

Evolving Health Care with Advanced Analytics Platforms

Develop your market insights and analytics capabilities with a positive return on investment more quickly

Expectations of health care analytics platforms have evolved considerably over the past several years for both start-ups and mature organizations. There is a growing need to accelerate the speed at which data is ready and available for business case development. Today's fast moving, competitive environment calls for the ability to launch new initiatives quickly and be prepared to react proactively to rapidly changing market conditions.

Creating the type of analytics platform that supports game-changing innovation can be a large investment for companies in both money and time. Data from across the organization needs to be pulled together in one cohesive database to provide the type of insights that best reflect forward-looking areas of new opportunity. The upfront investment in creating the platform and making it ready for analytics work involves a lot of heavy lifting with many moving parts, both initially and over time. Most organizations find it difficult to generate a positive ROI for all this effort, particularly at the start.

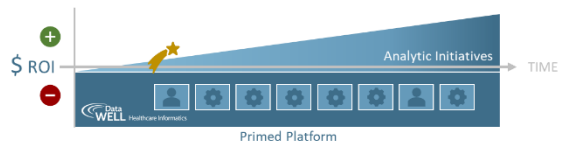


Very often, demand for these analytic environments is transient yet require most of the data management overhead of full production environments. They often tend to lie dormant for periods of time until the next business case activity is initiated, making it hard to justify ongoing dedicated resources and cost to maintain and stay current with the latest technological advances.

DataWELL has a solution: a Primed Analytics Platform™ which enables faster setup and quicker turnaround without the often-extensive overhead required for traditional approaches.

Analytics Data Platform Defined

An **analytics data platform** is comprised of contextualized data from one or more sources of stored information. It enables data acquisition, storage, preparation, management, and delivery of data in support of business case analytics. The platform is typically supported with a database management system (DBMS) to store and manage the data, data profiling and security processes, as well as protocols for obtaining and preparing third party data that is not already stored in organization's operating systems.

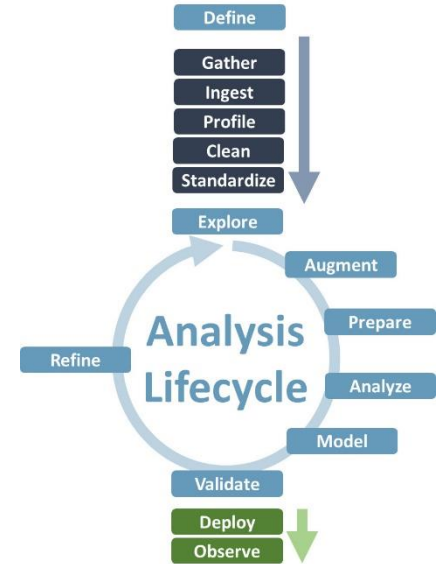


Simply put, it is key to unlocking the value of your data for a broad variety of business users, in a timely and cost-effective manner. Therein lays the challenge.

Although the technology required to build an analytics platform is ubiquitous, many organizations lack the resources and skill sets needed to create and maintain a viable solution. The data required to perform just in time business case analytics typically resides in data silos across the organization, and there is a tremendous amount of both up front and ongoing effort required to pull these data silos together in a unified and cohesive framework.

Further, setting up the technology platform is just the first step. There is additional work required if the aim is to jump start business case analytics. There is consideration effort involved to standardize, transform, and enrich the data so that analysts do not need to waste time prepping the data and can more quickly derive insights. This can amount to a major undertaking, even for mature organizations. It's not surprising that a positive ROI is a distinct challenge.

Bottom line - There is more to enabling a viable platform for business case analytics than just the database. It is often hard for organizations to yield a positive ROI, particularly at the start, given how much effort is involved in just setting up the platform. What follows is a discussion of what is involved.



Introducing the concept of a “Primed Analytics Platform”

A Primed Analytics Platform™ takes the base technology platform to the next level, with value added capabilities to:

- ✓ Integrate disparate sources of data in a consistent, organized way and provide transparency and mapping back to the original raw data.
- ✓ Manage and protect the organization’s data assets to guarantee generally understandable, correct, complete and secure data.
- ✓ Monitor the data, resources, and applications to evaluate the ongoing reliability and security of the data and its applications.
- ✓ Provide data that has been cleaned and prepared for analysis, and transformed to assure validity, consistency (e.g., range, format, type of data fields, common definitions), accuracy and completeness (all relevant data included).

What is a “Primed Analytic Platform”?

- An ecosystem of services, processes and technologies designed to allow users to retrieve, combine, interact with, explore, and visualize data from a variety of sources.
- A comprehensive solution that incorporates a variety of tools and capabilities, supporting a wide range of applications - from predictive analytics to data visualization and sophisticated reporting.
- In essence, the analytics platform is further “primed” to provide a quick entry point for business case analytics.

A Primed Analytics Platform™ encompasses the overall structure, architecture and data management needed to quick start analytics, as well as the processes around data enrichment and governance/security required to make it operational. Not a turnkey solution per se, but a fully functional capability ready to empower users across the business to make “just in time” data driven decisions.

The primary benefits of a successful Primed Analytic Platform™ are its ability to empower analysts to get directly into the data to begin to derive insight, and its ability to derive value (positive return on investment) with continued cost

control/reduction overtime. It reduces time spent on data prep, while integrating data from across the enterprise in a cohesive, and secure fashion.

- ✓ Most of the effort involved in making the data ready for analytics is already completed and in place.
- ✓ Analysts can be assured that the data is valid and reliable, with standardized formatting devoid of missing values, inaccurate entries, and other potential inconsistencies that can arise when datasets are being combined.
- ✓ Much of the work to provide required security protocols are in place, and ready to go.

As mentioned previously, doing all the work to assemble the technology platform, acquire and/or build the processes and tools required to access the data securely and reliably, and keep it current and up to date with the latest data and technology is an expensive undertaking. An organization that has made that level of consistent commitment may begin to generate value (ROI) overtime, but the cost associated with doing so will be difficult to contain. The need to dedicate resources assigned for upkeep, and other aspects of ongoing maintenance cost will continue to cut into ROI overtime.

DataWELL Informatics' Primed Analytics Platforms – DecisionLAB™ and DataFLEX™

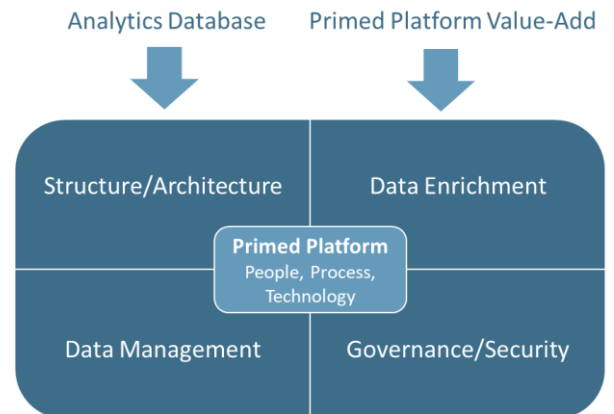
DataWELL Informatics has developed Primed Analytics Platform™ solutions geared toward helping our clients get market insights faster from their own data, while containing cost associated with initial build and ongoing maintenance. Our solution is designed with flexibility in mind, delivering a foundation for actionable analytics and related data management capabilities.

It is built to be a self-hosted analytics solution and can be conveyed as a software only or as a cloud-based application (SaaS). It features scalability, performance, cost effectiveness, and user accessibility advantages over a conventional relational database management system (RDBMS).

DataWELL's Primed Analytics Platform™ solution includes:

Standardized infrastructure to facilitate collaboration and data exploration, that can adapt and evolve as business needs change

- ✓ **Data Management** services, including loading processes and establishment of a common data model
- ✓ **Data preparation** to cleanse, transform and enrich client and/or licensed industry datasets
- ✓ **Data governance controls** that provide security by limiting data access



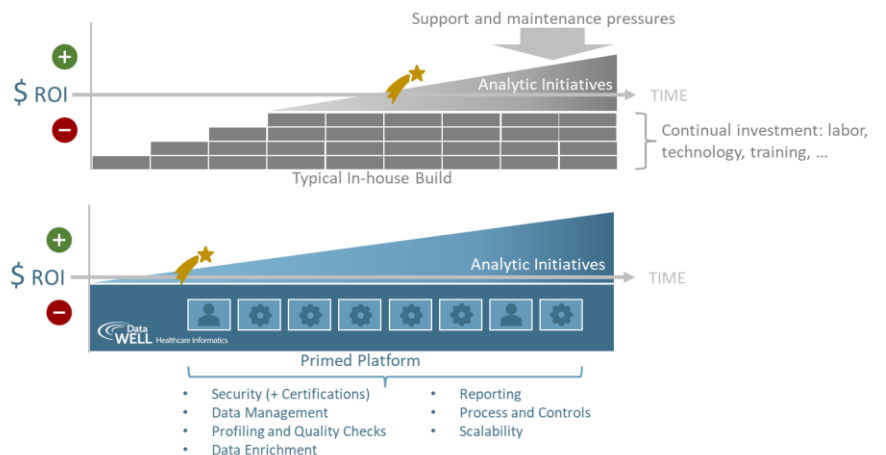
There are several ways in which a DataWELL sourced Primed Analytics Platform™ outperforms a typical in-house solution, with respect to getting to insights quicker, positive return on investment (ROI), and more.

Continuous support and maintenance of:

- Reporting
- Security and Compliance
- Reference Data
- Industry Data
- Data Management
- Databases Objects and Capacity
- Performance

Access to other services:

- Expert analytics support
- Strategy



Here are some examples of how the DataWELL solution contributes to greater cost control and containment for clients:

Security



DataWELL has an active in-house practice dedicated to data security and certification. Data security processes and protocols are built into the initial platform and regularly reviewed and updated with the latest compliance requirements.

Resource Commitment



Client's need to dedicate resources to build and maintain the platform are greatly minimized. Risk associated with the inevitable resource turnover (key personnel leaving the company and/or switching roles) is also minimized.

Changing Technology



DataWELL is committed to staying on top of the latest developments in information technology and is constantly updating and integrating the latest advancements on behalf of clients.

Core Competencies



There is something to be said about sticking close to what we each do best. DataWELL has extensive experience and expertise that is hard to match in working with decentralized and fractured data. This capability allows for a tremendous amount of efficiency in both initial build and continued viability.

Who Benefits?



- ✓ Startups
- ✓ Established companies building new products, entering new markets
- ✓ Companies seeking to avoid risk associated with hosting and managing health care data

Value-Added Capabilities



- ✓ Nimble Exploration – Quickly explore, test, and evaluate new ideas, hypotheses, and data sources
- ✓ Prototyping – Test business ideas with little ramp up time and incremental cost
- ✓ Industry Data – Can import client and/or licensed industry datasets with expert assistance to test-market business cases
- ✓ Fixed-Time Projects – Leverage DataWELL's analytic models and industry insight for rapid turnaround

A DataWELL solution carries the added benefit of access to an expert analytics and reporting team that is already familiar with the data model and structure and can be plugged in as additional value add. This can be sourced on a project-by-project basis or as an adjunct to client's own analytics team. Another way we can help our clients get results quickly and reliably.