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

1. BIG (data) ANALYTICS
2. Its VALUE in healthcare
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

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

Non-adherence is a widespread problem...

- 28% of first-time prescriptions never filled
- 65% of pain medications never filled
- 24% of total prescriptions for chronic conditions never filled
- 31% of prescriptions for chronic conditions never filled

...with huge clinical and financial ramifications.

- 20% of 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 in 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

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

Level 1: Analytically New
- Isolated analytics
- Basic tools and focus on any best practices

Level 2: Analytically Aware
- Analytics usage consists primarily of tactical and ad-hoc approaches
- Analytics work is not integrated into any strategic planning

Level 3: Analytically Informed
- Analytics usage consists of tactical and ad-hoc approaches
- Analytics work is not integrated into any strategic planning

Level 4: Analytically Driven
- Analytics work is integrated into larger strategic initiatives
- Management understands the value of analytics and supports analytics in decision-making

Level 5: Analytically Innovative
- Analytics work is integrated into larger strategic initiatives
- Management understands the value of analytics and supports analytics in decision-making

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

Analytics allows us to improve channel effectiveness

AT HOME
- ONLINE
- IN THE HOSPITAL
- IN PRIMARY CARE

Analytics allows us to improve population health

Wellness
Prevention
Chronic
Comorbid
Catastrophic

Health Coaching
Gamification & Social Support
Pancreatic Support & Automated Outreach
Active Disease & Condition Management
Complex Care Management
Advanced Illness Management
Hospital & Palliative Care

Overall Rate
80% Survival
4% Most Expensive Condition in the US > 2018
40% Mortality Rate = 8 Times Higher Than Overall Rate

Leading Cause of Death in Children, Adults & Seniors
Golden Hour: 80% Survival if Dx & Treated Within 1st Hour

Leading Cause of Death in
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Analytics allows us to improve channel effectiveness
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

Invest in a platform to power your Analytics and Actions

Know Your Consumers... Better

“Grow Your Know” to Grow Your Competitive Advantage

Remember...

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Contact Information

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Question & Answer