

How we use Big Data Analytics to Create Customer and Patient Intimacy

About Evariant

- > The leading provider of a CRM platform based on a centralized healthcare data hub, analytics, and communications engine.



Today's Speaker

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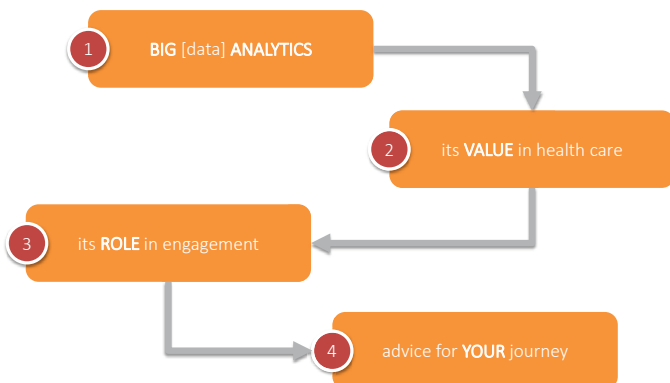


The Key Theme...

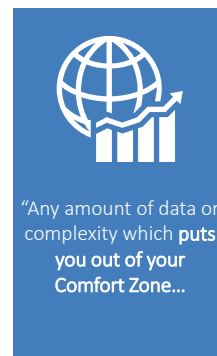
“Customer intimacy is a force multiplier required for effective engagement.”

...Analytics will help make it possible!

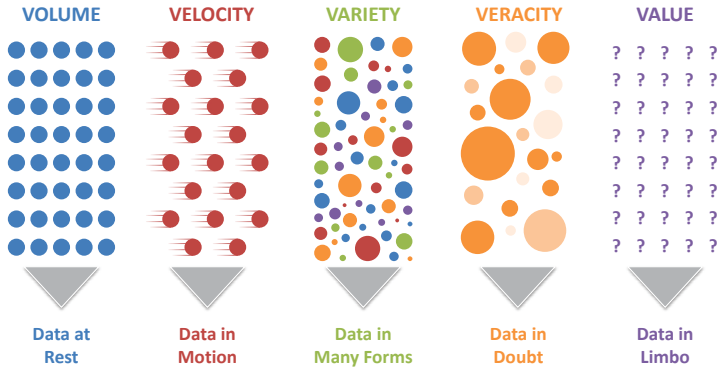
Overview



What is Big Data?



What is your big data challenge?



“More data created every second than on the internet 15 years ago”



In 2020

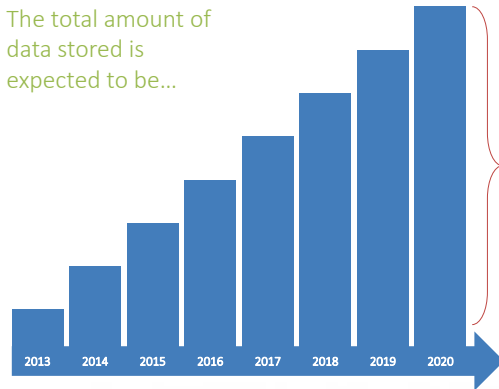
The amount of information stored worldwide

44 Zettabytes

Source: SAS Video: <https://www.youtube.com/watch?v=G8W1JQ4tc>

By 2020

The total amount of data stored is expected to be...



50x larger than today



An Estimated 33%



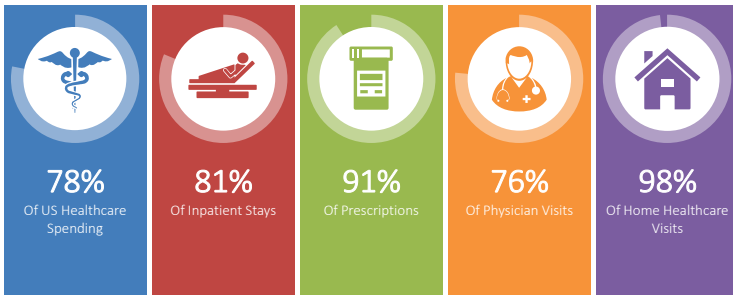
... of information could be useful if appropriately tagged and analyzed



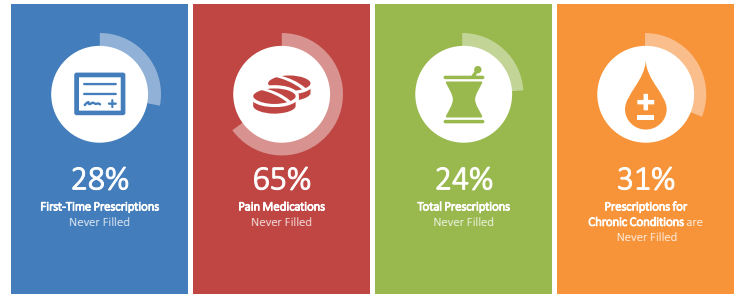
its VALUE to healthcare



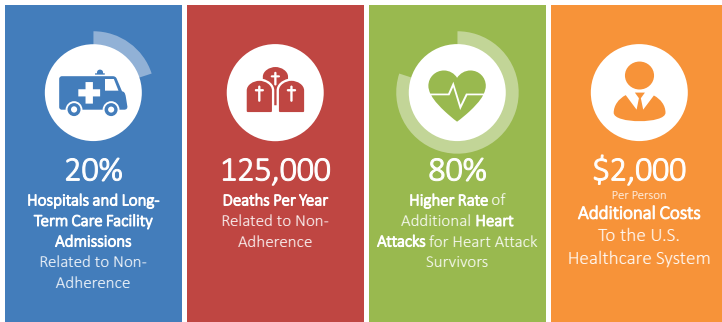
Patients with chronic conditions account for:



Non-adherence is a widespread problem...



...with huge clinical and financial ramifications.



However, adherence is addressable through engagement.



its ROLE in engagement



90

minutes per year



350,310

minutes per year



Analytics allows us to seek the whole truth...



From Claims & EMR:

Jane's Health Challenges

- Struggled to maintain healthy weight
- Elevated blood pressure
- Family history of heart trouble

All Other Sources:

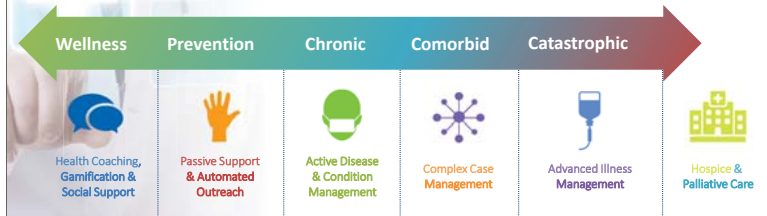
Jane's Personal Situation



- Part-time Journalist
- Babysits her grandson twice a week
- Recently widowed



Analytics allows us to improve population health



Analytics allows us to improve channel effectiveness



Practical advice for YOUR analytics journey



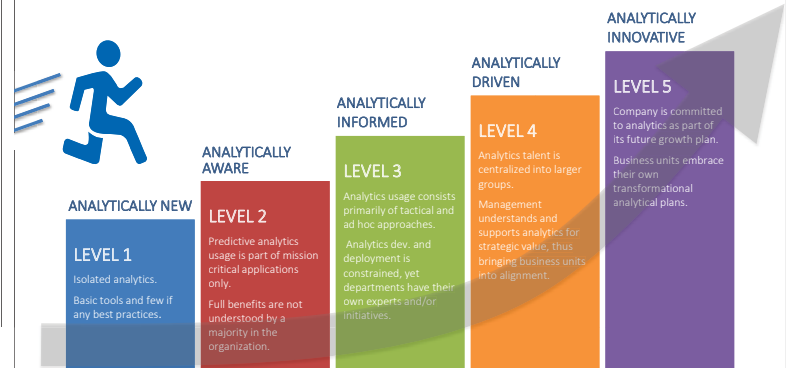
Start with a Vital Few... Sepsis, Safety, Satisfaction



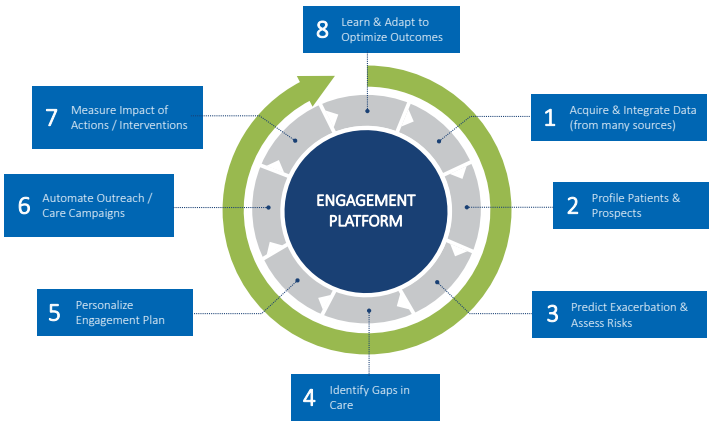
1. Be practical... tackle the high-impact, low-complexity problems first.
2. Pick something you can measure: Lives Saved, Patients Added, Readmissions Avoided
3. Consider impact on organizational priorities: Patient Experience, Growth, Safety



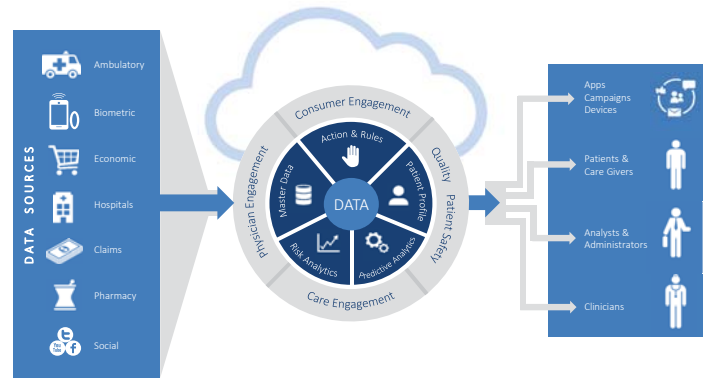
It's a Marathon, not a Sprint... Climb the analytic maturity curve



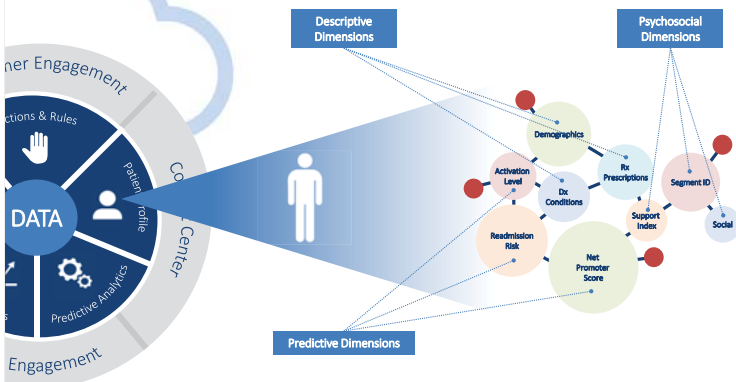
View engagement with analytics as a process



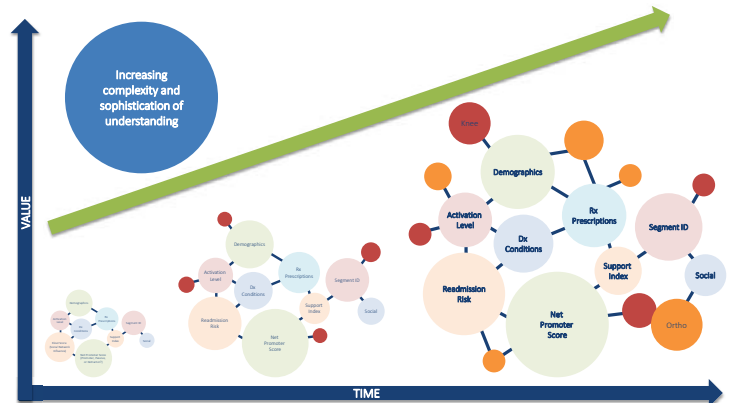
Invest in a platform to power your Analytics and Actions



Know Your Consumers... Better



"Grow Your Know" to Grow Your Competitive Advantage



Remember...

"Customer intimacy is a force multiplier required for effective engagement."

...Analytics will help make it possible!

Contact Information

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Question & Answer

