

A decorative background pattern featuring a grid of blue circles of varying sizes, some of which are highlighted with a white ring. The circles are arranged in a way that suggests a data visualization or a network. The pattern is set against a white background with faint, curved lines.

# 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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Avery Earwood  
VP, Analytics & Data Sciences  
Evariant

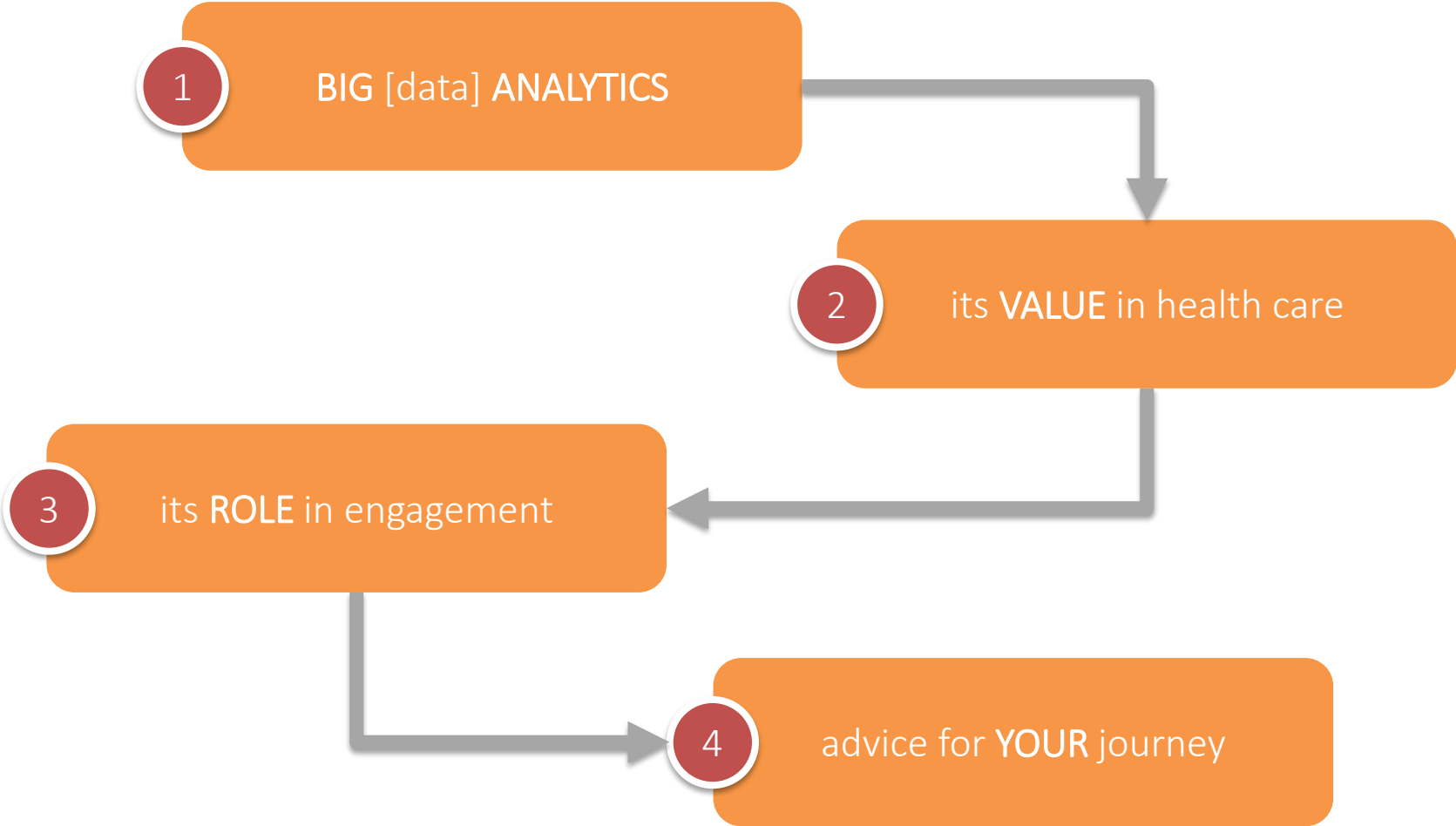


## The Key Theme...

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

*...Analytics will help make it possible!*

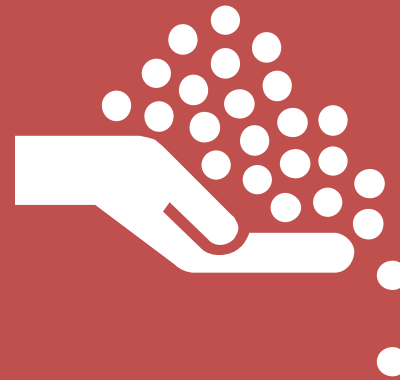
# Overview



# What is Big Data?



“Any amount of data or complexity which puts you out of your Comfort Zone...

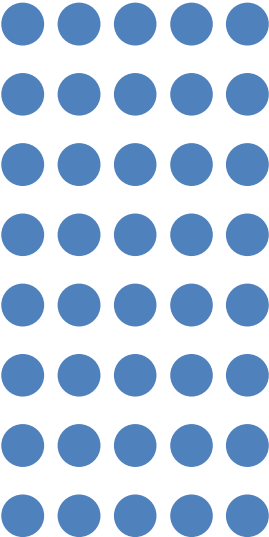


Requiring you to shift from a **scarcity mindset** to an **abundance mindset.**”

*Quote from Industry Guru, Paul Kent*

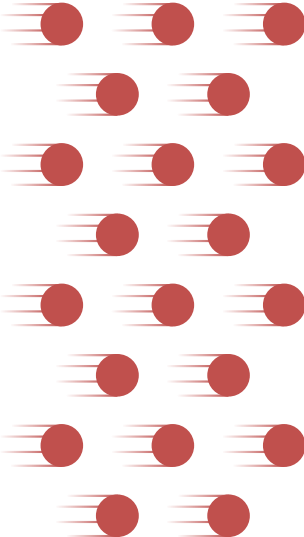
# What is your big data challenge?

## VOLUME



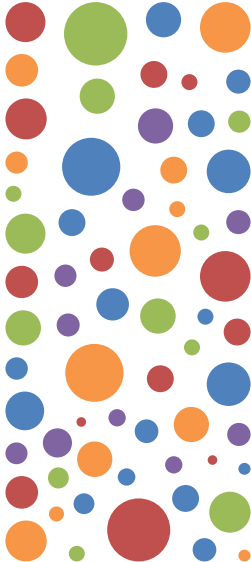
Data at Rest

## VELOCITY



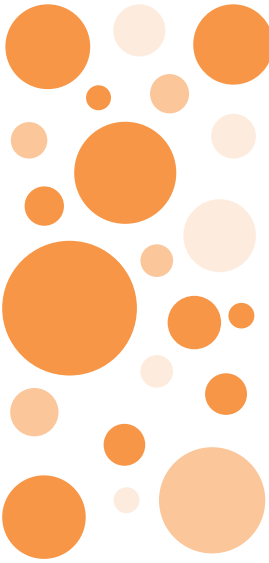
Data in Motion

## VARIETY



Data in Many Forms

## VERACITY



Data in Doubt

## VALUE



Data in Limbo



How much  
**data** is  
there?





# In 2020

The amount of information  
stored worldwide

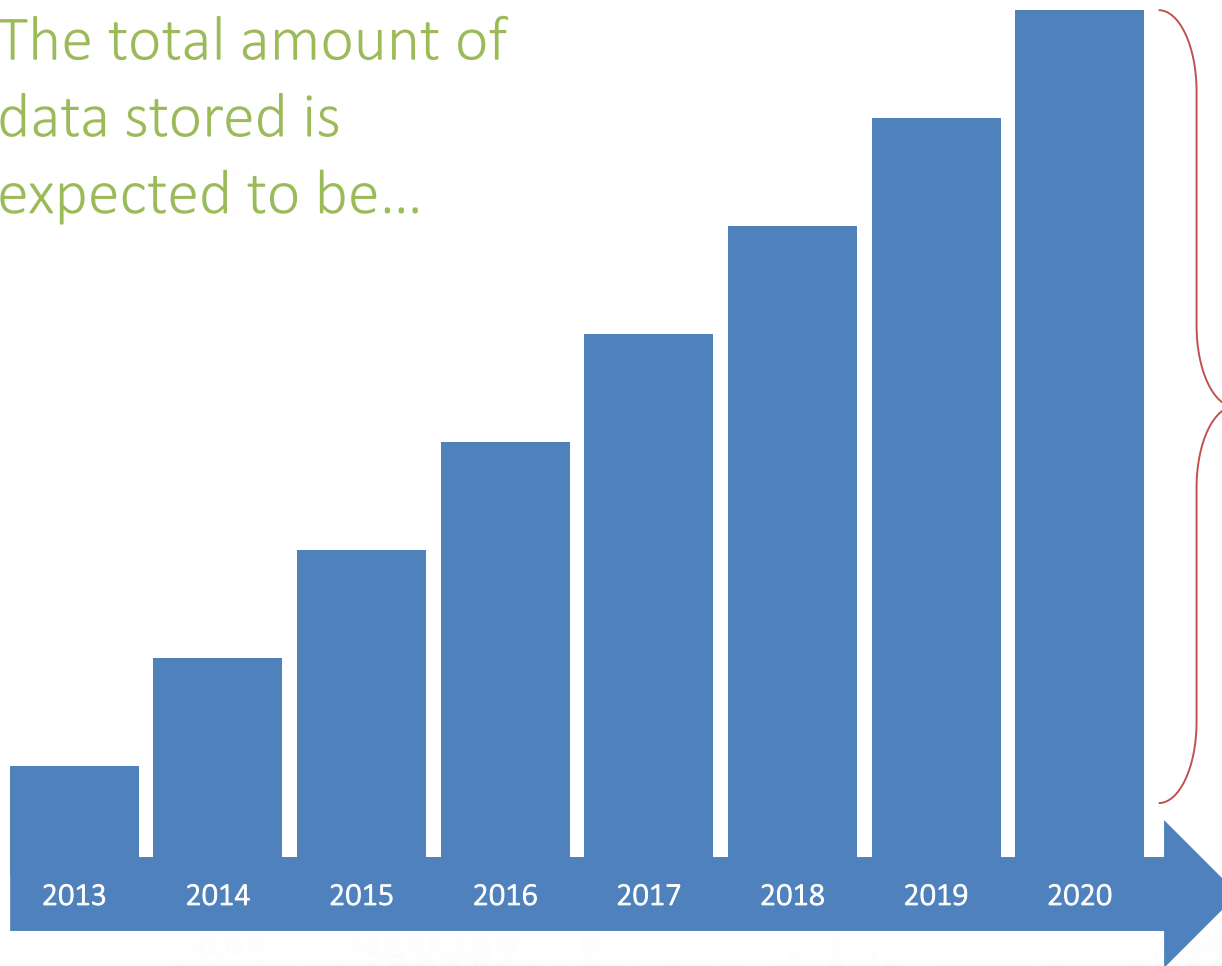
# 44

# Zettabytes

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

# By 2020

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



50x  
larger  
than today



An Estimated  
**33%**

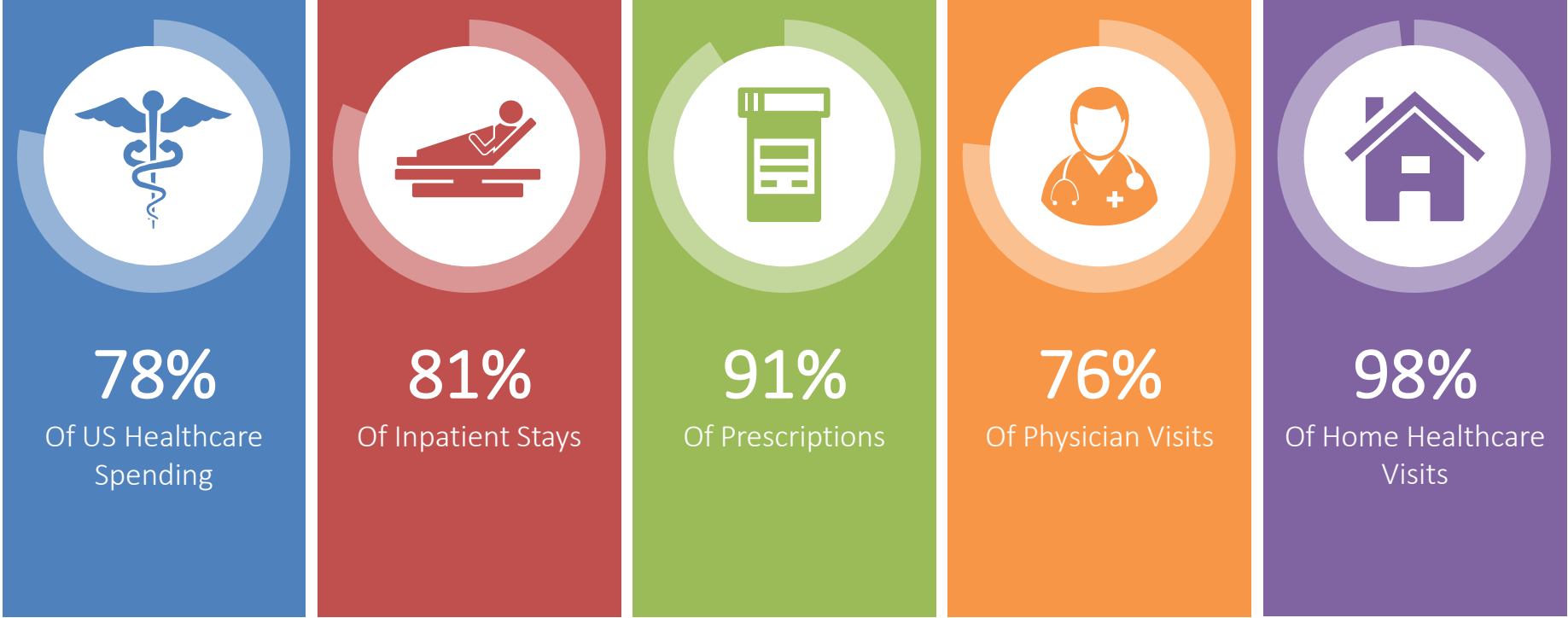


... of information could  
be useful if appropriately  
tagged and analyzed

its VALUE to healthcare

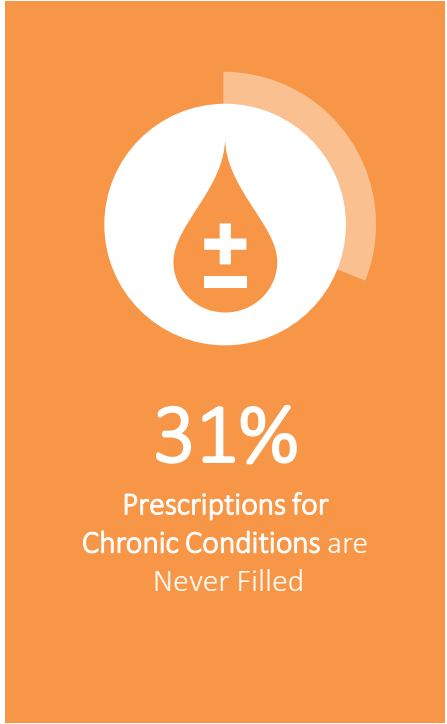
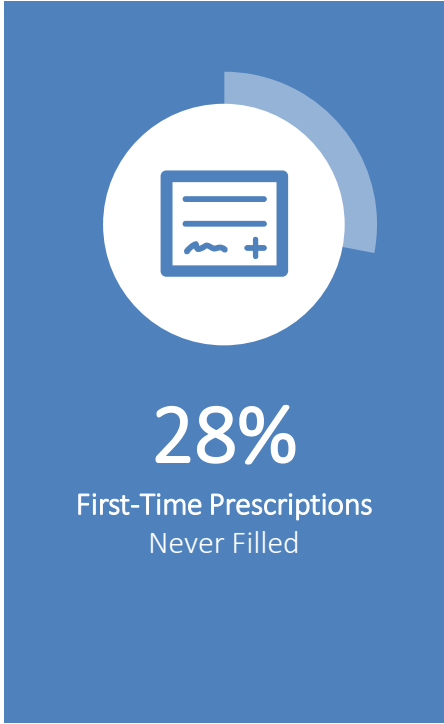


# Patients with chronic conditions account for:



Source: The Long-Term Outlook for Health Care Spending, Congressional Budget Office, November 2007

# Non-adherence is a widespread problem...



...with huge clinical and financial ramifications.



20%

Hospitals and Long-Term Care Facility Admissions Related to Non-Adherence



125,000

Deaths Per Year Related to Non-Adherence



80%

Higher Rate of Additional Heart Attacks for Heart Attack Survivors



\$2,000

Per Person Additional Costs To the U.S. Healthcare System

# However, adherence is addressable through engagement.



Don't Understand  
Need for  
Medication



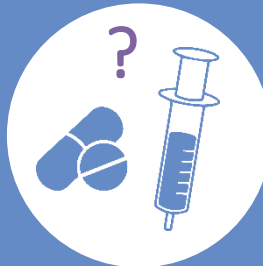
Can't Afford  
Medication



Forget to Take  
Medication



Personal Beliefs  
Against Taking  
Medication



Don't Understand  
How to Take  
Medication



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

AT HOME



ONLINE



IN THE HOSPITAL



IN PRIMARY CARE



# Practical advice for YOUR analytics journey

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



“Golden Hour”  
80% Survival if DX  
& Treated Within  
1<sup>st</sup> Hour

10<sup>th</sup>

Leading Cause of Death in  
Children, Adults and  
Seniors



Most Expensive Condition  
in the  
US > \$20B



40% Mortality Rate –  
8 Times Higher Than  
Overall Rate

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



## ANALYTICALLY NEW

### LEVEL 1

Isolated analytics.

Basic tools and few if any best practices.

## ANALYTICALLY AWARE

### LEVEL 2

Predictive analytics usage is part of mission critical applications only.

Full benefits are not understood by a majority in the organization.

## ANALYTICALLY INFORMED

### LEVEL 3

Analytics usage consists primarily of tactical and ad hoc approaches.

Analytics dev. and deployment is constrained, yet departments have their own experts and/or initiatives.

## ANALYTICALLY DRIVEN

### LEVEL 4

Analytics talent is centralized into larger groups.

Management understands and supports analytics for strategic value, thus bringing business units into alignment.

## ANALYTICALLY INNOVATIVE

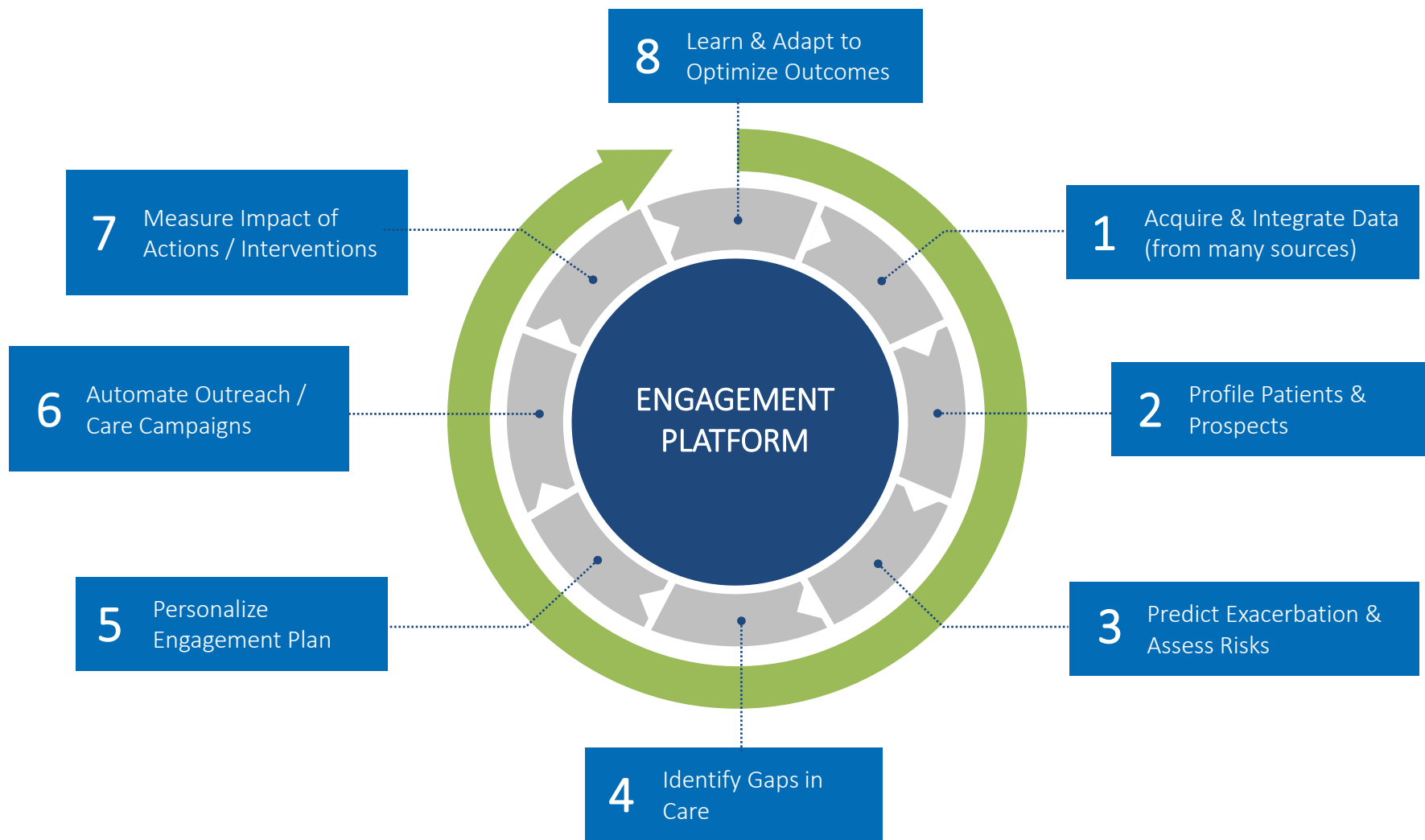
### LEVEL 5

Company is committed to analytics as part of its future growth plan.

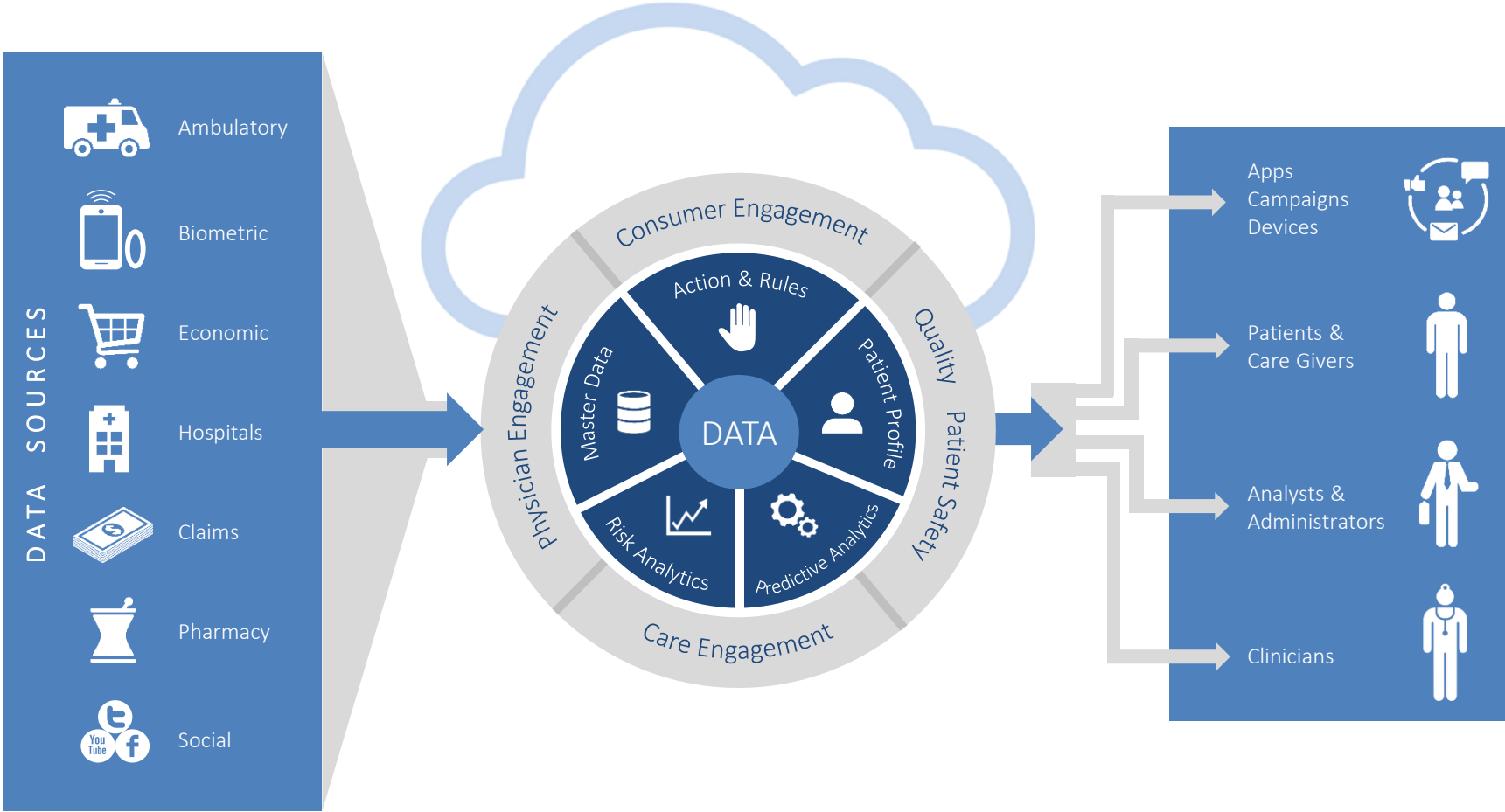
Business units embrace their own transformational analytical plans.



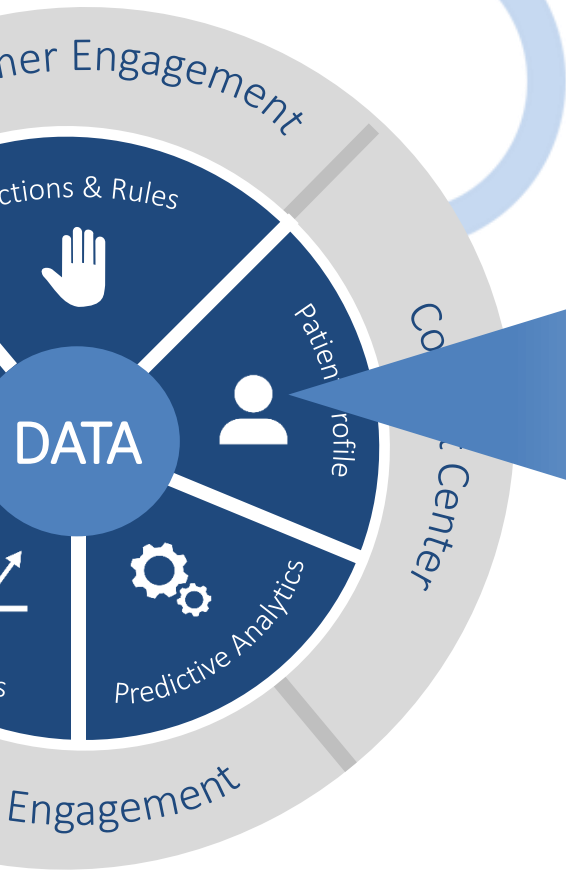
# View engagement with analytics as a process



# Invest in a platform to power your Analytics and Actions



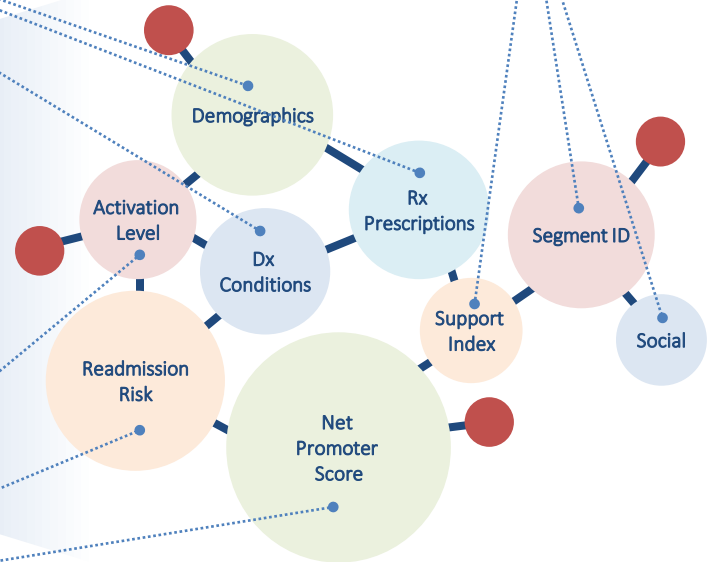
# Know Your Consumers... Better



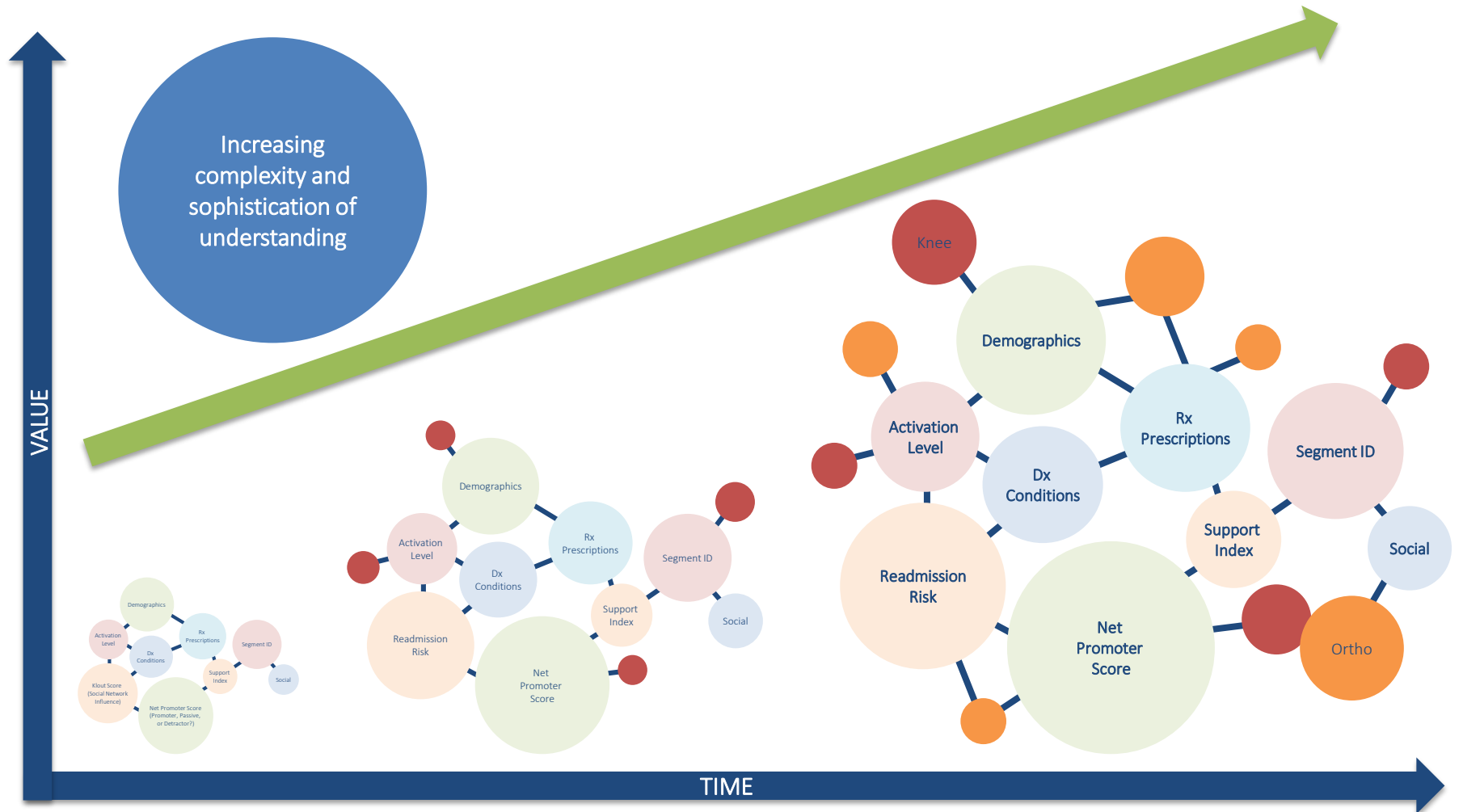
Descriptive Dimensions

Psychosocial Dimensions

Predictive Dimensions



# “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