



# Unlocking the power of data analytics to transform patient care

White paper

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**The integration of data analytics into patient care holds the potential to enhance outcomes, streamline operations, and reduce costs.**

**By using data analytics, healthcare organizations can gain deeper insights into their operations, allowing them to make smarter decisions that improve overall outcomes. In this white paper, we explore the potential of data analytics in the healthcare industry, and provide tips on how organizations can leverage it to achieve operational excellence.**

**Through case studies, data visualization, and examples, we aim to help healthcare providers better understand the power of data analytics, and equip them to successfully incorporate it into their existing workflow.**



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# 4 TYPES OF HEALTHCARE ANALYTICS

## DESCRIPTIVE

- 1- By examining existing trends and datasets, these models help healthcare practitioners to anticipate future challenges and make plans to best respond to them.

The descriptive analysis type had the largest market share of 36.1% in 2022

## 2- DIAGNOSTIC

Used to identify illness, treatments and other health-related issues based only on historical patient-data.

## 3- PRESCRIPTIVE

Uses data to suggest strategies for dealing with upcoming events but maximizing outcomes, this way organizations can handle whatever comes their way in an effective way.

## 4- PREDICTIVE

By delving deep into datasets, it allows professionals to anticipate future trends and uncover key insights to improve outcomes and operational efficiency.

Predictive analysis is anticipated to register the fastest growth rate of 24.4% by 2030 due to the fact that uses data to create strategies and plan ahead.

# THE DATA

## \$22BN

**Annual Revenue**

Expected revenue growth in the healthcare analytics market by 2026.

## 30%

**Of all the world's data**

Is now being generated by the healthcare industry.

## 85%

**Healthcare organizations**

The percentage of organizations that believe analytics are fundamental to achieving broader strategic objectives.

# USE CASES

01

## FORECASTING PATIENT VOLUME

French Hospital Uses Trusted Analytics Platform to Predict Emergency Department Visits and Hospital Admissions

02

## MEDICAL CLAIMS FRAUD

2020 Estimated Improper Payment Rates for Centers for Medicare & Medicaid Services (CMS) Programs

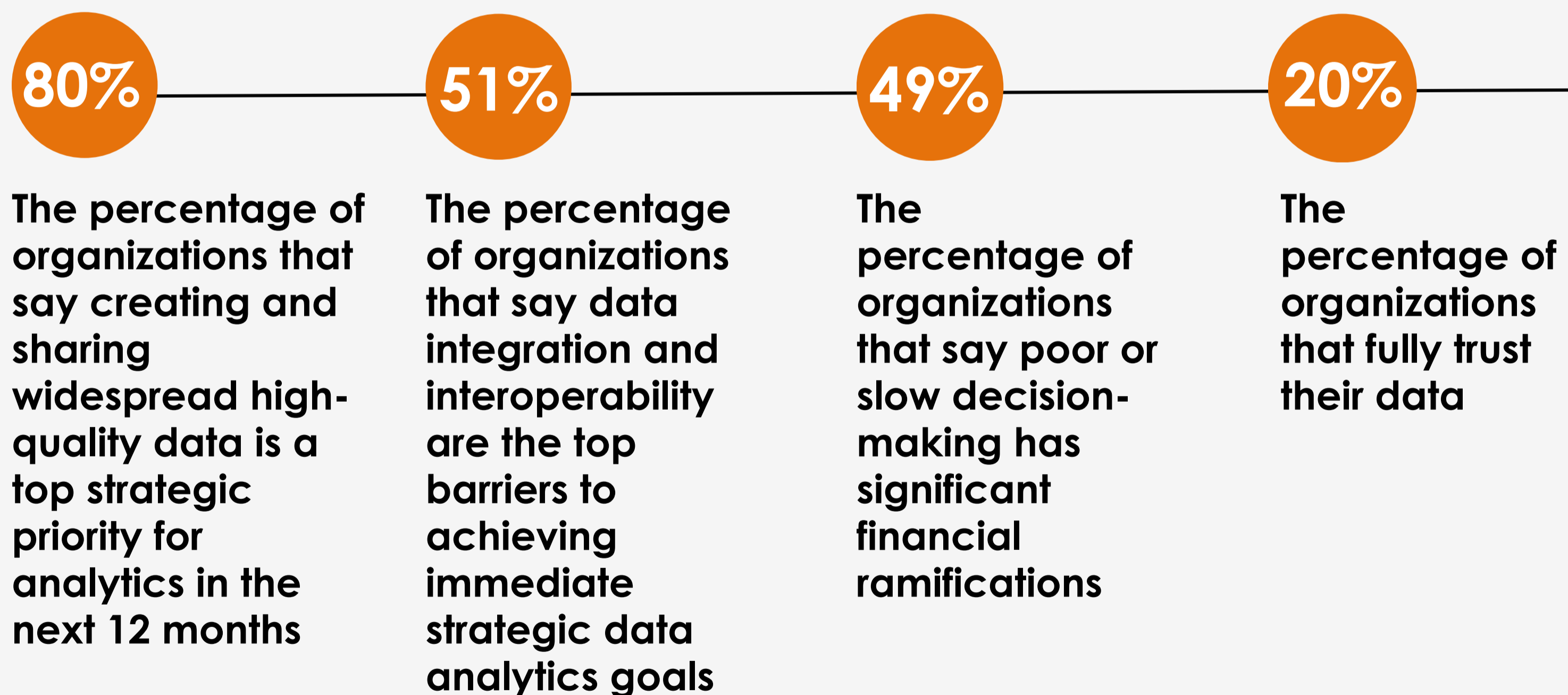
03

## REDUCE CLAIM DENIAL RATES

RCCH Uses Predictive Analytics to Boost Claim Denials Management

# STRATEGIES TO ADOPT A DATA-DRIVEN MODEL

- ✓ Identify which types of data need to be collected and the type of insights desired from the analysis.
- ✓ Develop the necessary systems to ensure effective data collection, storage, and analysis.
- ✓ Invest in a data scientist or analytics team that can interpret the data, extract insights, and identify actionable steps to take based on the analysis. Having a dedicated team can help ensure that the data-driven model is implemented properly and efficiently.





## KEY TAKEAWAYS

- A data-driven model can help healthcare centers maximize their ROI and operational efficiency.
- There are challenges involving data, security, governance, and literacy that need to be addressed for successful data implementation, collection, storage, analysis, and interpretation.
- Data literacy is essential for healthcare professionals to understand the value and insights that data can provide.
- The implementation of data governance policies and security measures can ensure the protection of sensitive patient data.
- Investing in appropriate technology and infrastructure can support data collection, storage, and analysis.
- Taking action and working towards becoming truly data-driven can benefit healthcare centers and improve patient outcomes.

Now, there's power in understanding and we hope the strategies discussed in this white paper can help organizations like yours to take action and work towards becoming truly data-driven.





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