

# 5 Major Healthcare Trends Proving

— DATA —

# Is Critical to Better Patient Outcomes

and How AnalyticsIQ's Granular and Predictive  
HealthIQ Data Can Help You Understand  
the Consumer Experience to Improve  
Outcomes in Healthcare





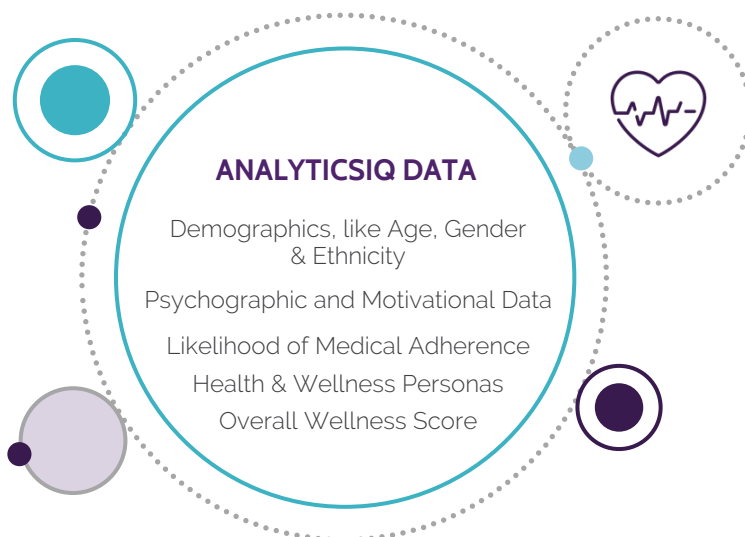
## TREND #1:

### Broadening Patient Diversity Requires Medical, Emotional and Cultural Understandings

Now more than ever, serving a diverse community requires more than standard language accommodations. In fact, these populations are looking for providers that fully embrace their unique needs. That's why the most successful hospitals, clinics and providers are developing strategies to honor cultural differences and responding with initiatives that make these communities feel valued, cared for, and comfortable. In order to launch a successful and comprehensive strategy, it's important to get a deep-dive education about these populations — understand the social determinants of health and other factors that shape who they are and what they need so you can better serve them.

This is where AnalyticsIQ can help. Our extensive data sets not only cover demographics including age, gender, and ethnicity, but also reveal your community's motivations, aspirations, attitudes, and more.

Our data scientists use cognitive psychology to help you fully understand diverse populations and their needs. With insights from AnalyticsIQ, you can create customized care plans, inclusive initiatives, and messaging that resonates with specific patient segments. These types of insights may even drive forward HR initiatives that push for diversity among healthcare provider teams.



## TREND #2:

### Precision Care is Guided by Precise, Predictive Analytics

In the US alone, approximately one in four adults is managing multiple chronic conditions.<sup>1</sup> The rapid rise in multimorbidity is driving healthcare providers to realize that traditional, single disease-focused medicine is no longer meeting patients' mosaic of needs. To close this gap, the healthcare industry is turning to predictive analytics.

Historically, organizations have used patient data like a “rear view mirror” to illustrate past events and behaviors. Now, with the “crystal ball” of predictive analytics, organizations have the power to understand potential outcomes, and play a game of offense rather than defense when it comes to patient health. This future-oriented view of patients allows providers to take their care to another level. Through patient-centric analytics, organizations can:

- **Predict chronic diseases.** With the right signals, you can help identify and treat chronic illnesses at an earlier stage for higher success rates and more cost-effective treatments. Leveraging predictive models to assign a risk score for chronic conditions, especially based on key data points including demographics, lifestyle habits, and wellness attitudes, is how prediction feeds directly into prevention.
- **Develop new medicine and therapies in precision care.** According to the FDA's Center for Drug Evaluation and Research, modeling and simulation are helping to predict clinical outcomes in order to improve quality of care. They are also using outcome modeling to inform clinical trial design, optimize dosing, predict safety and evaluate methods for potential adverse events.<sup>2</sup>

- **Prevent declining patient vitals.** Inpatient care comes with a number of risks, including changing vitals, infection, sepsis, and other clinical events that can occur within the hospital. Predictive data allows providers to identify, prevent, and treat these occurrences well before they can be spotted by hospital staff, ultimately boosting patient care and outcomes.
- **Increase accessibility of precise care.** Insights from reliable data and patient-centric predictive analytics - rather than past data - give healthcare providers the ability to make precision medicine more equitable for all of society. By accurately predicting outcomes, providers can identify ways they can make specific care more accessible and affordable.





With 1000+ individual level data variables available at AnalyticsIQ and custom modeling capabilities in-house, we have the power to help you answer your biggest questions and provide exceptional, accessible and affordable care to your communities. What's more, our data science gives you an accurate view of how and why patients make decisions. With these insights, you can better predict, prevent, treat, and manage illnesses as well as encourage proactive choices that benefit their health.

— ANALYTICSIQ DATA —

Risk-taking Health Behaviors  
Wellness Point like BMI, Diet & Exercise  
Emotional Stability  
Likelihood to Attend Appointments  
Preferred Care Styles (In-Person, Telemedicine, etc.)  
Adherence to Care Plans  
Health & Wellness Personas

DATA-DRIVEN  
PRECISION CARE IS KEY

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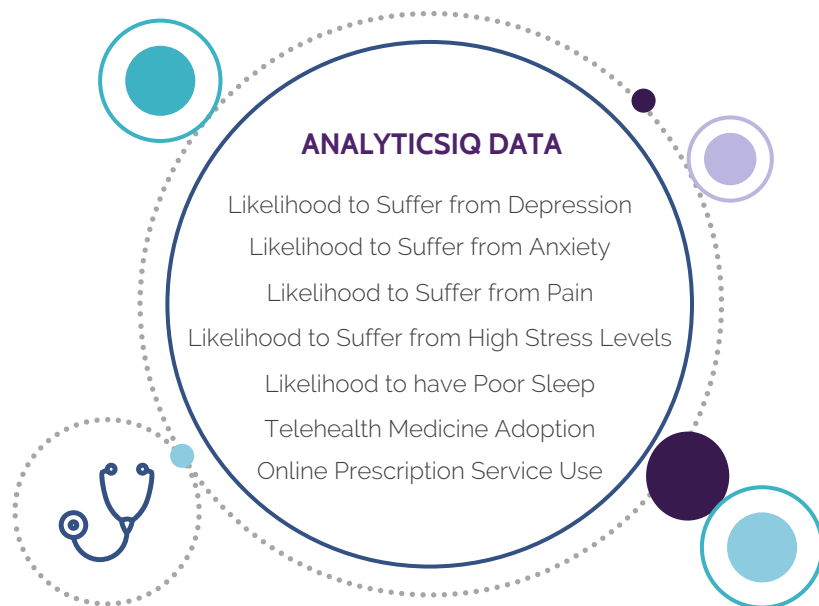
## TREND #3

### Telehealth is Ushering in a New Era of Medicine

According to the American Hospital Association, the growth of telehealth services has more than doubled in the past decade.<sup>3</sup> And with more and more consumers opting for alternatives to face-to-face encounters, even more patients have discovered the convenience of virtual visits. The benefits are numerous, including shorter wait times and cost-effective options for patients, as well as reduction of cancellations and efficient workflows for clinical staff. It's no wonder this virtual option is growing in popularity.

Routine and sick visits are not the only services being offered in a virtual format. In fact, behavioral and mental health visits are also seeing a rise in digital services. Patients suffering from anxiety, depression, insomnia, and other emotional challenges can get the counseling they are seeking through virtual talk therapy sessions.

With AnalyticsIQ's rich data, you can predict if your patient base would use and benefit from digital services. Our predictive data also identifies individuals most likely to suffer from things like anxiety, depression, and low quality of sleep among other data points could indicate a need for virtual mental health services.



## TREND #4

### Understand Social Determinants of Health to Prioritize Care for High-Risk Populations

Social determinant of health (SDOH) data points are key to bettering patient outcomes and paving the road to health equity across communities and organizations. And according to the Robert Wood Johnson Foundation (RWJF), “Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.”<sup>4</sup>

Over the last few years, as digital services in the health field have grown in popularity, a new and problematic determinant of health has emerged for underserved populations: internet access. Although technology has allowed numerous benefits and increased access of care for patients, a lack of digital resources plays a major role in health. Telehealth services, online scheduling and test results, and public health education have all become central practices for healthcare businesses. However, not all communities are able to stay connected with health professionals and updated on wellness practices without internet access. And during the recent years, this disparity has grown considerably. For example, communities of aging folks and minority groups faced greater challenges in receiving distributions of COVID-19 vaccinations.

The digital divide is not an easy problem to solve, but big data opens up opportunities to remove barriers and protect against its effects. With AnalyticsIQ, you can combine different data types such as age, race, and gender as well as income, location, housing type, transportation and access to technology to see a full picture. This type of data enables you to understand why some populations are more vulnerable than others. With this type of intelligence, organizations can unlock insights that ensure:

- Marketing channels and messages align with the lifestyle of high-risk populations
- Optimal facility placement and function, such as a mobile clinic or a location near public transportation
- Tailor medical services to meet the needs of specific groups
- Identify opportunities to execute healthcare literacy programs

#### ANALYTICSIQ SDOH DATA

Access to Care/Health Outcomes  
Access to Technology  
Economic Insecurity  
Education  
Food Insecurity  
Geography  
Housing Insecurity  
Language Barriers  
Social Isolation  
Substance Abuse  
Transportation Barriers



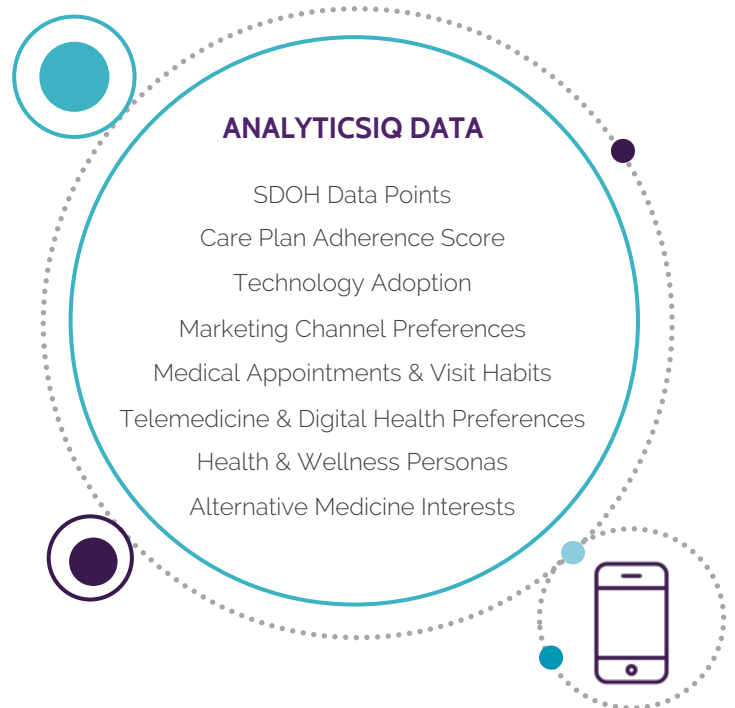
## TREND #5

### Value-Based Care Success Hinges on Data-Driven Marketing

Value-based care has been a hot topic of conversation in the healthcare industry in recent years. Put simply, It's all about keeping people out of hospitals, or providing "value", and not about filling more beds which is the "volume" approach. This value-over-volume model offers financial incentives to hospital staff and physicians to deliver better, more personalized care that provides positive results. It's a win-win for providers and patients.

However, "value" can be tricky to measure. The majority of businesses in the industry say they already strive to add personalization to their care management programs. The problem is, mass marketing and generic campaigns are just not resonating. That's why healthcare professionals are turning to advanced data.

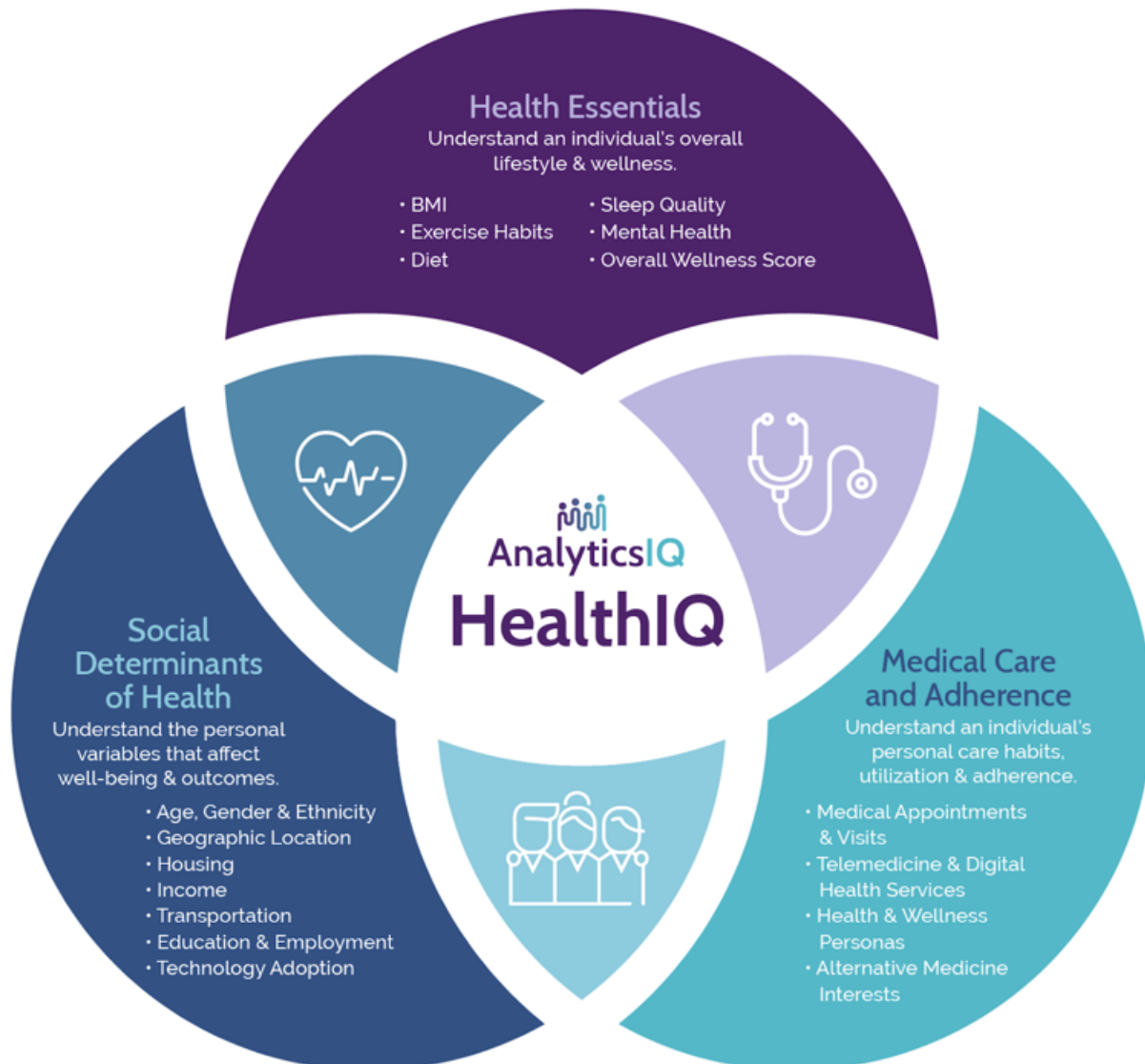
With smart data insights, healthcare providers can take the guesswork out of their strategies and begin to really understand their patients' needs, lifestyles and communication preferences. With data variables from AnalyticsIQ that reveal attributes like channel preference, technology adoption, care-plan adherence likelihood, daily wellness behaviors, and other lifestyle attributes, you can make sure your patient engagement is personalized throughout the entire care lifecycle.



# About AnalyticsIQ

AnalyticsIQ is a leading predictive analytics and consumer and business marketing data innovator. We are the first data company to consistently blend cognitive psychology with sophisticated data science to help organizations understand how and why individuals make decisions. Our accurate and comprehensive PeopleCore database provides unrivaled insights to brands, agencies, technology providers, and healthcare companies, and we have over 1,900 actionable audiences available across platforms.

Our data helps healthcare organizations improve their analytics and predictive power as well as fuel personalized experiences across channels including direct mail, email, online, mobile and TV. For more information, visit [analytics-iq.com](https://analytics-iq.com) or contact us at [christineb@analytics-iq.com](mailto:christineb@analytics-iq.com).





# See the whole picture with AnalyticsIQ.



 **AnalyticsIQ**

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<https://analytics-iq.com>

Interested in  
creating custom audiences?

From demographic insights  
to motivation predictors,  
AnalyticsIQ is here to create  
the exact custom audience  
you need!

## Sources

1 - Centers for Disease Control and Prevention. (2020, September 17). Prevalence of Multiple Chronic Conditions Among US Adults, 2018. Centers for Disease Control and Prevention. [https://www.cdc.gov/pcd/issues/2020/20\\_0130.htm](https://www.cdc.gov/pcd/issues/2020/20_0130.htm).

2 - HealthITAnalytics. (2019, August 9). 10 High-Value Use Cases for Predictive Analytics in Healthcare. HealthITAnalytics. <https://healthitanalytics.com/news/10-high-value-use-cases-for-predictive-analytics-in-healthcare>.

3 - Fact Sheet: Telehealth - American Hospital Association. (n.d.). <https://www.aha.org/system/files/2019-02/fact-sheet-telehealth-2-4-19.pdf>.

4 - What is Health Equity? RWJF. (2021, April 15). <https://www.rwjf.org/en/library/research/2017/05/what-is-health-equity-.html>.