How Can Big Data Improve Population Health?

Analyzing large data sets can uncover previously unknown facts and reveal unexpected connections. Healthcare organizations are using the insights gleaned from big data to:

- Learn more about disease progression
- Recruit subjects for treatment trials, based on genomics and medical data
- Compare data on specific treatments to improve outcomes and lower costs
- Analyze and compare data from treatments on patient populations

Obstacles That Limit Big Data

- **INFRASTRUCTURE**: Lack of IT infrastructure hinders data mining and management
- **STAFF**: A shortage of staff members with data collection and management skills
- **CULTURE**: Healthcare professionals who don’t see the benefits of big data remain resistant

Ways Practices Can Improve Population Health with Big Data

- **Storing**: patient records on interoperable EHR and practice management systems
- **Transmitting**: information to data repositories (e.g., statewide immunization registries)
- **Participating**: in technology-based incentive programs (e.g., CMS’ Quality Payment Program)

Want more information?
Schedule a conversation with a Greenway Representative