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All The 'Cool Kids' Are Investing In Wine



by **Meredith Galante**,
Contributing Writer

Traditional thinkers may envision a solid investment as a house, stocks, or a fine piece of art.

But the "cool kids" know the best investments are fine wine, crypto, and even rare comics.

Cult Wine Investment released [The Alternative Wealth Report](#) and found a "new breed of investors want to feel engaged by more than financial reward unlike their predecessors and seek out items that are cooler than the average investment."

According to the report, fine wine has increased 127% in value on average in the last 10 years.

In addition to wine, 47% of millennial millionaires have at least 25% of their wealth in cryptocurrencies. The [cool kid](#), or 'identity investor,' also likes NFTs.

"It's a way to signal you are a web native person," Ajit Tripathi, an angel investor in crypto, told [Bloomberg](#). "You are one of the cool kids."

Bidding for wine

When the pandemic first started, businesses and restaurants closed, leaving wine lovers searching for a [digital](#) option to purchase their vino.

"The pandemic has really accelerated the digital transformation of wine as a product, as a category, and now as a safe bet asset," Cult Wine Investment co-founder and CEO Tom Gearing said in the report.

"The investor's desire for assets has evolved; imminent financial reward is no longer a dominant motivator, rather,



it is personal passions driving diversification within asset classes. We're seeing emerging investors come to us through their love of a region or grape, but also with an expectation to experience it as they have other asset classes."

Sotheby's latest wine auction, "Icons Only | The Best of Burgundy & Bordeaux," sold 144 lots with 1,206 bottles of wine. The total auction sales closed at a staggering \$2.39 million. The closing sales tallied 58% higher than the high-end pre-sale estimate of \$1.51 million.

Sotheby's, known for its prestigious wine sales, released its Wine & Spirits Market Report 2021, showing it sold \$132 million in wine and spirits last year, a 44% growth over 2020.

How this data can help the wine industry

The data shows wine is having a banner year. The analytics can help forecast trends and what the "cool kids" want most from their investments.

According to [Cult Wine's](#) website, the last 30 years are proof that fine wine is one of the best-performing assets, with a compound annual growth rate of 10%. Wine is also a tangible asset that has a scarcity factor because of limited release vintages.

Wine brands can use this to their advantage by touting to the average customer—or new potential investors—that their product is more than a drink. It's a statement. An investment in wine isn't just about financial return, it's about exclusivity and the "cool" factor.

According to the Alternative Wealth Report, "It's a profound shift in attitudes, experiences, and expectations that's given birth to an entirely new investor phenomenon: the Identity Investor." □

How Analytics Can Help Solve Your Patient Leakage Problem

Trevor Branch

Marketing Writer
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Patient leakage, or when patients obtain healthcare services outside a hospital's network, has become a major burden for healthcare organizations everywhere. On top of costing hospitals potentially millions in lost revenue, patient leakage can also lead to delays in patient diagnosis or care, diminished visibility into the patient's healthcare journey, and reduced care continuity. According to ABOUT's [Patient Leakage & Keepage Report for 2021-22](#), nearly all (94%) hospital executives reported that reducing patient leakage is a top priority in 2022.

The same report also found that, unfortunately, 90% of executives aren't confident in their visibility into how many patients seek care from outside their system, and 91% aren't sure they're able to calculate what it's costing them. Healthcare organizations know that leakage is hurting them, but they don't know just how much, or what they can do about it.

The solution? Data analytics.



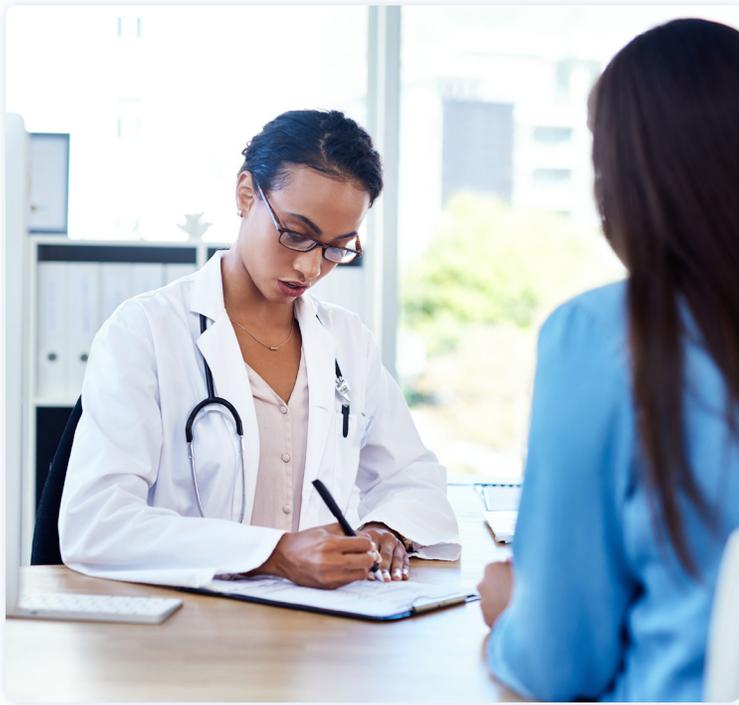
Reveal current leaks and hotspots

One effective means for discovering where your organization is losing revenue from lost referrals is by evaluating current data in relation to prior performance. Understanding the relationship between the past and present can reveal changes in patient referral patterns and whether or not current strategies need to be adjusted to regain previous patient intake volumes.

A drop in referrals from a specific provider may indicate a problem with either your services or that office. The next step is to determine what this problem may be, whether it be an issue with new staffing, miscommunication between offices, or some other newly introduced factor.

However, discovering the underlying causes behind these obstacles requires an analytics platform that can help expose both challenges and opportunities capable of diving into details of the data. Advanced tools, such as Dimensional Insight's [Diver Platform](#), allow organizations to gain a more nuanced perspective of what's driving changes within their patient-referral program.





Analyze your network

One effective approach to implementing new strategies and addressing potential weaknesses is to identify what is working in your network, and what isn't. For example, for some systems, a particular specialist may attract a significant number of referrals due to their reputation or niche. For others, a high volume of inbound referrals could be the result of strong existing relationships with other healthcare institutions or specific providers.

Regardless of what's bringing in your referrals, your data can reveal why it works and what you can do to capitalize on its success. Additionally, having a particularly strong source for referrals means little in the grand scheme if you're unable to learn from it and apply it to other potential channels.

But again, most of this knowledge often goes untapped due to administrative oversight and a lack of support for data-driven decision-making. Many organizations don't possess the network visibility necessary to identify meaningful and actionable insights. This is where [data analytics platforms](#) with flexible and nuanced reporting are crucial.

Establish predictive models

The best defense is a good offense. By looking to the future and addressing potential leaks before they happen, hospitals can proactively curate a significant portion of their revenue lost due to out-of-network referrals.

With predictive analytics, providers can utilize artificial intelligence techniques to identify patients who are likely to travel out-of-network for their treatment. For example, hospitals can review patterns of utilization for specialist consultations outside their network to formulate a plan with their own specialists for better patient engagement and retention.

Likewise, demographic information regarding your patient population can reveal potential weaknesses within your provider network. A large volume of patients with young children might necessitate an increase in pediatric services, while a retirement community might require more attention paid to geriatric care.

Predictive patient analytics can help hospitals adapt their care management strategies based on factors like distance from healthcare facilities. A one-size-fits-all approach rarely works in healthcare, and it's critical that healthcare systems are able to meet the needs of their patients in a practical manner if they're to keep patients within their own network.



Set expectations

Comparing their data against industry benchmarks is one of the easiest ways for healthcare systems to evaluate how their in-network referral programs are currently performing. Information related to certain dimensions, such as location or services offered, allows executives to evaluate how they fare against similar organizations and what actions need to be put in place to improve their competitive value.

Furthermore, this information can be used to highlight productivity weak points within their own organizations. By setting expectations for measures like referral response rates or turnaround time based off industry standards can help administrators determine if current leakages may be related to inefficient processing on their end.

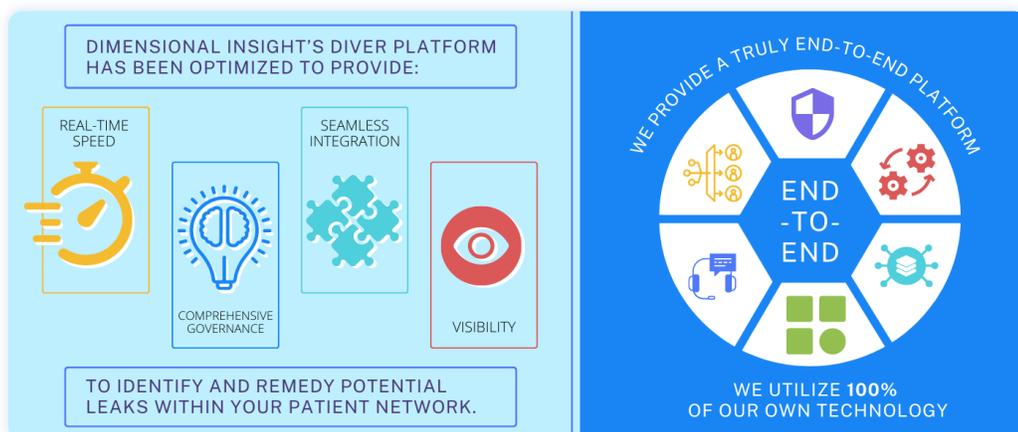


Choosing the right platform

Adding to these challenges, understanding patient leakage requires access to multiple sources of data that often have different formats and follow different conventions. Many healthcare IT systems lack the flexibility to integrate and standardize data at this scale. Turning your raw data into actionable insights requires a powerful platform that can provide consolidation, standardization, analysis, and visualization all in one package.

Dimensional Insight's **Diver Platform** has been optimized to provide unparalleled speed, integration, flexibility, and governance. The platform provides an integrated set of analytical services that work together seamlessly to help you assemble and analyze the most relevant information. Other approaches that rely on multiple technologies lack the flexibility to meet the nuanced challenges of the healthcare industry. With Dimensional Insight, you gain real-time speed, seamless integration of data sources, the flexibility to view data the way you want to see it, and the governance that provides a single source of truth for your organization.

Finally, Dimensional Insight knows healthcare. Our staff have spent decades solving customers' most daunting analytical problems and fine-tuning the Diver Platform to deal with the unique challenges of healthcare information in the process. □



Learn more

Interested in learning more about how data analytics can help your hospital address challenges in the healthcare industry?

Check out this white paper—"How to Accelerate EHR Insights with an Enterprise Analytics Platform."

[HERE!](#)



Are We in a Recession? Here's What the Data Says



by **John Sucich**,
Contributing Writer

Just because it feels like something is true doesn't necessarily mean it is so. That's one of the benefits of analytics: the data can tell you whether or not your instincts are on the right track.

For many people, the state of the economy makes it feel like there is a recession happening. But do the numbers actually back that up? Here's what data can tell us about a recession.

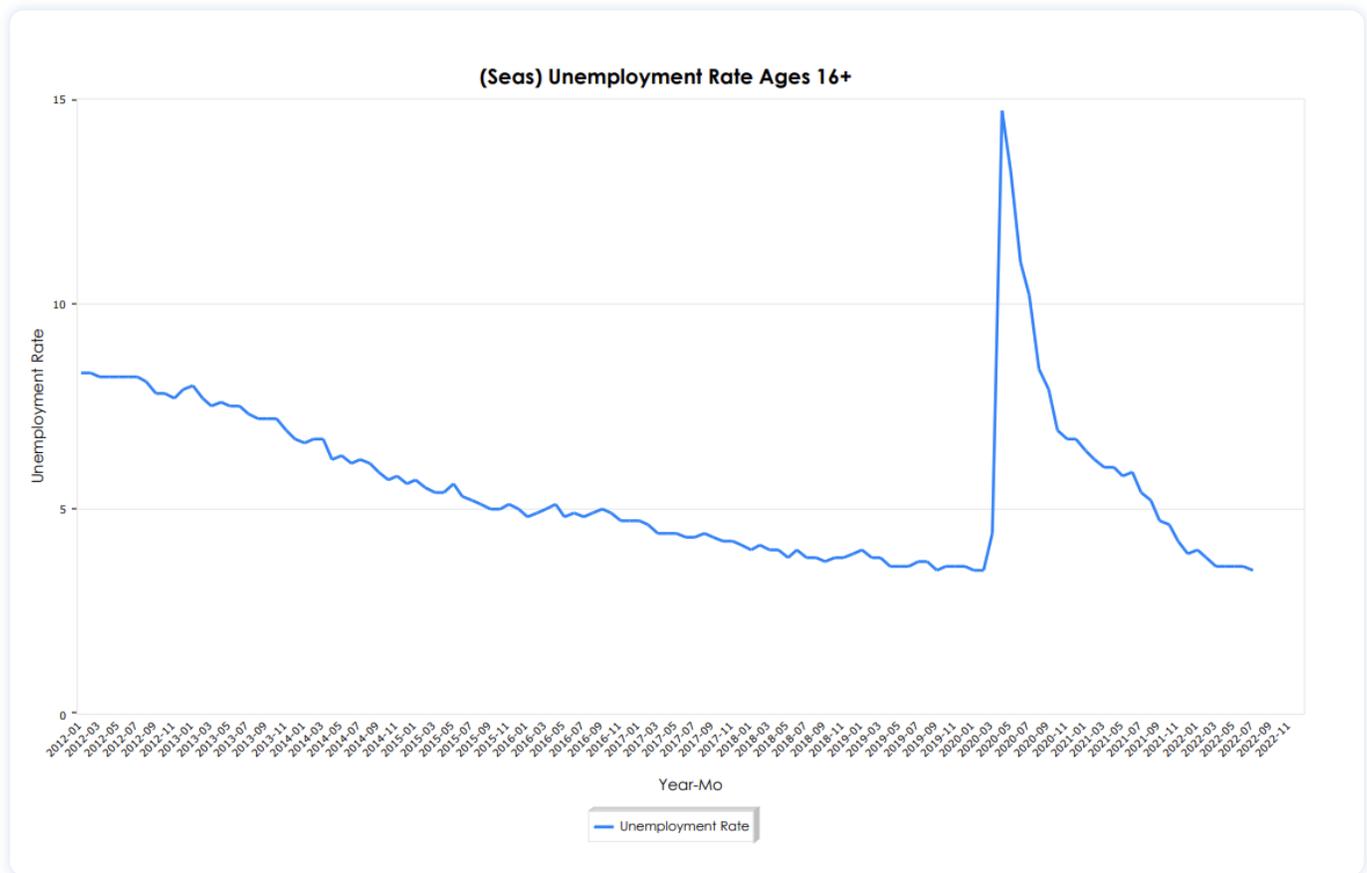
Defining a recession

The organization responsible for declaring a recession in the United States is the [National Bureau of Economic Research](#) (NBER). Specifically, the bureau's business cycle dating committee, made up of eight economists, is the group that looks at all of the data and makes the declaration.

Just like any other business figuring out which metrics to use for data gathering, the first thing the NBER has to do is define what it's looking for. And just like with other businesses, there's some disagreement as to what the definition of a recession actually is.

- The bureau defines a recession as "a significant decline in economic activity that is spread across the economy and that lasts more than a few months."
- However, many economists look at a simpler measure, arguing that a recession occurs when the economy shrinks for two consecutive quarters, as measured by gross domestic product (GDP).

Because of how much there is to consider in making such a big decision, the business cycle dating committee often waits to make a declaration. They are less concerned about a recession "in the moment" and more interested in making the correct call so that in the future economists can look at an official start and end date to inform future decisions. And they make that call by looking at a lot more data than just the GDP.



Data visualized with Dimensional Insight's Diver Platform

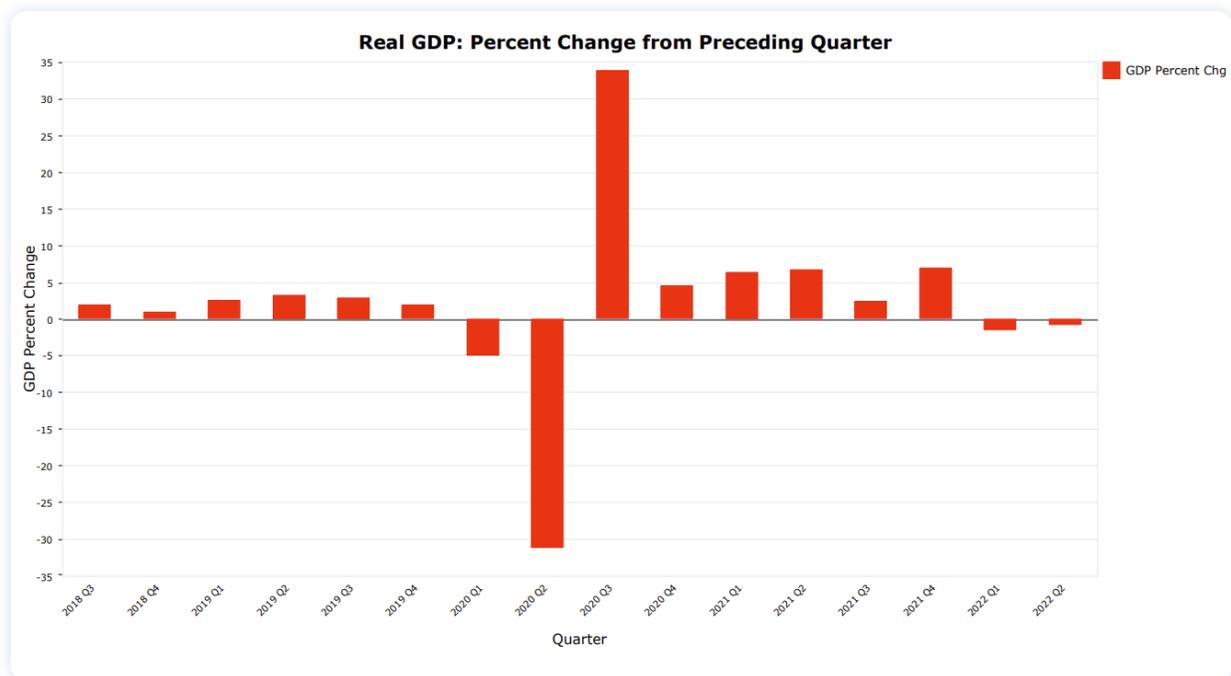
Many data points—what do they mean?

NBER considers a wide range of data to get a fuller picture of the economy. In the first two quarters of 2022, the GDP declined. After a 1.6% drop in the first quarter, in the second quarter the GDP was down 0.9%, according to the [United States Bureau of Economic Analysis](#). While that might end the conversation for some people, the GDP is a number that can be adjusted as months go by. The initial GDP announcement for a quarter is an estimate, and as more data becomes available, the number could change to become more accurate.

To try to get a more precise idea of how people and businesses are faring in the economy, the NBER committee looks at other measures, including job growth, consumer spending, personal income, employment, industrial production, wholesale retail sales, and inflation-adjusted income.

The message from the data is often mixed. For example, in the second quarter of 2022, while some numbers, like after-tax income adjusted for inflation, were down, there were also some positive takeaways. [Unemployment](#), for example, has trended downward.

Historically, auto sales were a reliable indicator for the economy. If people were buying cars, that meant they had money to spend. But the pandemic has skewed auto sales numbers. If people suddenly start buying cars, is that because they are in good financial shape? Or is it that since many people are back to daily commutes following pandemic shutdowns, they are driving more and need more reliable transportation? Or is it related to supply chain improvements, where a part has suddenly become available that has stalled car manufacturers, and in turn, car buying, for the past two years?



Data visualized with Dimensional Insight's Diver Platform

International outlook

In a report released in late July, [the International Monetary Fund \(IMF\) predicted major slowdowns in the economies of the United States](#), China, and Europe. It expects the world economy to grow just 3.2% this year, down from 6.1% in 2021. The prediction for next year is 2.9%, with the possibility to dip even further. That is significant because typically the IMF considers 2.5% growth the level at which there is a global recession.

The people who are feeling the impact of all of these numbers might look at this as semantics. They might say that if it feels like the country is in a recession, then it's in a recession. But the distinction matters in the political world, especially in a mid-term election year.

In addition to the possible election ramifications, an official declaration that there is a recession could further impact the economy. Worry about the economy entering a recession could cause consumers to spend less, or employers to ease hiring. There's a lot riding on the NBER's declaration. It's no wonder they're looking at all of the data they possibly can. □

Latest World Economic Outlook Growth Projections

(real GDP, annual percent change)	2021	2022	2023
World Output	6.1	3.2	2.9
Advanced Economies	5.2	2.5	1.4
United States	5.7	2.3	1.0
Euro Area	5.4	2.6	1.2
Germany	2.9	1.2	0.8
France	6.8	2.3	1.0
Italy	6.6	3	0.7
Spain	5.1	4.0	2.0
Japan	1.7	1.7	1.7
United Kingdom	7.4	3.2	0.5
Canada	4.5	3.4	1.8
Other Advanced Economies	5.1	2.9	2.7
Emerging Market and Developing Economies	6.8	3.6	3.9
Emerging and Developing Asia	7.3	4.6	5.0
China	8.1	3.3	4.6
India 4/ ASEAN-5 5/	8.7	7.4	6.1
3.4	5.3	5.1	
Emerging and Developing Europe	6.7	-1.4	0.9
Russia	4.7	-6	-3.5
Latin America and the Caribbean	6.9	3	2
Brazil	4.6	1.7	1.1
Mexico	4.8	2.4	1.2
Middle East and Central Asia	5.8	4.8	3.5
Saudi Arabia	3.2	7.6	3.7
Sub-Saharan Africa	4.6	3.8	4
Nigeria	3.6	3.4	3.2
South Africa	4.9	2.3	1.4
Memorandum			
Emerging Market and Middle-Income Economies	7.0	3.5	3.8
Low-Income Developing Countries	4.5	5	5.2

Data visualized with Dimensional Insight's Diver Platform

Taking Links Out of the Supply Chain to Improve Efficiency

For most industries, the scariest thing about a disruption to “business as usual” is the unpredictability of it. It’s hard to control every aspect of a business, but controlling as much as possible certainly eliminates those unpredictable elements.

The right analytics solution can help you make decisions about which parts of your business are the ones you can best control. Here are a few examples of companies that were able to use data to eliminate some of the uncertainty of the supply chain.



by **John Sucich**,
Contributing Writer

The cargo sailboat bringing French wines to New York

What if you could control exactly what you were shipping and when, and it was environmentally friendly all at the same time? That’s the business model for [Grain de Sail Wines](#). Grain de Sail is the world’s only commercial exporter of fine wines by cargo sailboat.

The company selects winemakers whose values align with their own, and they work together to bring French wines that otherwise might not be tasted outside of their immediate region to the New York City market.

Grain de Sail selects only products that are organically farmed, and in transporting them by cargo sailboat, the company is trying to have the lowest carbon footprint possible. The sailboat has 35 metric tons of loading capacity, meaning it has room for 15,000 bottles of wine, and each label includes a unique voyage code so that the buyers can retrieve data of the cross-Atlantic voyage of their wine.



A post shared by Graindesailwines (@graindesailwines)

DIY shipping

A lot of people turned to do-it-yourself home projects when they were stuck at home during the height of the pandemic. To ensure those people had the supplies they needed, The Home Depot made delivery a do-it-yourself project of sorts.

In order to avoid supply chain issues like backups at shipping ports, The Home Depot turned to air freight to deliver some products, and in the second half of 2021, [the company contracted its own ship](#) to be able to import enough goods to meet the demands of its customers.

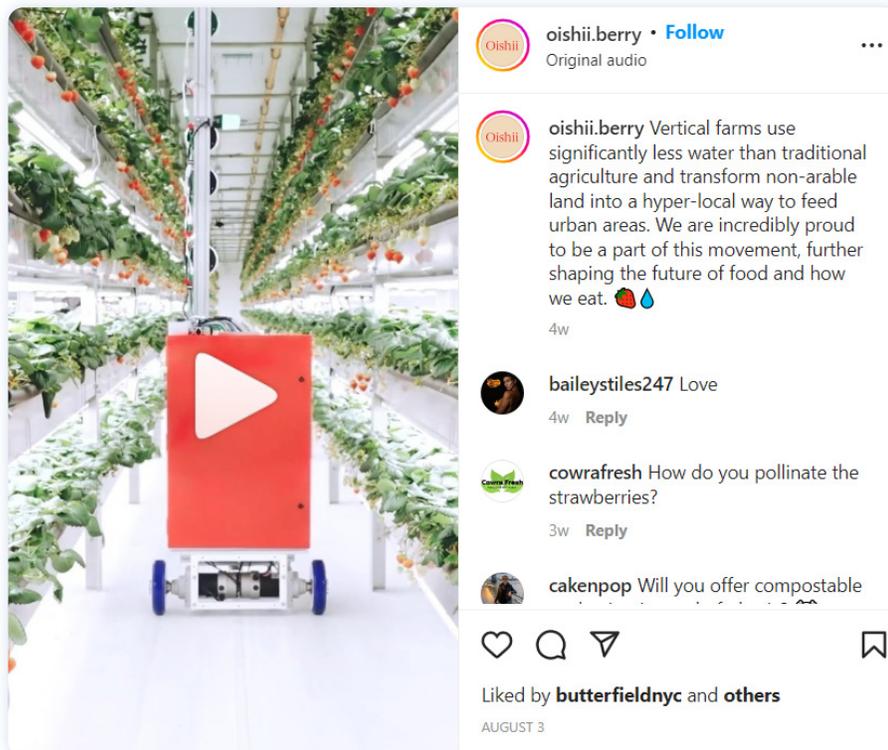
While The Home Depot is a big enough company to be able to take the expensive step of using its own cargo ship, it also put itself in a good position by planning ahead. Back in 2017, [The Home Depot announced a \\$1.2 billion supply chain investment](#), where it added about 150 supply chain facilities across the United States, allowing it to offer same-day or next-day delivery to 90% of the U.S. population.



Maintaining summer conditions all year long

For the vertical farming company Oishii, being able to eliminate long-distance transportation means it can deliver a more flavorful product. Oishii's strawberries are grown indoors in the New York City area with Japanese-rooted farming methods, and the conditions at its vertical farms allow the strawberries to be grown year-round.

[Oishii constantly uses data to simulate ideal summer growing conditions for its strawberries.](#) Robots take millions of pictures per day to provide visual data, while other machines monitor elements like temperature, humidity, wind speed, and light to match conditions to those in the part of Japan where the company's co-founder and CEO grew up. The strawberries are only available in parts of New York, New Jersey, and Los Angeles, but the company has steadily expanded to include more farms, and growing products like tomatoes and melons are in the planning stages.



It may start with a good idea and the data to back it up, but it certainly doesn't end there. The most successful ventures are the ones that continue to find efficiencies. Grain de Sail, for example, doesn't go back to France empty-handed. Once it delivered its cargo to New York this spring, it picked up medical supplies to take to the Dominican Republic. From there it loaded cocoa to deliver back to France. □

A post shared by Oishii (@oishii.berry)

What to Look for in a Cannabis Analytics Solution



by **John Sucich**,
Contributing Writer

It's an exciting time for companies in the cannabis industry. What was once a fringe industry has stepped into the spotlight, and the industry is seeing unprecedented growth.

Many cannabis companies are now turning to analytics solutions to give them insight into their data and help them make smarter business decisions. But an analytics platform is a big investment for a small business trying to find its footing in the industry. How do you know you'll get a return on that investment that makes it worthwhile? Here's what you need to look for in a cannabis analytics solution.

Market analytics

In many senses, the cannabis industry is a different kind of business. The fact that it is not federally legal, along with the fact that each state where it is legal has different regulations, complicates some of the analytics that go along with it. But it is just like every other business in that with [the right data](#), you can measure your success amongst your peers.

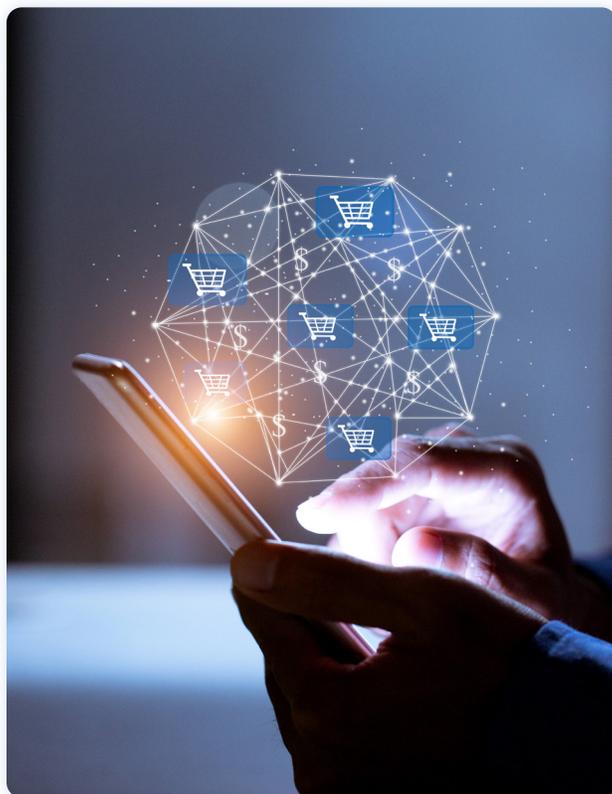
It is important that the analytics solution you choose is flexible. First of all, regulations can change, and rather than start all over again and invest in something new when that happens, you're going to want your solution to change with those regulations. But you also want to be able to choose the market metrics that apply to your business, showing you what you are doing well along with where you might need to do better, and even opening your eyes to information you didn't even know you needed to have.



Insight into your own work

Some cannabis companies are so new they aren't even looking at where they measure up against other companies; they're still sorting out their own standing. For those companies, a solution needs to be able to give them the information that will help them make better business decisions, covering everything from inventory to sales staff performance.

Some solutions use artificial intelligence (AI) to offer insights into customer behavior. They use sales information to predict future performance, helping companies identify where they should be marketing certain products. Again, solutions should be scalable, so that the analytics can continue to serve an organization's needs as the organization continues to grow.



Growth metrics

Speaking of growth, a good cannabis analytics solution doesn't just focus on the business side; it also helps analyze the data surrounding the product's growth. That is to say, marijuana horticulture—its literal growth.

Just like any product that needs certain conditions in which to thrive, there are many different aspects to consider for different strains of marijuana. The right analytics solution can help your business track the "just-right" conditions as the product is developed. It can also bring data from different sources together to paint the picture of the entire process of cultivating your cannabis, so if you are already using one of the many apps that helps marijuana growers collect data from the field, you should focus on a solution that can handle a variety of data sources.

The bottom line

When you are looking for a cannabis analytics platform, it is worth your time and effort to thoroughly explore the companies offering solutions. Look at their track record and make sure they have that ability to cross into another industry. If a company can offer any of the services listed above, you're on the right track. If it can do all of it, you've found your solution.

To learn more about what goes into choosing the right analytics software for your cannabis business, check out our white paper—"Cannabis Technology Landscape—Bridging the Gap with Analytics."

[Click HERE!](#)

Upcoming Events

New England HIMSS Regional Fall Conference—How to deal with Healthcare IT Challenges and what to do to overcome them

September 28, 2022 | Lebanon, NH | Hilton Garden Inn



[Learn more](#)

Medical Practice Excellence: Leaders Conference

October 9-12, 2022 | Boston, MA | The Boston Convention and Exhibition Center



[Learn more](#)

MJBizCon 2022

November 15-18 | Las Vegas | Las Vegas Convention Center

[Booth #2719](#)



[Learn more](#)