



# What your data can really expose:

How incremental changes  
add up to extraordinary  
opportunity

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*Educational Webinar Series*



# Poll Question:

What type of data are you currently tracking that's essential to your organization?

- Clinical Data
- Provider Data
- Pharmacy Data
- SDoH Data

(choose all that apply)


**By 2025, the volume of healthcare data is expected to grow at a rate of 36% annually.**

The average hospital generates 50 petabytes of data annually, including clinical records, imaging, and genomics data.

# Types of Data in Healthcare

- Clinical Data
- Provider Data
- Claims Data
- Pharmacy Data
- SDoH Data
- Operational and Utilization Data
- Public Health Data
- Census Data
- Genomics and Genetic Data
- Behavioral and Mental Health Data





**How can this  
data be  
accessed  
today?**

# Why is Data Important to Risk-Bearing Care Programs?

## Manage patient needs

- Emphasize integrated care.
- Treat the entire patient.
- Manage their physical, mental, behavioral, and social needs.

## Stratify Risk

Classify patients into population cohorts based on varying factors

- Demographics
- Cost of Care
- Adverse Health Events

## Benchmark Care

Compare performance against provider, organization or geographic-wide.

- Monitor quality metrics
- Measure intervention efficacy

## Position patients at the center of decisions

Establish patient-centric processes

**A study by McKinsey estimated that \$300 billion in annual savings could be achieved in the U.S. healthcare system by using big data effectively to drive efficiency and personalized care.**



# How Can You Leverage Data as Clinical, Operational and Population Intelligence?



# WHAT IF

**you had the power to  
make changes that  
*really* mattered?**

**Quantify the impact**  
of a reduction in hospital readmissions

**Drive an initiative**  
to decrease 30-day readmits

**Encourage prescription adherence**  
for specific disease-prevalent populations

**Understand chronic condition costs**  
and predict the impact of CCM initiatives



# The Annual Wellness Visit

# The Annual Wellness Visit (AWV)

**Data Types Needed  
(Enhanced by the  
AWV)**

**Clinical Benefits of  
Performing the  
AWV**

**Financial Benefits  
of Performing the  
AWV**

# Network Leakage



# Network Leakage

## Data Types Needed

### Clinical Data

- EHRs
- Lab and Imaging Results
- Referral Data
- Care Coordination Data
- Procedure Codes (CPT/HCPCS)
- Medication and Prescription Data

### Operational Data

- Claims Data
- Reimbursement Data
- Patient Billing and Payments
- Care Costs
- Patient Demographics
- Social Determinants of Health (SDoH)
- Provider Availability and Capacity
- Network Utilization

# Network Leakage

## Clinical Benefits

- Improved Patient Retention
- Enhanced Care Coordination
- Proactive Care Management
- Reduction in Duplicative Services
- Better Health Outcomes

## Financial Benefits

- Revenue Retention
- Improved Contract Negotiations
- Cost Reduction
- Increased Patient Volumes for Internal Providers



# Chronic Care Management

# Chronic Care Management (CCM)

**Data Types Needed**

**Clinical Benefits of  
CCM**

**Financial Benefits  
of CCM**



# Poll Question:

Do you currently have the data you need to address challenges like those in the last 3 scenarios?

- Absolutely! I have full access to everything I need
- Sort of. I have the data but can't access or understand it to use it effectively
- Nope! I don't have the data and subsequently, don't have the access.
- Help! I have no clue what we're talking about.





# Be data-driven

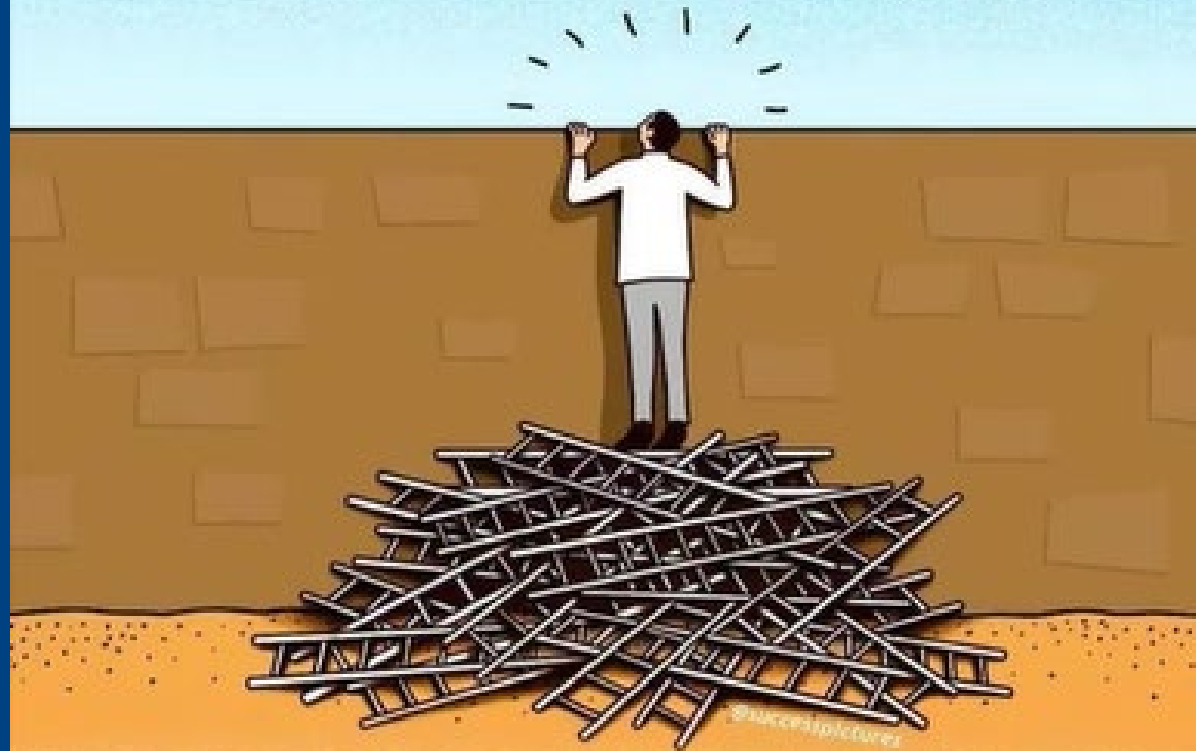
Adopt an efficiency mindset.

Improve quality vs. quantity.

- Uncover vulnerabilities and optimization opportunities in your current processes
- Disseminate insights and intelligence organization-wide
- Create actionable lists to augment care management strategies
- Understand the impact of realizing operational and care goals to the overall organization

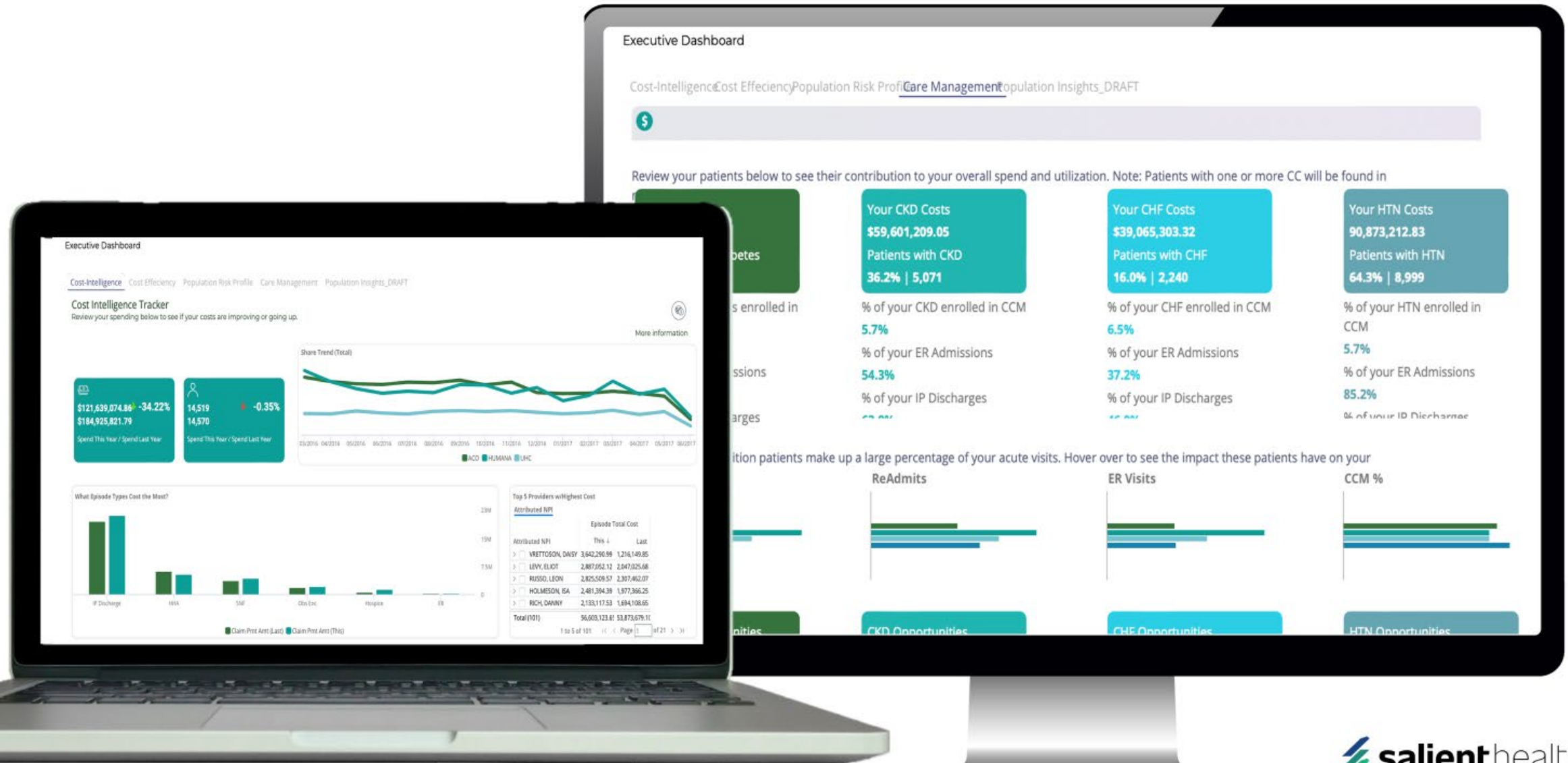
**IT DOESN'T MATTER HOW MANY  
RESOURCES YOU HAVE.**

@successpictures



**IF YOU DON'T KNOW HOW TO USE  
THEM, IT WILL NEVER BE ENOUGH.**

# Data is only valuable if you can act on it





# Q&A

Please use the  
chat feature to  
submit a question.



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SUBJECT MATTER EXPERTISE





**Thank you!**

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