Deloitte Patient Journey and advanced analytics
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The use of Advanced Analytics
The essential building blocks to Optimize and Personalize patient journey

- Health Awareness
- Research & Booking
- Consultation
- Testing & Diagnosis
- Treatment & Monitor

Event  Data  Algorithm  Score / Alert / Recommendation  Action

In motion  At rest
The use of Advanced Analytics
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Event → Data → Score / Alert / Recommendation → Action

- In motion
- At rest
- Algorithm

Health Awareness → Research & Booking → Consultation → Testing & Diagnosis → Treatment & Monitor
Advanced Analytics and Big Data
Analytics Encompasses a Wide Array of Capabilities
1. The Digital Trail

A digital footprint is the data that is left behind by users on digital services. There are two main classifications for digital footprints: passive and active. A passive digital footprint is created when data is collected without the owner knowing, whereas active digital footprints are created when personal data is released deliberately by a user for the purpose of sharing information about oneself by means of websites or social media.
2. Data Capital

Data in the 21st Century is like Oil in the 18th Century: an immensely, untapped valuable asset. Like oil, for those who see Data’s fundamental value and learn to extract and use it there will be huge rewards.

JORIS TOONDELS, YONEGO
Data Is the New Oil of the Digital Economy
Wired 2014
3. Big Data

<table>
<thead>
<tr>
<th>Volume</th>
<th>Velocity</th>
<th>Variety</th>
<th>Veracity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data at Rest</td>
<td>Data in Motion</td>
<td>Data in Many Forms</td>
<td>Data in Doubt</td>
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<td>Big data is a technology to store and manage Terabytes to Exabytes of data</td>
<td>Big data is a technology to capture and use streaming data</td>
<td>Big data is a technology to collect, store and manipulate structured and unstructured data</td>
<td>Big data is a technology to deal with the uncertainty due to data inconsistency, incompleteness, ambiguities, latency, deception and abuse</td>
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4. Analytics

Connecting the dots to create a “picture” that could be an alert, a recommendation or an insight.

"Discover and communicate significant phenomena in the data, in order to improve business performance." - Georges Seurat
4. Analytics
You must have early business perspective in order to understand what you are looking at
4. Analytics
Narrowing the Information Value Gap (IVG)
5. Realities and Constraints (for Now)
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Thank you!

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