measure improvements in multiple areas, including clinical, financial,

or operational processes, a [survey](https://www.dimins.com/himsssurvey19/) (https://www.dimins.com/himsssurvey19/) from HIMSS Analytics and Dimensional Insight reveals.

Two-thirds of organizations, or 65.7 percent, are leveraging data analytics solutions across all three of these areas.

HIMSS Analytics polled 109 senior healthcare executives involved with analytics use and decision-making to evaluate the metrics they measure through analytics, how they determine ROI, and how well they have managed to measure success.

The results showed that most organizations feel that their analytics solutions have been most effective in measuring financial performance. However, executives have actually been able to see the most measured success with clinical analytics, with 77.7 percent of organizations reporting improvements with clinical analytics.

In comparison, 73.5 percent of organizations said they had seen measured success with financial analytics, and 70.3 percent reported measured success using operational analytics.

Many organizations (41.2 percent) measure return on investment (ROI) through financial returns and improvements. Just 37.3 percent measure ROI through clinical outcome improvement, 12.7 percent measure financial success through staff efficiency, and only 3.9 percent evaluate ROI through measured improvements across the patient journey.

However, the results also showed that healthcare organizations see the highest measured success rate, at 74.5 percent, if they use clinical outcomes improvement as their primary metric.

Researchers noted that these results reflect industry trends, where organizations are increasingly focused on quality rather than quantity.

“As healthcare organizations move to value-based payment models, they are finding that focusing on clinical metrics, including readmission rates, infection control, and patient outcome improvements is critical for success,” [said](https://www.dimins.com/press-releases/2019-2/himss-survey-clinical-outcomes-key-roi-metric-success/) (https://www.dimins.com/press-releases/2019-2/himss-survey-clinical-outcomes-key-roi-metric-success/) George Dealy, vice president of healthcare solutions at Dimensional Insight.

“Analytics provides tremendous insight into these areas and can benefit healthcare organizations that are navigating this transition.”

The survey also showed that analytics are a significantly important aspect of organizations' future strategies. Seventy-two percent of executives said that analytics are extremely important to their future clinical strategies, while 69.2 percent said analytics are extremely important to their future financial plans.

Just under 70 percent of respondents said that analytics will be extremely important to their operational strategies going forward.

Across clinical, operational, and financial areas, executives consistently said that operational efficiency and cost management are their primary reasons for implementing analytics. However, many healthcare executives (80.5 percent) also said that improving the quality and safety of patient care is their organization's primary goal in implementing a data analytics solution.

Organizations that are using analytics to measure clinical metrics are focused on reducing readmission rates (86.6 percent), controlling and reducing infections among patients (78 percent), and improving patient outcomes (76.8 percent). Many are also employing analytics solutions to track and reduce medical errors (68.3 percent), as well as boosting patient engagement (64.6 percent).

Eighty-nine of these organizations report seeing measured success in using analytics to reduce infections, while 82.5 percent said they have successfully leveraged data analytics to improve patient outcomes. Additionally, 82.1 percent report seeing measured success in tracking and reducing medical errors, and 73.6 percent have seen improvements in patient engagement.

Across the board, organizations who said that improvements to clinical outcomes or quality of care are their main measurements for ROI rank higher than those who used other elements to measure ROI.

"Healthcare analytics has often focused on measuring financial improvement or staff efficiency. And while those are certainly important focus areas for hospitals and health systems, clinical outcomes improvement is critical, especially as value-based payment models take hold," the report concluded.

"Those organizations that are focusing on clinical outcomes improvement as their key measurement for ROI report seeing the greatest measured success from their analytics implementations. And that's good news, as the mission of any healthcare organization is to improve patient care and outcomes."