Achieve a higher standard of care.

That's the power of health analytics.

Our health analytics helps you navigate new payment models, manage risk and nurture healthier patient populations. Check out how you can learn more during and after HIMSS14.

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THE POWER TO KNOW®

SAS® is at the heart of health analytics.

Three ways to connect with us at HIMSS14.

1. Talk to our health analytics experts.

Have a candid conversation while learning how your organization can successfully:
• Manage risk associated with new payment models.
• Improve measures, readmissions and outcomes.
• Take control of enterprise health data.
• Identify unintended care variation.
• Engage patients in their own health care.

2. Watch software demos.

• Consumer analytics
• Episode analytics
• Text analytics
• Data management
• Readmissions analytics
• Visual analytics

3. Attend one of our presentations.

Building an Analytics Capability for Consumer Engagement
Featured Presenter: Florida Blue
Wednesday, Feb. 26
10 – 11 a.m.
Education Session 162 I Room 330D
Florida Blue, an early and successful consumer health care engagement innovator, will share insights and examples of how organizations can develop analytic capabilities needed for effective consumer engagement, and what kind of results an organization can expect.

SAS Booth Presentations
Want to hear real-life health analytics examples? Ask us about our customer presentations in our booth theater.

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Clients using SAS® Analytics reported the strongest results with extensive insights.

KLAS Research Report, Healthcare Analytics: Making Sense of the Puzzle Pieces, December 2013

The conference is over.
Now what?

White Paper – Capitalizing on the Power of Big Data in Health Care
▶ sas.com/capitalize

Read how the digitalization of health care information can give you the insight you need to streamline clinical workflows, optimize care, strengthen doctor-patient relationships, cut costs and improve outcomes. This paper was written in partnership with Intel.

E-Book – Unleashing the Value of Data Hidden Within Health Care Organizations
▶ sas.com/unleash

Learn how visual analytics is revolutionizing how the health care industry serves its patients in an era of demanding information needs. This e-book is presented by Health Data Management.

White Paper – Episode Analytics: Essential Tools for New Health Care Models
▶ sas.com/episode

Read the latest research on new payment models and find out how payers and providers use episode analytics for payment bundling. This paper was written in partnership with the Institute for Health Technology Transformation.

"We want to demonstrate the true impact of improving quality care for these patients, such as seeing less incidence of stroke, less diabetic retinopathy and less diabetic neuropathy. SAS gives us the analytical power to see correlations in the patient data."

Kate Konitzer, Chief Information Architect for Marshfield Clinic

Why settle for analyzing just some of your health care data?

Analyze it all – and fast.

SAS® Analytics and Hadoop: A Powerful Combination

In the past, you had to be very selective about which health care data you analyzed. The problem? Too much data, too little processing power. There simply wasn't an efficient way to handle it all.

Hadoop changed that. Its distributed computing technology lets you crunch massive amounts of data very quickly – and at an affordable price.

Now add the power of SAS Analytics to the processing prowess of Hadoop. It's a combination that turns your big data into big opportunities.

• **Make the most of all your data.** Structured, semi-structured or unstructured data – we handle all your data across any format. Data from EMRs, medical devices, call logs and patient portals – we've got you covered, no matter the source.

• **Tie existing data to new data.** Social media data. The Web. Environmental and consumer-based sources. When you connect these new data sources to your traditional data, you can improve patient care and your bottom line.

Want to learn more?
sas.com/hadoopdifference

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