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Mapping the Patient Journey: Harnessing the power of big data and analytics

https://marketpublishers.com/r/MB76A5D4E7CEN.html
Date: June 2016
Pages: 0
Price: US$ 695.00 (Single User License)
ID: MB76A5D4E7CEN

Abstracts

Can Big Data & analytics make the dream of patient-centric Pharma a reality?

Get a guided tour of the Big Data landscape for Pharma, find out why it's so difficult to extract actionable information, learn how to engage patients and payers, and understand the growing pains you'll face as you transition to a data-driven culture.

With Big Data and analytics, Pharma can finally map the patient journey—developing better, more targeted treatments by knowing when and how to get involved. But companies without the skills to harness Big Data face a steep learning curve.

This timely report brings you up to speed with case studies, best practices, and insight from 12 data and analytics experts. Required reading for Pharma companies.

"With the advent of Big Data… we're able to glean insights from hundreds of thousands and sometimes millions of patients to understand what's really going on in terms of patient care…"

Practical Advice for Harnessing Big Data

> Breaking down the patient journey: Understand the questions you need to ask—and the kinds of data you'll need to answer them—as you map each stage of the patient journey.
>
> Where does the data come from? Learn about the major sources of health data available to Pharma, what they tell you about patients, and what they leave out.

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Putting it all together: Get up to speed on the complex web of technologies and analytical techniques you'll need to make Big Data's disparate parts tell a coherent story.

From Big Data to business insight: Discover a three-step approach for turning mountains of health data into actionable intelligence.

Handle with care: Find out how to protect sensitive patient-related information as data use becomes more widespread in your organisation.

All aboard! From analysts and scientists all the way up to a Chief Data Officer, hear about the new talent you'll need to build in-house data expertise, and where to find it.

ANSWERING KEY QUESTIONS:

The new normal: What organisational and cultural changes will you need to make to become a truly data-driven organisation?

What's in it for patients? How will mapping the patient journey improve the way diseases are diagnosed, treated, and managed?

What's in it for Pharma? What new commercial opportunities will mapping the patient journey unlock? How will it change the way you develop, price, and launch new drugs?

Partnering up: Big Data fluency requires special skills that Pharma has yet to fully appreciate. Should you outsource your analytics to companies that have them?

Signal vs. noise: Will much-hyped wearables and mobile apps deliver on their promise of engaging patients and providing usable real-time data?

What's next? The future of data-driven care will focus on precision, prediction, and prevention. What are the key technologies and data sources to watch?

EXPERT CONTRIBUTORS

This report is based on interviews with 12 data and analytics experts from leading pharma, consulting, marketing, and healthcare-associated companies.

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Interviews were conducted in May and June of 2016.

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