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

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

1. BIG [data] ANALYTICS
2. its VALUE in health care
3. its ROLE in engagement
4. advice for YOUR journey
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?
“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=Gj93L2Qa6c
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:

- 78% Of US Healthcare Spending
- 81% Of Inpatient Stays
- 91% Of Prescriptions
- 76% Of Physician Visits
- 98% Of Home Healthcare Visits

Source: Long-Term Outlook for Health Care Spending, Congressional Budget Office, November 2007
Non-adherence is a widespread problem...

- 28% First-Time Prescriptions Never Filled
- 65% Pain Medications Never Filled
- 24% Total Prescriptions Never Filled
- 31% Prescriptions for Chronic Conditions Never Filled
...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...

Jane’s Health Challenges
• Struggled to maintain healthy weight
• Elevated blood pressure
• Family history of heart trouble

Jane’s Personal Situation
• Part-time Journalist
• Babysits her grandson twice a week
• Recently widowed

From Claims & EMR:

All Other Sources:
Analytics allows us to improve population health.

- **Wellness**
  - Health Coaching, Gamification & Social Support

- **Prevention**
  - Passive Support & Automated Outreach

- **Chronic**
  - Active Disease & Condition Management

- **Comorbid**
  - Complex Case Management

- **Catastrophic**
  - Advanced Illness Management

- **Hospice & Palliative Care**
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

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

**LEVEL 1**
Isolated analytics.
Basic tools and few if any best practices.

**LEVEL 2**
Predictive analytics usage is part of mission critical applications only.
Full benefits are not understood by a majority in the organization.

**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.

**LEVEL 4**
Analytics talent is centralized into larger groups.
Management understands and supports analytics for strategic value, thus bringing business units into alignment.

**LEVEL 5**
Company is committed to analytics as part of its future growth plan.
Business units embrace their own transformational analytical plans.

**ANALYTICALLY NEW**
**ANALYTICALLY AWARE**
**ANALYTICALLY INFORMED**
**ANALYTICALLY DRIVEN**
**ANALYTICALLY INNOVATIVE**
View engagement with analytics as a process

1. Acquire & Integrate Data (from many sources)
2. Profile Patients & Prospects
3. Predict Exacerbation & Assess Risks
4. Identify Gaps in Care
5. Personalize Engagement Plan
6. Automate Outreach / Care Campaigns
7. Measure Impact of Actions / Interventions
8. Learn & Adapt to Optimize Outcomes

ENGAGEMENT PLATFORM
Invest in a platform to power your Analytics and Actions

DATA SOURCES
- Ambulatory
- Biometric
- Economic
- Hospitals
- Claims
- Pharmacy
- Social

DATA
- Physician Engagement
- Consumer Engagement
- Action & Rules
- Risk Analytics
- Patient Profile
- Predictive Analytics
- Care Engagement
- Quality Patient Safety

APPLICATIONS
- Apps
- Campaigns
- Devices
- Patients & Care Givers
- Analysts & Administrators
- Clinicians
Know Your Consumers... Better

DATA

Descriptive Dimensions

Psychosocial Dimensions

Predictive Dimensions

Activation Level
Dx Conditions
Readmission Risk
Rx Prescriptions
Support Index
Net Promoter Score
Segment ID
Social

Demographics

Know Your Consumers... Better

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“Grow Your Know” to Grow Your Competitive Advantage

Increasing complexity and sophistication of understanding
Remember...

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

...Analytics will help make it possible!
Contact Information

Avery Earwood
VP, Analytics & Data Sciences
Evariant
919-808-7172
Avery.Earwood@Evariant.com
Question & Answer