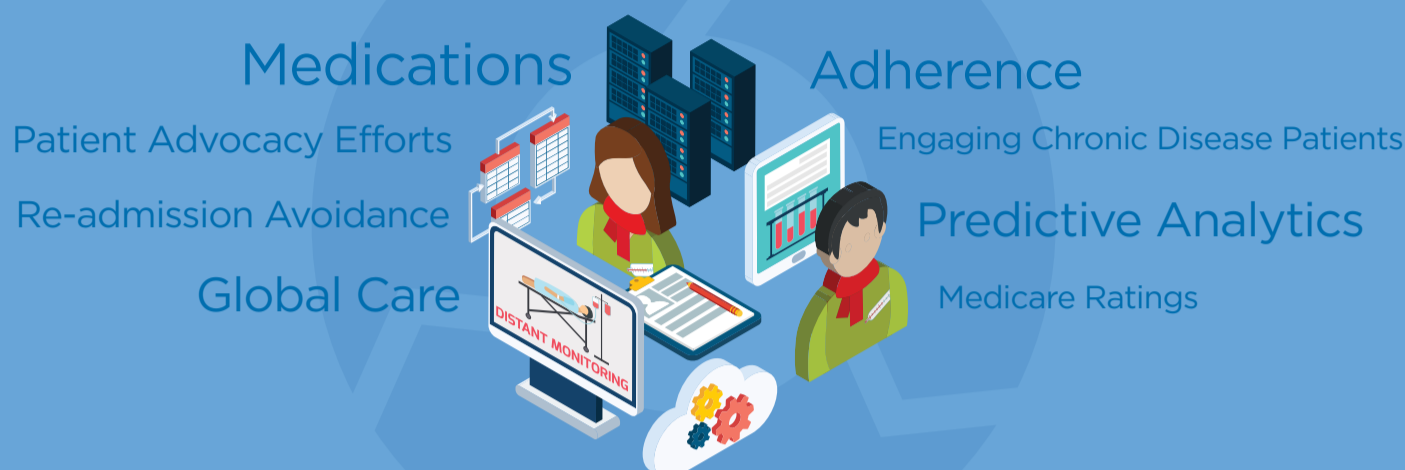An IDC Health Insights Infographic, Sponsored by Intel

The Value of
BIG DATA AND ANALYTICS
In Healthcare

The movement to value-based care and the ability to manage risk are major drivers of big data and analytics (BDA).

Most industries use consumer data for product and channel development. Healthcare needs to follow this model.

Medications

Adherence

Patient Advocacy Efforts

Engaging Chronic Disease Patients

Re-admission Avoidance

Predictive Analytics

Global Care

Medicare Ratings

Value-based care requires a 360 degree view of the patient.

Unsustainable costs require new data sources to identify the determinants of health

40% of determinants are socioeconomic

20% of determinants are related to clinical care

Use cases for BDA

Enable precision medicine

Identify fraud, waste and abuse

Prevent adverse health events

Detect infectious disease outbreaks

BDA market demand and the number of suppliers continues to grow.

Estimated **2015 market size** for healthcare BDA in the US is

$2.9 billion
and will grow to $3.8 billion by 2018

75% of providers say they'd invest $1 million in big data, while 75% of insurers indicated an investment of $10 million.

Top application investment priorities for accountable care by providers

60% General analytics

45% Predictive modeling

53% Risk identification

Business intelligence strategies exist in only a few healthcare organizations...
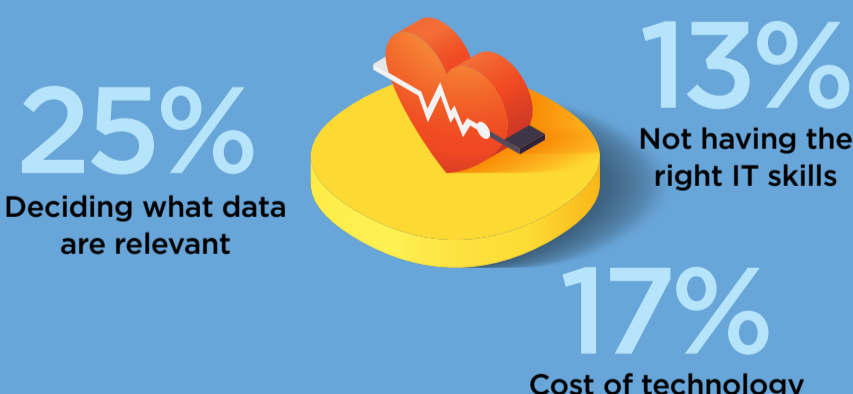
53% of payers
26% of providers

Key challenges remain for future implementation.

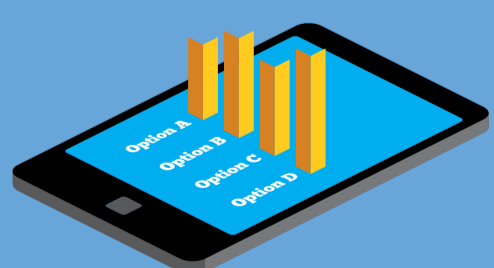Dealing with data heterogeneity, silos of data, and large volumes of multi-structured data is a key challenge.

Staffing hurdle: 22% of organizations said analytics professionals are the "most difficult to hire."
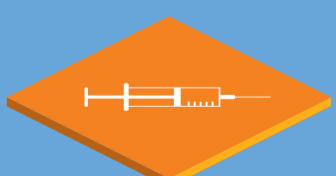
Top 3 healthcare provider challenges for BDA adoption

25% Deciding what data are relevant

13% Not having the right IT skills

17% Cost of technology

Best practices for BDA implementation

✓ Create a strategic and operational plan by investing in people, processes, and technology
✓ Collaboration among key stakeholders at the business, analytic, and IT level is key
✓ Data from BDA initiatives must be actionable and available at the point of care

80% of data and analytic investment will fail due to a lack of data management and governance.

30% of BDA high achievers and only 8% of low achievers reported significant collaboration.

IDC Health Insights