GoodData

GoodData: An Intelligent Platform for Smarter Healthcare

Today's healthcare provider and payer organizations have more data at their fingertips than ever before, with millions of records on patient services, insurance claims, and financial transactions flowing through their servers every day. To capitalize on this surge of data and remain competitive, forward-looking healthcare companies are pursuing solutions that harness the power of that data in ways that addresses three key challenges:

▸   Complying with government and regulatory mandates

▸   Keeping data safe **and in the right hands**

▸   Growing market share by improving the patient/customer experience

Healthcare organizations such as Medigain, HIMSS, and others have partnered with GoodData to meet these challenges and create new, data-driven products that accelerate differentiation and drive new revenue. Our platform not only delivers actionable insights to the decision makers who need them to stay competitive, but also ensures that the handling of that data meets all compliance and security requirements.

Challenge #1: Compliance

In a recent study, over one-third of healthcare executives surveyed - **36 percent** - cited complying with new government regulations as the top challenge facing their organizations.[1]

The transition to electronic health records (EHRs) has exponentially multiplied the volumes of data that healthcare organizations manage on a daily basis. However while EHRs and other healthcare data standards have simplified the acquisition of healthcare data, the ability to transform this data into actionable insights is cumbersome and time consuming.As compliance with CMS, HIPAA, and FDA regulations spirals to new levels of complexity, handling that data is no longer simply a matter of matching up rows and columns. Every bit of information must be handled in a way that meets a constantly growing litany of regulations.

In order to achieve clinical and financial success, healthcare enterprises need the ability to leverage their data streams to drive operational improvements and increased patient satisfaction. GoodData's platform has been designed from the ground up to ensure full compliance with all pertinent regulations for provider organizations, payers, and other healthcare enterprises. With GoodData's HIPAA certified platform, your organization will be in full compliance with all relevant standards, without hindering your ability to leverage your data assets and distribute key insights.

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[1]http://managedhealthcareexecutive.modernmedicine.com/managed-healthcare-executive/news/managed-care-state-industry-survey-2016

Challenge #2: Security

In 2016 research by HIMSS, over 85 percent of healthcare organizations surveyed reported that they have elevated cybersecurity as a business priority during the past year.[2]

Data breaches and cyberattacks cause severe and irreversible reputational damage to enterprises, resulting in large fines. Healthcare organizations must take additional measures to ensure that their claims data is transmitted securely, and that patients' protected health information (PHI) remains safe from hackers.

The GoodData platform ensures that patient, financial, and insurance data is secure. Customers can monitor and control user access and deploy targeted data delivery so that only authorized users have access to the information they need, when they need it.

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- HIMSS, 2016

Challenge #3: Patients First

More than half of the healthcare executives polled in a recent survey — 51 percent — cited improving the patient experience as their main focus in the effort to secure and expand market share.[3]

Competition has escalated to unprecedented levels in the healthcare industry, and providers are searching for ways to grow their patient bases through a "patient first" approach. Competitive pressures have increased for payers as well, driving efforts to streamline workflows and improve customer service. Data can help organizations ensure a seamless experience across all touchpoints (providers, payers, pharmacy, etc.), enabling the best-in-class service that increases retention and engagement.
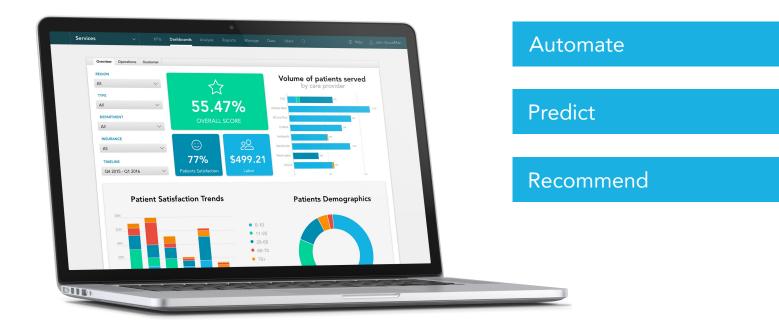
As healthcare organizations shift and adapt to value-based care models, the challenge lies in the ability exceed financial goals and provide exceptional customer service. By leveraging machine learning capabilities and smart notifications via the GoodData platform, payers and providers can identify at-risk individuals or populations, thereby significantly reducing costs, preventing unnecessary readmissions, and personalizing effective treatment plans.

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[2]http://www.himss.org/news/himss-2016-cybersecurity-survey-finds-providers-are-enhancing-cybersecurity-programs-improvements

[3]http://managedhealthcareexecutive.modernmedicine.com/managed-healthcare-executive/news/managed-care-state-industry-survey-2016

Automate

Predict

Recommend

GoodData helps healthcare organizations improve workflows and automate time-consuming decisions, empowering your organization to elevate patient and customer service to a new level. Our platform also enables interoperability, pulling data from different systems to create predictive models and offer recommended actions to your team.

GoodData: Driving Healthier Outcomes For Healthcare Brands

GoodData empowers healthcare organizations get more value out of their data. We do this by providing the platform and expertise to quickly create and distribute Smart Business Applications that open new channels of revenue, increase customer retention, and improve supplier relationships.

To learn more about what GoodData can do for your company, visit
https://www.gooddata.com/bi-solutions/healthcare-analytics

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