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Analytics for optimal health outcomes

Trusted, coordinated, holistic insights create better health decisions and treatments

Integrate data for a holistic health picture

Generate data-driven decisions

Empower care coordination

Personalize care pathways

Drive patient engagement

The Issue

Around the world, health care costs and care demands are rising due to the rising prevalence of chronic health diseases, an aging population, unhealthy lifestyle choices and pandemic related care. Increasing staff shortages and health care professional burnout contribute to additional pressure health care systems are experiencing worldwide. Despite investments in technological and scientific advancements, governments, payers and providers are not seeing significant improvements in health outcomes that justify their expenses, while health care disparities are widening.

Data siloes and limited analytical capabilities prevent care stakeholders from seeing the holistic needs of individuals and communities. Uncoordinated care is often expensive and results in poor health outcomes. These challenges highlight the need to break down data siloes, integrate data from health and non-health stakeholders to access and share information between stakeholders in order to achieve optimal health outcomes. Governments, payers and providers are looking for ways to increase data-informed decisions to improve care coordination, reduce duplicate care and enhance access to care, while improving operational, financial and clinical efficiencies.

The Challenge

Data silos. Patient data is often locked in separate systems and formats, making it difficult for stakeholders to integrate data from multiple sources to gain a holistic view of the health of a population, coordinate care and understand risk factors to overcome health disparities.

Analytical limitations. Organizations want to trust their data and rely on it for data-driven decisions, but they often lack the analytic capabilities to derive insights from their data to analyze the holistic health of their patients.

Uncoordinated care. A lack of care integration between different care providers and payers leads to unnecessary costs and duplicate care, and often results in poor health outcomes. Organizations struggle to visualize patient care pathways across stakeholders and analyze utilization to identify inefficiencies.

Poor personalized health experience. Data siloes and uncoordinated care lead to poor patient outcomes and low patient engagement in their care journeys. Organizations struggle to drive engagement.

Our Approach

Data silos lead to care silos. Integrating data and providing trusted, actionable insights for clinical and operational staff allow you to better coordinate care and tailor services to the whole person care needs of individuals and the population. We approach the problem by providing software and services that help you to:

- **Integrate** data from multiple sources to improve efficiencies.
- **Expand** access to analytic insights to empower all stakeholders to make data-driven decisions.
- **Simplify** the analytic landscape with a unified platform for patient-centered innovation and deployment.
- **Enable** a comprehensive digital patient profile to drive engagement and become a provider of choice.

The SAS® Difference

As the market leader in artificial intelligence (AI) and advanced analytics, SAS has the experience and technology to help your stakeholders overcome the challenges of data siloes, analytical limitations, care coordination and unsatisfactory health experiences. Our analytical tools help you turn data into usable insights for optimal health outcomes:

- **Enhance clinical, financial and operational decisions.** Efficiently integrate health and non-health data from multiple sources and put it in the hands of clinical, financial and operational staff in a form they can understand and use.
- **Improve access to analytics.** Remove barriers to innovation by enabling access to data and analytics. SAS offers tailored analytic solutions with flexible data science capabilities to meet the needs of both business users and data scientists. Build predictive models that can anticipate clinical events.
- **Increase care coordination.** Share critical information within and outside the organization to coordinate care across health and non-health stakeholders and reduce unnecessary or duplicate care and their associated costs.
- **Enhance access to care and personalize health experiences.** Incorporate social determinants of health and streaming data from apps, wearables and remote monitoring. Use insights to inform program development that enables equitable access to care. Engage patients in their health journey by increasing access to their data and incorporating patient-provided data.

As health care organizations and policymakers focus on better health outcomes, integrated care systems, personalized care pathways and efficiencies, having a trusted data analytics partner brings peace of mind and confidence to your decisions. We're ready to put our experience to work for you.

HEALTH INSIGHTS ENABLED THROUGH ANALYTICS
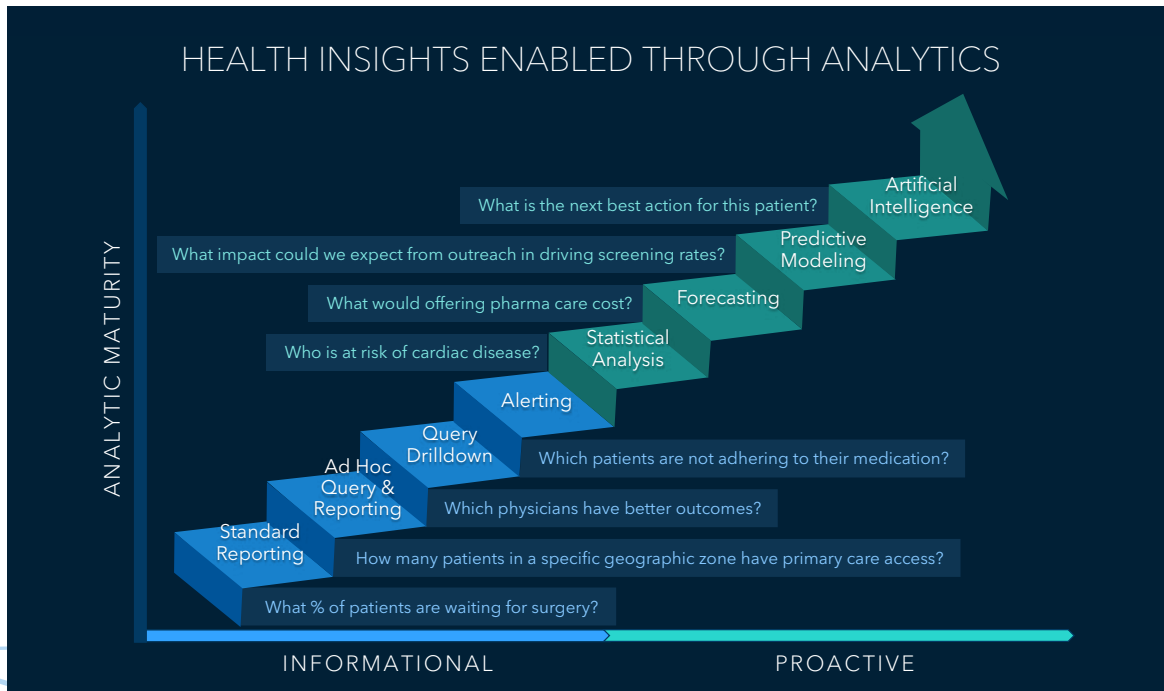
For more information, please visit SAS Health Care Analytics.

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