

The prescription for getting ROI from analytics



USD **9,990**

Average annual per-person healthcare spending, US (2015)¹

The term healthcare spending usually means spending by individuals on healthcare services. But to healthcare organizations, those are revenues. In turn, they reinvest those revenues in operational expenses, including investments in data management and analytics.



USD **117 billion**

Projected US market for healthcare Internet of Things (IoT) devices, by 2020²

Healthcare organizations are spending on analytics because the amount of patient data available is enormous, and only expected to grow. To allow organizations to draw complex data insights from intricate, personal and rapidly changing data, healthcare organizations can benefit from a complete business intelligence (BI) solution. That solution should offer flexible self-service functionality but be built on a robust foundation of data governance and security.



83%

US physicians that use electronic medical records (as of Jan 2015)³

It's a complex, challenging environment, and the penalties for errors can be enormous. Maybe that's why healthcare companies, on average, are less likely to have analytics capabilities than are organizations in other fields.



USD **50,000**

Maximum penalty for a HIPAA data breach (per record)⁴

Even in a sensitive and security-conscious industry like healthcare, more and more business users are demanding analytics their own way—self-service. They explore their own data to find the insights relevant to their own needs ... however eclectic they may be.



4-6%

Percentage of healthcare organization IT budgets spent on security (2016)⁵

To get the best return on your analytic investment, you need to choose an intelligent, integrated BI solution that's designed to deliver self-service along with data governance, robust security and access control.

How does your organization measure up? What are your competitors doing?

To get a new perspective, [click here.](#)

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¹ National Health Expenditures 2015 Highlights, Centers for Medicare and Medicaid Services,

<https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/downloads/highlights.pdf>

² McCue, TJ, \$117 Billion Market For Internet of Things In Healthcare By 2020, Forbes, 22 April 2015,

<https://www.forbes.com/sites/tjmccue/2015/04/22/117-billion-market-for-internet-of-things-in-healthcare-by-2020/#e76999d69d97>

³ Shay, Ryan, EHR adoption rates: 19 must-see stats, Practice Fusion, 1 January 2016, <http://www.practicefusion.com/blog/ehr-adoption-rates/>

⁴ Brown, Morgan, What is the penalty for a HIPAA violation? TrueVault, 9 January 2014,

<https://www.truevault.com/blog/what-is-the-penalty-for-a-hipaa-violation.html>

⁵ Filkins, Barbara, IT Security Spending Trends, SANS Institute, February 2016,

<https://www.sans.org/reading-room/whitepapers/analyst/security-spending-trends-36697>