Why Analytics in Healthcare?

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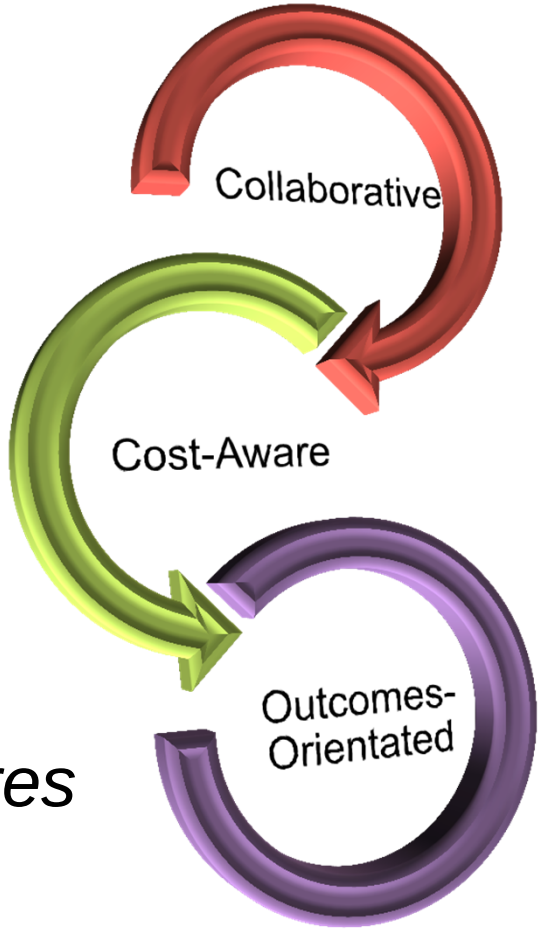
Accelerating Your Success™

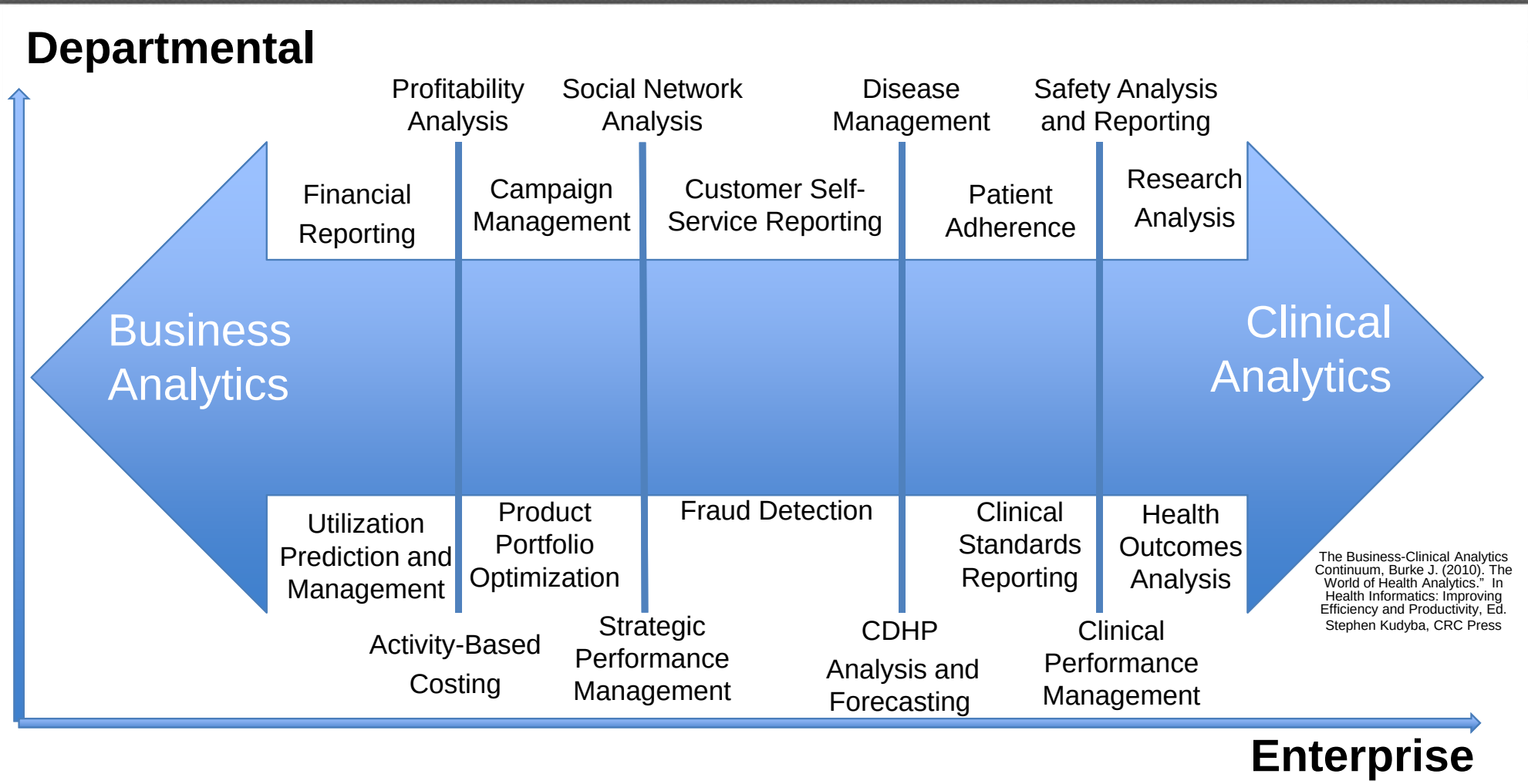
Healthcare Transformation

There is consensus that is emerging within the health and life sciences markets about what a modernized health enterprise will look like-and it looks highly information driven:.



Creating a health care system that requires embracing and ability and priority of ***information-based decisions-Analytics*****.**

The Challenge: The Business-Clinical Analytics Continuum



The Business-Clinical Analytics Continuum, Burke J. (2010). The World of Health Analytics." In Health Informatics: Improving Efficiency and Productivity, Ed. Stephen Kudyba, CRC Press

Challenge is not creating or finding the technology; rather, the challenge is linking business and clinical transformational programs to an analytical strategy

Source: Burke, J. (2010). "The World of Health Analytics." In Health Informatics: Improving Efficiency and Productivity, Ed. Stephen Kudyba, CRC Press

Why Analytics in Healthcare?

- Changes in reimbursement demand more insight
- Understanding and measurement of risks
- Improvement of quality…business and clinical
- Improve the way decisions are made
- Leverage IT and data investments to move faster, act smarter
- Cut costs and improve efficiency through optimization
- Understand business dynamics, economic changes and market shifts

Health transformation will be fueled by insights that optimize clinical, financial, and individual patient perspective.

Where to Begin- Business Strategies

A logical place to look for a Target is the Organization's strategic plan, which is all about finding opportunities for business growth, innovation, differentiation, and marketplace impact.

Targets focus on generating insight rather than merely information What are all of the ways analytics might help transform the business, and how can priorities be developed against those options?

A good Target is so important to the business, so full of opportunity, that it engages top management commitment and creates momentum. It focuses on generating insight rather then merely information.

Find Targets by assessing your business decisions and asking how better information and analysis might yield better results
Look for the following conditions:

- Complex decisions with lots of variables and steps
- Simple decisions in which consistency is either desirable or required
- Places where you need to optimize the process or activity as a whole.
- Decisions in which you need to understand connections, correlation and there significance
- Places better forecasts, anticipation, or downstream visibility
- Current low average of success

Key Questions

Targets that focuses on understanding the past without predicting the future or optimizing the present-creates an environment where the advanced analytics return on investment is questionable

	Past	Present	Future
Information	What Happened? (Reporting)	What is happening Now? (Alerts)	What will Happen? (Extrapolation)
Insight	How and why did it happen? (Modeling experimental design)	Whats's the next best action? (Recommendation)	What's the best/worst that can happen? (Prediction, optimization, simulation)

Analytics at Work, Thomas Davenport, Jeanne G. Harris and Robert Morison

Good analytical capabilities also require good information management capabilities. The foundation is good Data.

Data- The Prerequisite for Everything Analytical

"You can't be Analytical without data and you can't be really good at analytics without really good data."

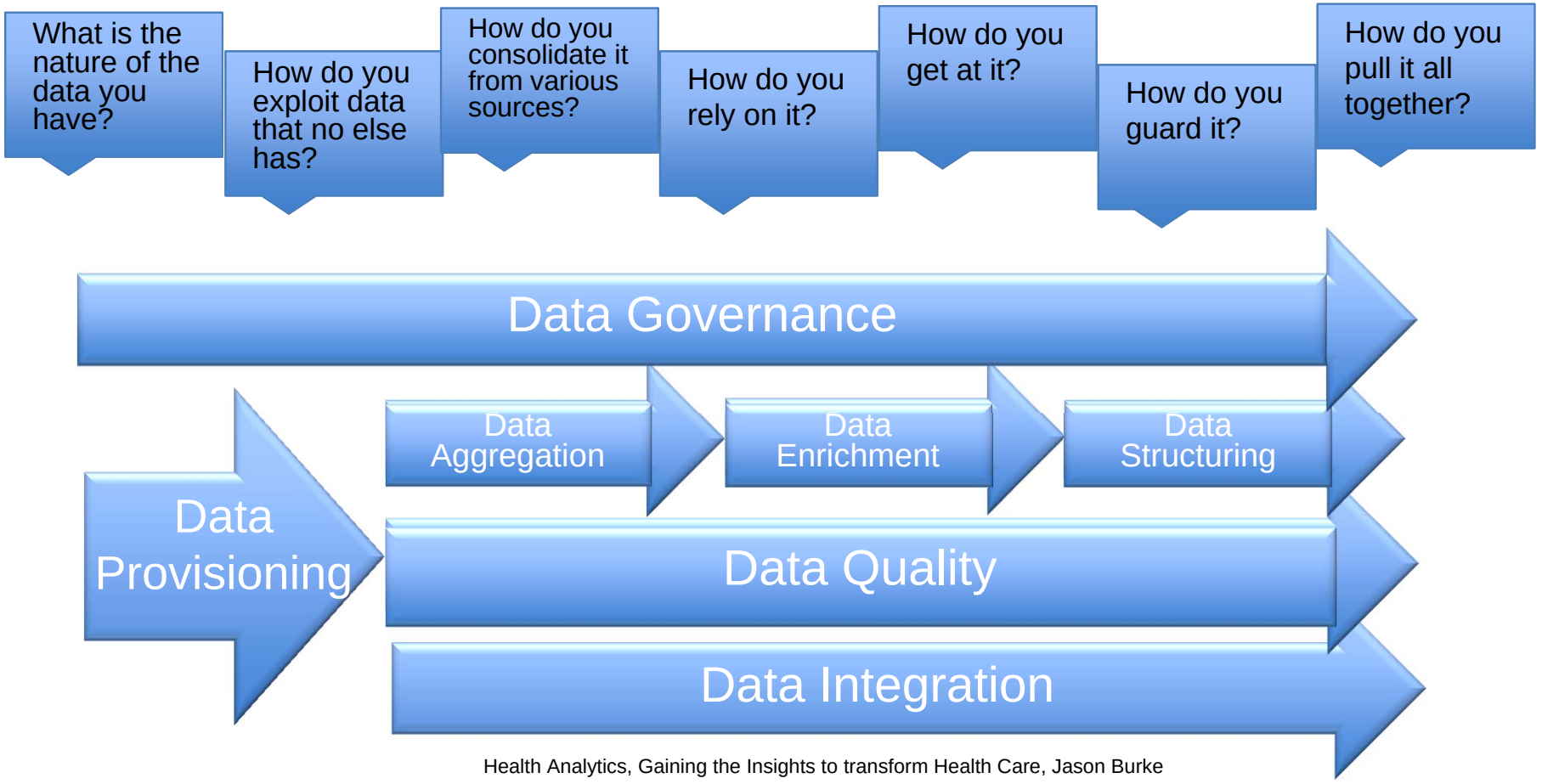
By estimates, around 60% of time and 40% of the cost associated with doing analytical solutions are attributed purely to data:.

- What is it?
- Where is it?
- How good is it?
- Is there enough or it?
- Is it ready for analysis?
- Can it answer the questions we are asking?

Planning how you need to consume information is as important as figuring out how to collect it.

Information Strategy

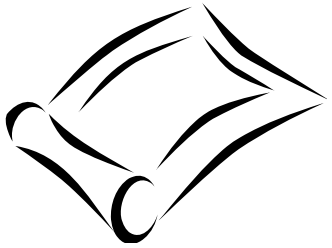
There is a difference between data and Information



Health Analytics, Gaining the Insights to transform Health Care, Jason Burke

Information Management

Blueprints Plans- Data Governance



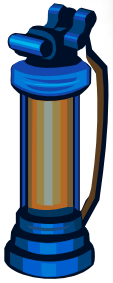
Source of Water-
Data Provisioning

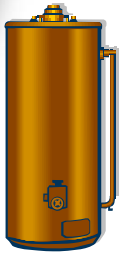
Sinks–
Data Aggregation

Plumbing–
Data Integration

Bath Tubs–
Data Structuring

Water Purifier–
Data Quality





Temperature Control–
Data Enrichment

Big Data and Health-Relevant Data (HRD)

Volume
- The amount of data organizations are trying to harness

Variety
- Different types of data and data sources

Velocity
- The speed of which the data is being created.

Veracity
- Data uncertainty and level of reliability

Health-Relevant Data is any data can help an organization better understand costs, outcomes, and associated individual preferences and behaviors

If you don't know what your are going to do with the data there is no way you will collect it properly

"More" and "Better" are two different and often unrelated concepts

"More" increases cost regardless of how it is used (i.e., storage, cleaning, administration, integration architectures, licenses, etc.).

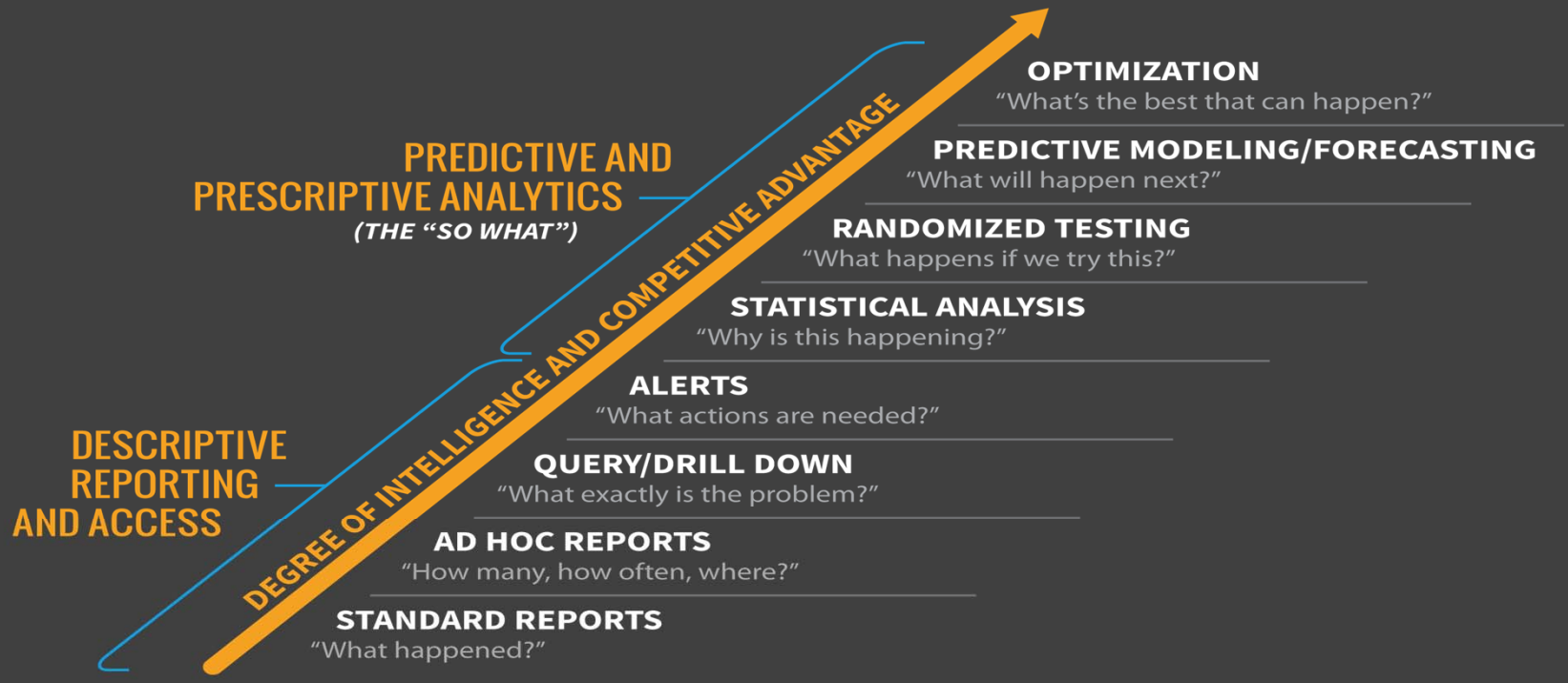
"Better ," when used properly, increases return on investment (i.e., increased efficacy, productivity, cost containment and avoidance, revenue maximization)

If the "more" is not already inherent "better" it can only become "better" by incurring additional cost.

So keep in mind the following:

Analytics is part of a Process

Analytics is the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions



Analytics is generally considered a subset of Business Intelligence

Business Intelligence Architecture

Data Management that defines how the right data is acquired and managed

Transformation Tools and processes that describe how the data is extracted, cleaned, transmitted, and loaded to "populate" databases

Repositories that organize data and metadata (information about the data) and store it for use Applications and other software tools used for analysis

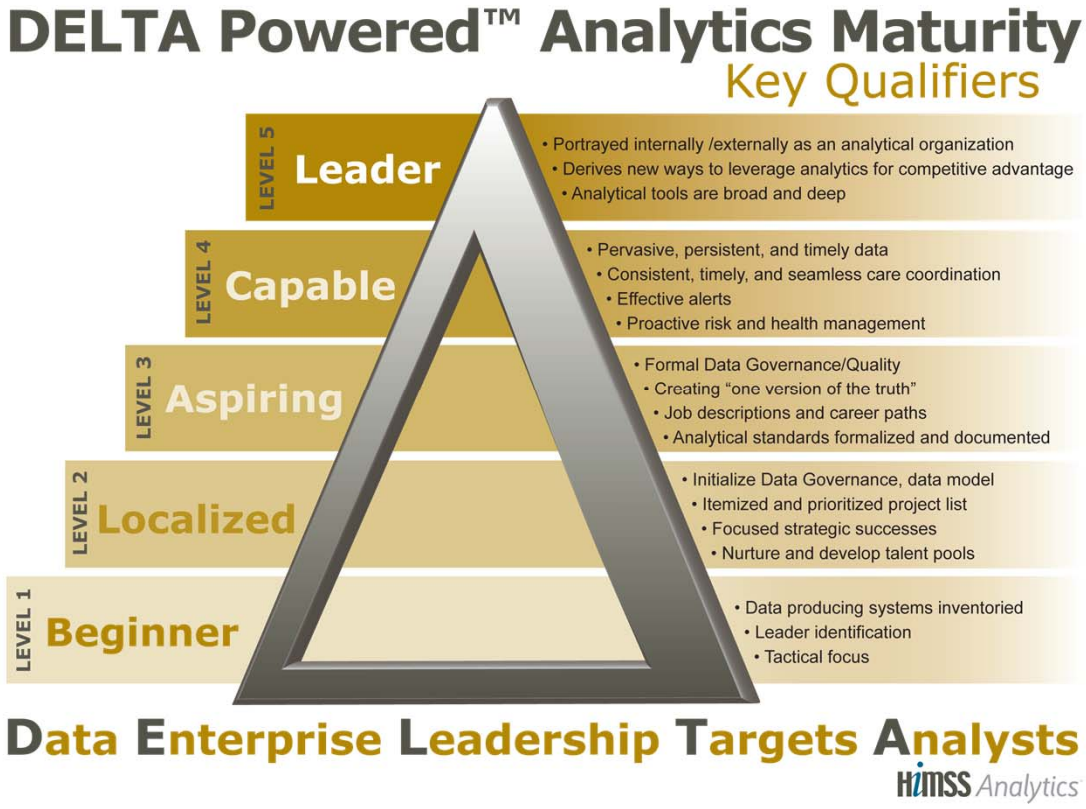
Presentation Tools and applications that address how information workers and not-IT analysts will access, display, visualize and manipulate data

Operational Processes that determine how important administrative activities such as security, error handling, "auditability" archiving, and privacy are addressed.

Analytic Maturity

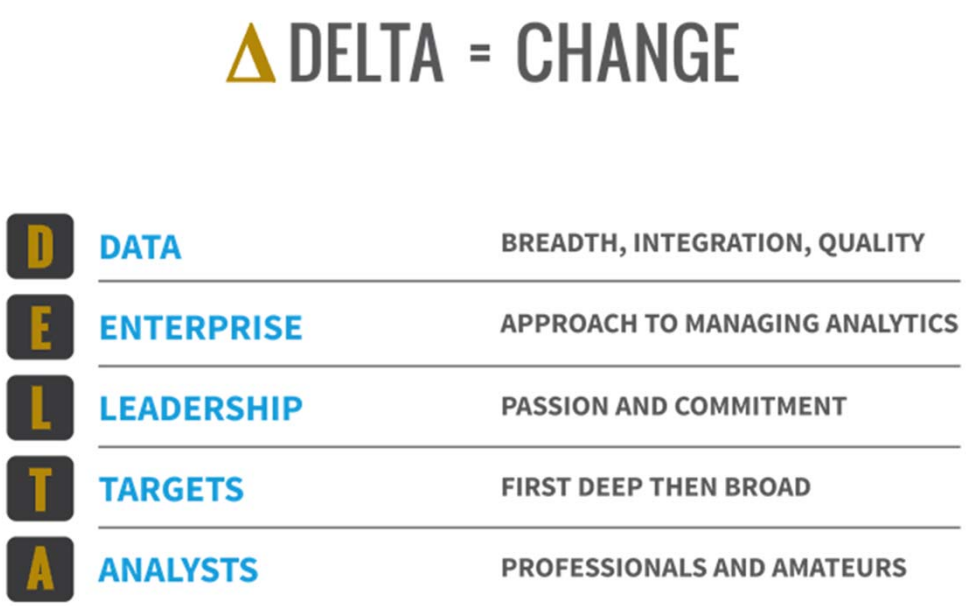
HIMSS Analytics Announces Avnet Technology Solutions as the First Certified Educator of the DELTA-Powered Analytics Assessment

HIMSS Analytics announced today that Avnet Technology Solutions is the first Certified Educator of the DELTA-PoweredTM Analytics Assessment.



DELTA- Framework

Five Critical Areas of Success



Data- Data is the most essential building block of an analytics program. Good data must be clean, both in accuracy and format. When pulled from multiple sources, it must be integrated and consistent. It must be accessible to those who need it.

Enterprise – Taking an enterprise approach to analytics allows you to see across business units, regions and processes to answer these questions:.

Leadership - This is the most important component of analytics success. It's critical from the C-Suite down to middle- and lower-management.

Targets -When there are thousands of problems to solve, which ones are the most important?

Analysts- Analysts can make analytics a reality within a high performing organization. Knowing how to find, develop and retain this talent is essential to analytics success.

Benefits of Analytics

- Help manage and steer the business in turbulent times
- Know what's really working
- Leverage previous investments in IT and information to get more insight, faster execution, and more business value in business processes
- Cut cost and improve efficiency
- Manage risk
- Anticipate changes in market conditions
- Have a basis for improving decisions over time

Analytics at Work, Thomas Davenport, Jeanne G. Harris and Robert Morison

Question?

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Accelerating Your Success™

OneNeck® IT SOLUTIONS
a TDS® Company

Solving with Analytics

Who we are and how we can help

Deb McPheter, District Manager

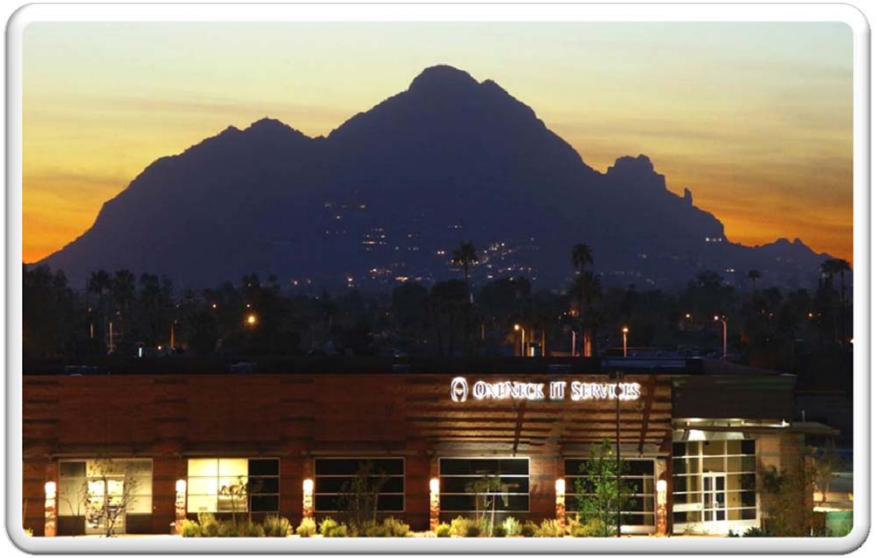
April 4, 2014

OneNeck IT Solutions at a Glance

We provide end-to-end IT Solutions to mid-market and enterprise companies

- Solution line up includes: cloud and hosting solutions, colocation services, managed services, ERP application management, professional services, IT hardware resale and world-class data center facilities
- Backed by the Fortune 500® strength of Telephone and Data Systems
- Founded in 2010
- 650+ Employees
- 450+ Technical Resources
- 7 Data Centers
- Offices in 12 States

Headquartered in Scottsdale, Arizona



Where are you in your Maturity Model

- Leverage Delta Assessment
- Engage Experts
  Internal – Cross functional team
  External – Consultants and Practitioners
- Build a Repeatable/Re-useable Framework
- Leverage multiple sources of data for “enrichment”
  Structured and Unstructured
- Organization View
  Strategy
  Execution
  Prioritization
  Sponsorship

Our Solution Set

Cloud & Hosting Solutions	Managed Services	ERP Application Management	Professional Services	IT Hardware Resale
• Cloud Servers	• Managed Applications	• Oracle®	• IT Assessments	• Cisco®
• Private Clouds	• Managed Databases	• Microsoft®	• Design	• EMC™
• Hybrid Clouds	• Managed Networks	• Infor™	• Migrations & Implementations	• HP®
• Cloud Storage	• Managed Servers		• IT Roadmaps and Planning	• VMware®
• Desktops in the Cloud (DaaS)	• End User Support		• Technology Consulting	• Citrix®
• Colocation	• Disaster Recovery as a Service (DRaaS)			• F5®
	• Security & Compliance			• NetApp®
	• Communication & Collaboration			

Call to Action

- Leverage community of resources here today
- Prioritize your focus to align with goals of hospital
- Take Delta Online Maturity Assessment
- Executive Sponsorship is Key
  Resources
  Funding
  Ability to implement change – “why”

Don’t expect to always get it right… that’s why you are building framework.. To learn what you didn’t know

Thank you!