



Advanced and Predictive Analytics for Public Health Authorities

Deliver Better Healthcare and Improve Efficiency

Health-related information is ever-increasing in volume and scope. In order to effectively use it to improve patient health care, anticipate public needs, and respond to citizen inquiries, public health entities need tools that allow them to quickly and easily integrate and make sense of multi-source data in a range of formats. BIRT Analytics enables public health organizations to:

- Maximize the value of data and make important decisions faster.
- Empower staff to analyze data quickly with no dependence on IT.
- Improve data quality while ensuring absolute security and confidentiality.
- Reduce costs through increased efficiency: accurate diagnosis, preventive care, fraud detection, better targeted campaigns.

The Challenge: Leverage data to improve efficiency and quality and drive costs down

- Public entities have to **integrate large volumes of heterogeneous data** from HIE, EHRs, ID 10, Medicaid admissions, patient histories, payers and providers, social media, clinical trials, prescriptions, demographic data and other sources.
- Analysts need tools to be able to **quickly audit and cleanse multi-format data** to ensure that it is reliable, complete and of high quality.
- Public health care professionals need to be able to **respond immediately to unanticipated questions** and unexpected situations such as global outbreaks or infectious episodes.

The Solution: BIRT Analytics

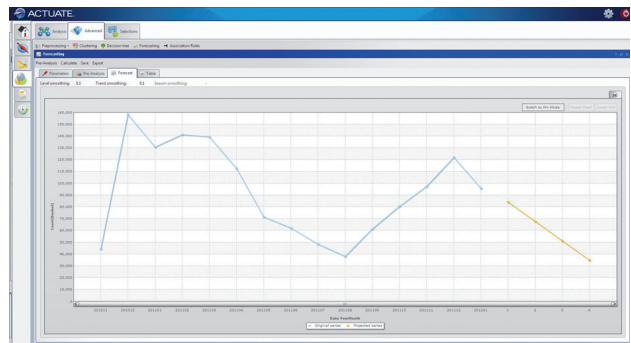
- Fast loading** and seamless integration of multi-source data into an easy-to-use tool.
- Drag and drop data crossing** that lets users easily perform advanced analytics to verify hypotheses, identify trends, detect fraud and find answers on the fly.
- Advanced segmentation** by citizen profile for more targeted and cost-effective public health campaigns.
- Predictive analysis** to improve health care services, shift to preventive care, identify diseases faster, and analyze risks by segments.
- Self-service access:** analysts audit and cleanse, build validation rules, define indicators, decode, enrich models and analyze with no dependence on IT.
- Maximum security** for both users and data including integrated LDAP, ACL for functions and data access, Data Protection Act, restricted access codes, expiration policy passwords and log access.

Benefits of using BIRT Analytics

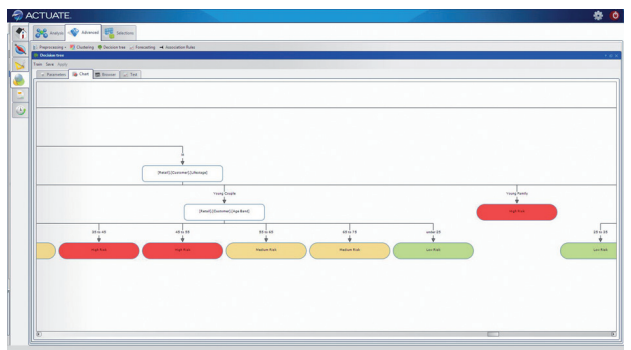
- Enhance patient experience:** deliver personalized, high quality care and minimize risk.
- Reduce costs:** predict and diagnose better and shift to preventative care.
- Improve campaigns:** send more effective and cost-efficient public health campaigns.
- Speed time-to-response** on unanticipated questions and make better decisions .
- Reduce dependence on IT** and free up resources.



Clustering: build sophisticated segmentations based on demographics, environmental information, patient medical data and citizen behavior.



Forecasting: predict disease propagations and anticipate drug administration costs.



Decision Tree: classify citizens or patients per likelihood of contracting specific diseases.

BIRT Analytics combines speed, ease-of-use and powerful predictive tools in a single, affordable end-to-end solution. It integrates, cleans and analyzes multi-source data quickly and easily so your organization improves results while saving time and money.

Find out more about BIRT Analytics and how predictive analytics will help your agency accomplish its mission. Contact a BIRT Analytics expert at 1-800-914-2259 (US & Canada), send us an email or visit our contact page.