Uncover the story hidden in your data

Four ways IBM Watson Health is uniquely positioned to help you move from data to insights to action

Amid the rising costs of healthcare, employers and health plans are under increasing pressure to produce fast insights from their data to help drive business decisions, identify opportunities to reduce cost, improve care quality and generate reports for diverse stakeholders. But these professionals often lack the time, resources and analytic expertise necessary to integrate and interpret the massive amounts of disparate data available to them.

A well-designed analytics solution can address this challenge. With robust analytic methods and visualizations informed by an understanding of healthcare management, users at each level of an organization can easily make sense of the story hidden in the data.

While exploring your data, you can pinpoint cost drivers, uncover opportunities in your drug spending, identify financial trends and more — in just a few simple clicks.

Here we highlight four ways employers and health plans can benefit from the advanced data visualization capabilities of IBM Watson Health™.
Our analytic methods and visualizations are developed using the IBM® Design Thinking framework. This holistic, user-centric approach employs observation, empathy, reflection and collaborative creation to design solutions that truly understand and help solve the real-world problems of modern-day individuals.

This can be especially important when it comes to healthcare analytics, as user needs can vary widely. Design Thinking helps clarify the personas, stakeholders and business needs, so we can deliver information that resonates.

Our solution is designed to anticipate your questions and deliver relevant data, guiding you to deep layers of insights even when you’re not exactly sure what you’re looking for. For example, when viewing key financial metrics, you can drill down to savings opportunities for potentially avoidable emergency room (ER) visits and easily access the cost of ER frequent flyers.

To learn more, visit ibm.com/design/thinking.
Comparative benchmarking is important for providing context for your analytic insights. For example, if you learn that your pharmacy costs are 8 percent higher than your peers’, you may want to investigate your pharmacy benefits program.

With access to the benchmarks from our MarketScan® Databases, we can help you identify hotspots and conduct thorough comparative analyses against robust data that is strong longitudinally, detailed at the patient level and accurately reflects the continuum of care. It’s one of the largest databases of its kind, and research supported by MarketScan data has been used in more than 300 peer-reviewed articles since 2000.

The artificial intelligence (AI) of IBM Watson™ are helping change the way users interact with their data. This advanced technology will enable health plan and employer professionals to use natural language to ask business questions, rather than learning a reporting interface. Our analytic solutions will recommend and guide users based on the usage patterns of our broad analytic community. Cognitive annotators will enable analysis of unstructured data.

By continuously learning and adapting as it works, Watson will surface deep insights and increase its ability to help you identify top opportunities to save money and improve operations.