BIG DATA VISION WORKSHOP FOR HEALTHCARE

Identify where and how to deploy big data analytics

HEALTHCARE CHALLENGES

Today’s healthcare organizations do not need to be convinced that big data is important. The concept of employing advanced analytics on real-time and historical data to coordinate patient care, rapidly access and analyze massive amounts of research, and streamline back-office administrative process is not new. In fact, Big Data has become the norm. For some healthcare organizations, the challenge with Big Data is in finding the best analytics use cases on which to start, and maximizing the value to the organization.

SERVICE DESCRIPTION

The EMC® Big Data Vision Workshop helps you define how big data and analytics can transform your organization. This consulting engagement leverages EMC’s proven methodology to collaborate with other departments and practice areas (e.g., Research, Imaging, Nursing, Security, or Finance) that are likely to benefit from Big Data and IT to envision, identify, and prioritize big data opportunities as well as provide a roadmap for executing that vision.

Research and Interviews

Prior to the onsite workshop, EMC Consulting conducts research and interviews with key departments and IT stakeholders to determine a targeted strategic initiative (e.g., improve patient-doctor alignment, optimize clinical research practice, or improve payment process). We consider potential data sources, obstacles, and analytics use cases that could support the best possible initiative.

Data Exploration and Data Science

We acquire your sample data sets (typically 5-6 GB), which EMC’s data science team then prepares, enriches and employs to build 10–12 illustrative analytic models and user-interface mockups that will illustrate the “art of the possible.” This process may require additional collaboration with your IT team to acquire supplementary data.

ESSENTIALS

• Identify strategic business initiatives for big data analytics
• Align departments and IT big data priorities
• Determine high-value big data analytics use cases
• Build analytic models that leverage your data
• Prioritize analytics use cases by feasibility and benefit
• Develop an action plan to prove the value of your analytics use case
Workshop Execution
The engagement culminates with an ideation workshop that includes interviewees from both the business areas and IT stakeholders to review our findings, models, and mockups, and determine the use cases that have the best combination of execution probability and benefit for your organization. We then collaboratively prioritize the use cases and develop a plan to pilot a solution that will execute on that use case.

The agenda for the ideation workshop includes:

- **Big Data Overview.** This section establishes a common foundation with respect to understanding the potential of big data, and we present case studies that illustrate how other organizations are leveraging big data.

- **Envisioning Exercise.** We review the actionable insights derived from the data science work to help your business stakeholders visualize what is possible with available data sources and advanced analytics tools. We show how applying advanced analytics to the data can provide new business insights. The goal is to help imagine the types of actionable insights that result from data science.

- **Initiative Brainstorming.** We use relevant valuation techniques to help you identify the types of questions advanced analytics can answer, and we consider the decisions that need to be made with respect to the targeted initiative.

- **Identifying Business Opportunities.** We aggregate the questions and actions into “themes” or opportunities (i.e. revenue analysis, customer up-sell, customer churn, and branch performance analysis), and compare these to the insights that we can derive from the data.

- **Prioritizing Opportunities.** We guide the participants through a process where each opportunity is ranked based upon its relative value and implementation feasibility.

Findings and Recommendations
The final step of the Big Data Vision Workshop is a presentation of the findings and recommendations to executive leadership, which covers:

- Summary of the outcomes of the Big Data Vision Workshop
- Review of the prioritized opportunities and/or use cases
- Plan to execute a pilot that proves the analytical lift of the prioritized use case, develops a business case (ROI), and references architecture
SUMMARY OF BENEFITS
The Big Data Vision Workshop is a powerful and engaging process to help healthcare organizations:

- Align the business and IT around a strategic initiative
- Apply data science to your organization models and data sources
- Determine the use case with the best combination of business benefits and implementation feasibility
- Develop and plan a technology road map for a solution implementation

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