

Business Intelligence (BI) and Analytics for Healthcare (HC),
considering the impact of Social Media:

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HC organizations are going through a technology and data revolution. Pressure from a wide range of sources are forcing both providers and health plans to look at their data and technology investments in new and innovative ways to gain competitive advantage. **HC BI can provide organizations the ability to use their data to improve quality of care, increase financial efficiency and operational effectiveness, conduct innovative research and satisfy regulatory requirements.**

As the interactions across Social Media, especially from and between Patients and Providers, the search for specific information and its dissemination, we strongly recommend to include this dimension with the thoughts below:

HC Enterprise Data Roadmaps

(Part of Enterprise Information Governance [EIG] in Terms of Market Access)

Leveraging your data to its fullest potential requires a pragmatic, yet flexible plan. Understanding where you are, where you need to be and how to get there is critical in ensuring the journey is as efficient as possible. The creation of an integrated **Enterprise Roadmap** provides the framework for the creation of a world class data environment.

HC Analytics

HC organizational data has a wide range of uses. From surgical analytics, service line profitability and quality analysis to claims management, revenue cycle management and utilization, analytics can provide the critical insights in meeting the organizations goals and gain competitive advantage. Focused analytical applications can provide a quick return on investment and provide the foundation for the use of analytics across the enterprise.

HC Data Governance

HC organizations are experiencing tremendous technological change and in how they use their data. New EMR's, 4010/5010 and ICD-9/ICD-10 conversions, standardizing technology platforms and integrating data for analysis all require an enterprise view to truly realize the benefits of technology investments. Having the **strategic oversight** and management in place to ensure the **Enterprise View** is a critical component for success.

HC Master Data Management (MDM)

MDM is the cement that ties the organization's data foundation together. Some HC organizations are facing a MDM challenge as they move to standardize their systems, perform 4010/5010 migrations and prepare for ICD-10 (ICSR[R3] coding in conjunction with ISO IDMP Standards). As HC organizations move towards an Enterprise View of their data, ensuring the consistency of such things as master patient indexes, physician masters, diagnosis codes and procedure codes will be critical.

HC Centralized Data Environments

Implementing a true centralized data environment requires a balance between process, best practices, organizational constructs and enabling technology. In addition to the topics outline above, a true world class data and analytical platform needs to consider a number of additional areas:

- Data Acquisition, including such from Social Media
- Data classification and Analytics
- Data Integration, based on the EIG and relevant architecture
- Data Modeling/Storage Data/User Access
- Metadata Management
- Collaboration

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