

# Data analytics help turn healthcare insights into action

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Data analytics is only slowly making its way to the healthcare field and, according to Dr. Jerry Osband, the reason is clear.

“The actionable component is really what’s been missing,” said Osband, vice president of product management, clinical strategy and analytics for [TriZetto](#), a Greenwood Village, Colo.-based healthcare IT vendor. TriZetto makes care management applications that help insurers and providers better understand and treat their patients.

Data analytics tools that use predictive models to give patients risk-based scores have been around for years, Osband said. Such a tool might classify a low risk diabetic patient as a 3 and a high-risk patient as a 9, for example. The problem, as Osband sees it, is that these tools don’t help insurers and clinicians understand why patients received the scores they did, or help them tie those insights into action.

TriZetto recently partnered with Orlando-based data analytics vendor [MEDai](#) in an effort to close that insight-to-action gap. MEDai’s data management and analytics capabilities paired with TriZetto’s care management platform will make it easier to stratify patients by risk level and kick off a chain of actions to best serve them, Osband explained.

Instead of just reporting that a diabetes patient is high-risk, the combined

technologies will also be able to show why that patient is deemed so — maybe he or she missed the last three scheduled doctor’s appointments — and prompt the system to send the patient an offer to join a disease-management program at the clinic in exchange for reduced medication co-pays, for example.

For healthier patients, the technology might just prompt a mailing with some basic wellness guidelines or a phone call from a nurse. The point is that clinicians and insurers will be prompted to perform some action to help their patients, rather than just be handed a score.

The end-result, Osband said, is that healthier patients will visit the emergency room less and consume fewer healthcare resources. By any analysis, that’s good news for patients, providers, insurers, and even taxpayers.

## About The Author



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