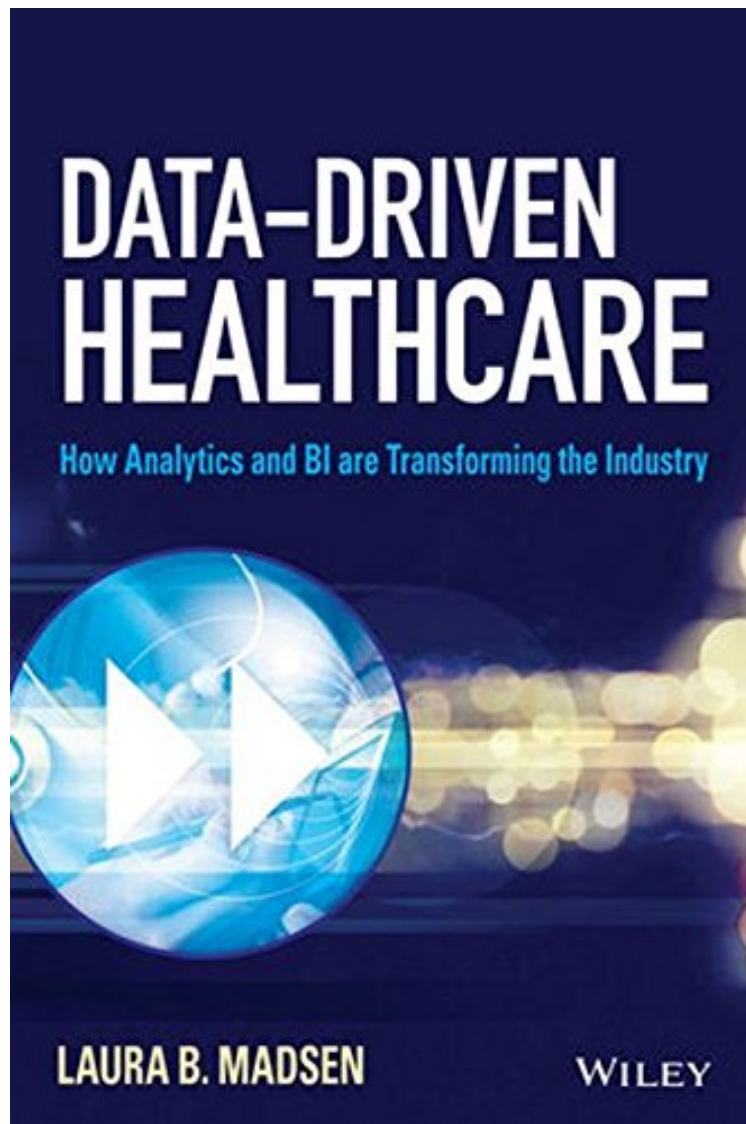


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## Data-Driven Healthcare: How Analytics and BI are Transforming the Industry (Wiley and SAS Business Series)

*Laura B. Madsen*

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**Laura B. Madsen : Data-Driven Healthcare: How Analytics and BI are Transforming the Industry (Wiley and SAS Business Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Data-Driven Healthcare: How Analytics and BI are Transforming the Industry (Wiley and SAS Business Series):

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Healthcare is changing, and data is the catalyst Data is taking over in a powerful way, and it's revolutionizing the healthcare industry. You have more data available than ever before, and applying the right analytics can spur growth. Benefits extend to patients, providers, and board members, and the technology can make centralized patient management a reality. Despite the potential for growth, many in the industry and government are questioning the value of data in health care, wondering if it's worth the investment. Data-Driven Healthcare: How Analytics and BI are Transforming the Industry tackles the issue and proves why BI is not only worth it, but necessary for industry advancement. Healthcare BI guru Laura Madsen challenges the notion that data have little value in healthcare, and shows how BI can ease regulatory reporting pressures and streamline the entire system as it evolves. Madsen illustrates how a data-driven organization is created, and how it can transform the industry. Learn why BI is a boon to providers Create powerful infographics to communicate data more effectively Find out how Big Data has transformed other industries, and how it applies to healthcare Data-Driven Healthcare: How Analytics and BI are Transforming the Industry provides tables, checklists, and forms that allow you to take immediate action in implementing BI in your organization. You can't afford to be behind the curve. The industry is moving on, with or without you. Data-Driven Healthcare: How Analytics and BI are Transforming the Industry is your guide to utilizing data to advance your operation in an industry where data-fueled growth will be the new norm.

From the Inside FlapBig data, analytics, and business intelligence (BI) have already taken over some of the economy's biggest industries, including tech and retail. The successes in these areasmdash;and the failures of organizations that have failed to keep upmdash;show that being behind the data curve could be dangerous. Even if data-driven operations never completely replace traditional healthcare management, the potential for improvements in efficiency and outcomes makes this new trend worth a long look. Data-Driven Healthcare speeds the process along by examining the opportunities and challenges specific to this industry and outlining a first-year plan that will give managers the confidence to dive in. The complexity and sensitivity of healthcare organizations make data-driven change an especially high-stakes endeavor. From organizational structure to patient outcomes, insights from intelligently-managed data affect outcomes at any number of levels. The aim of Data-Driven Healthcare is to make sense of all this complexity, and the book wastes no time in examining the pertinent strengths, weaknesses, opportunities, and threats. Without this understanding, healthcare leaders could find themselves unable to move forward in a way that maximizes BI and advances the industry. As senior-level managers know, simple theory is not enough to make solid decisions and capitalize on new trends. Implementing theory with proven, context-sensitive techniques is absolutely required. Author Laura B. Madsen is sensitive to this requirement and provides resources such as visual aids, business metrics, checklists, tables, and forms to bridge the gap between theory and practice. Data-Driven Healthcare will be equally appealing to leaders who need a basic understanding of the importance of data and those who are further along but looking for tools to help propel their organizations to BI maturity.From the Back CoverDISCOVER YOUR NEXT STEP TOWARD TURNING DATA INTO REAL VALUE Sometimes solutions present themselves exactly when they are needed most. Data-Driven Healthcare has arrived in the midst of cost reduction pressures, the Affordable Care Act, and a chaotic healthcare environment where the application of new technologies seems to be consistently lagging. Clearing away the chaos, author Laura Madsen builds on business intelligence (BI) concepts to create a simple approach to the use of data that can provide a way forward for your organization. From electronic health records to attractive data visualizations that will impress and inspire funders and stakeholders, Data-Driven Healthcare covers what you can do now to make your organization more intelligent. Laura Madsen has extensive experience in the healthcare industry and understands the unique opportunities and challenges of becoming data-driven. With the practical RISE approachmdash;Reduce the unknowns, Identify alternatives, Standardize data, and Evaluate the data programmmdash;you will learn how data can help you meet the needs of your community while remaining competitive. Before blindly jumping at the latest data "solutions" on the market, read Data-Driven Healthcare. Funding for new information technologies is available, but making effective use of this funding will allow you to address the issues that really matter. To name just a few possibilities: Predictive analysis of patient readmissions Improved chronic disease management Revenue cycle optimization Privacy and security monitoring Demographic analysis for new markets In

this latest title from the Wiley SAS Business Series for senior managers, you'll discover that BI maturity and significant improvements in healthcare are well within your reach. About the Author LAURA B. MADSEN has 15 years of experience in BI and data warehousing for healthcare and is the author of Healthcare Business Intelligence. She leads the Enterprise BI and Analytics Program at Children's Hospitals and Clinics of Minnesota, where she is charged with creating a data-driven healthcare organization. Laura has held senior positions with several leading healthcare technology companies, including UnitedHealth Group. In 2006, she co-founded the Twin Cities chapter of The Data Warehouse Institute (TDWI), and in 2008 she founded the Healthcare BI Summit. Laura speaks nationally and internationally about the importance and power of data in healthcare.