

QUALITY IMPROVEMENT IN HEALTHCARE

WHY ALL THE BUZZ ABOUT HEALTHCARE QUALITY?



DID YOU KNOW?

70,000

Patients die each year from healthcare-associated infections

IMPROVING QUALITY IN HEALTHCARE IS IN EVERYONE'S BEST INTEREST



HOSPITALS FEEL THE PAIN...

CURRENTLY UNDER THE AFFORDABLE CARE ACT:



78% of hospitals are penalized for readmissions



PAYING **\$428 MILLION** IN PENALTIES

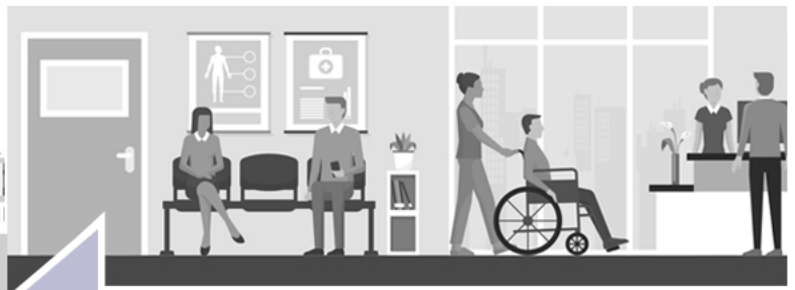
THE SYSTEM IS BROKEN



PATIENTS AND PROVIDERS FEEL IT, TOO...



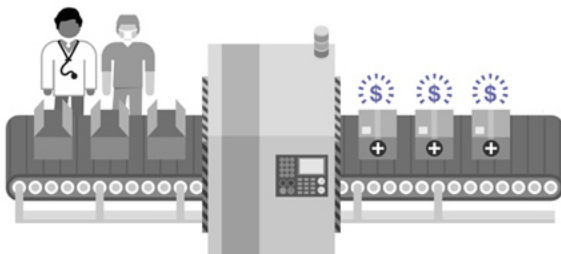
POLICY-MAKERS HAVE INCREASED ACCOUNTABILITY FOR HEALTHCARE QUALITY



PROVIDERS STRUGGLE

WHILE PATIENTS HAVE HIGHER OUT-OF-POCKETS COSTS THAN EVER

A FEW YEARS AGO, HEALTH SYSTEMS OPERATED AS *REVENUE CENTERS*



BUT, TODAY'S HOSPITALS MUST BE RUN AS *COST CENTERS*



EFFECTIVE CHANGE REQUIRES THE RIGHT OUTLOOK, SKILLS AND TECHNOLOGY...



YOUR DATA STRATEGY CAN HELP!

A NEXT-GEN DATA STRATEGY WILL ENABLE A 360-VIEW ACROSS ALL OF YOUR DATA SOURCES — FOR MORE PERSONALIZED CLINICAL INTERVENTIONS



Flexible Technology



Enhanced Patient Care



Better Health Options



Reduced Cost of Care

“But 80% of healthcare data exists in an unstructured format.”



AND TRADITIONAL STATISTICAL METHODS ARE

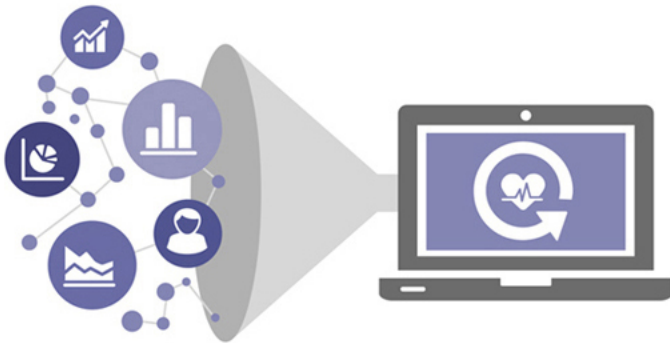
“...largely not useful for analyses of unstructured data such as text-based documents that do not fit into relational tables.”*



THE RIGHT DATABASE IS KEY



TODAY'S ORGANIZATIONS USE MARKLOGIC TO INTEGRATE ALL SOURCES OF PATIENT DATA — INCLUDING FREE TEXT, PHYSICIAN NOTES, AND DIAGNOSTIC IMAGES — FOR 360-VIEWS THAT IMPROVE HEALTHCARE QUALITY.



CAN WE AFFORD NOT TO CHANGE?

According to McKinsey, healthcare expenses now represent 17.6% of GDP — nearly \$600 billion more than the expected benchmark for a nation of the United States' size and wealth.



*Source: The Inevitable Application of Big Data to Healthcare, JAMA, 2013