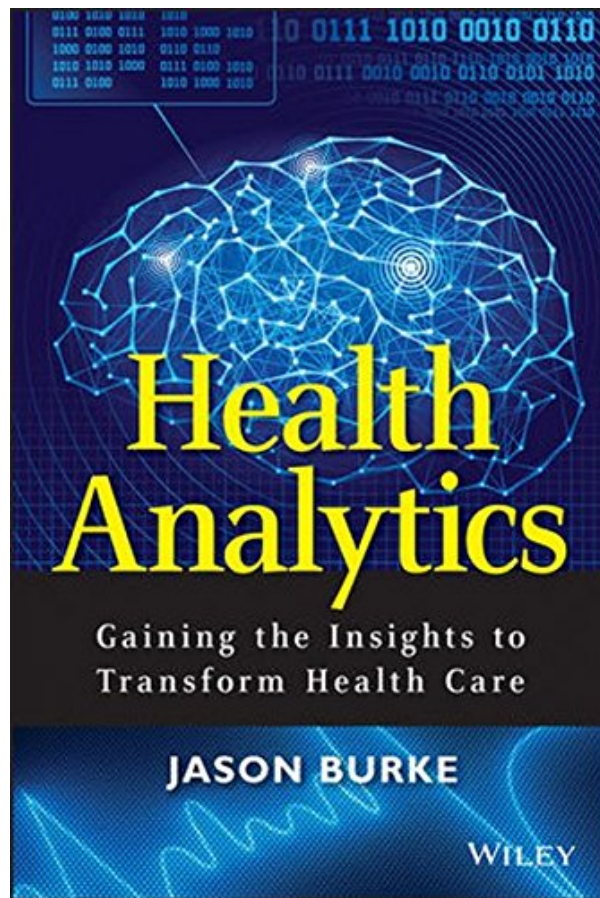
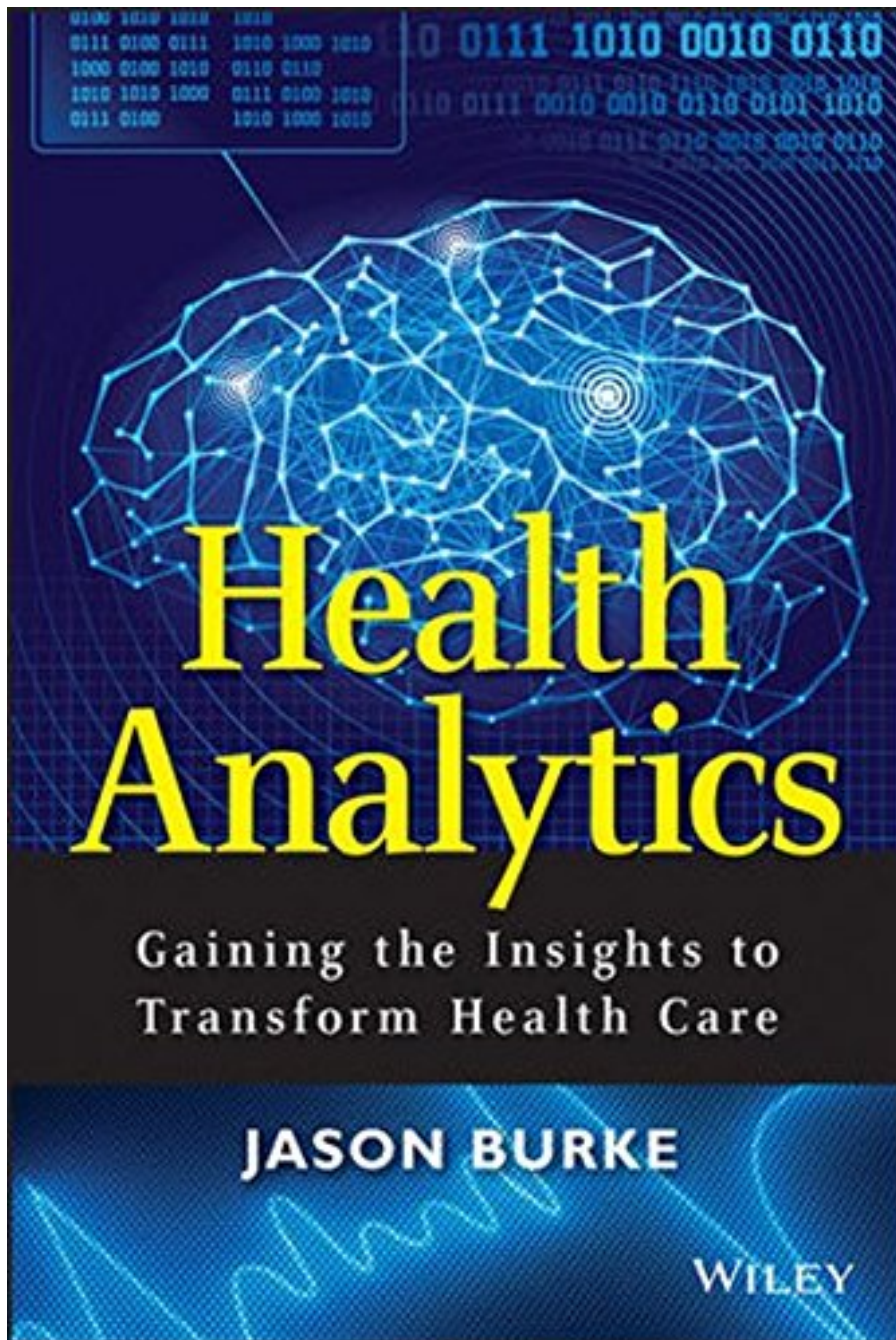


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From the Inside Flap

Don't let "analytics anxiety" keep your health organization from improving its outcomes and bottom line. Now your organization can make the most of the explosion in its amount of clinical data—turning it into dramatically lowered costs, enhanced profitability, improved patient outcomes, and reduced fraud.

Written with a refreshing lack of jargon for non-technical, non-mathematical industry professionals, Health Analytics fully defines what a new health care ecosystem can look like, powered by information. Author and health analytics pioneer Jason Burke paints a tangible picture of a different future for health care that's more closely connected to the evolving science of medicine and the growing role of individual health care consumers.

Filled with examples and featuring a Foreword by Babson College Distinguished Professor Thomas Davenport, Health Analytics explores:

- How medicine can become smarter
- Learning from other industries
- Health analytics as a discipline
- The four enterprise disciplines of health analytics
- Dealing with data
- Health outcomes analysis
- Health value and cost
- The new evolving science of behavioral health
- Risk management
- Transparency and benchmarking
- The new research and development

This timely book reveals that, just as other major industries are reaping the rewards of advanced analytics every day, the health industry can also take advantage of analytics to consume, unlock, and apply new

insights from the precious data already at its fingertips.

From the Back Cover

Praise for Health Analytics: Gaining the Insights to Transform Health Care

"Health care leaders in the next decade must be able to guide their teams in the use of mission-critical health care analytics. Jason Burke has distilled this complex subject to a structured, commonsense framework that is a pleasure to read. His readers will gain significant advantage in the world of provider risk and ACOs, and will be revisiting charts, tables, and entire chapters frequently for sage advice."

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"Passionate, connected, and wonderfully insightful—Jason offers a pragmatic framework to create meaningful value through health care analytics. He has an uncanny knack for demystifying the modern health care ecosystem comprising patients, providers, payers, policymakers, and pharmaceutical organizations—and describing the role of health care analytics as the connective tissue that will transform medicine."

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A hands-on, analytics road map for health industry leaders

The industry-wide transformation taking place across the health and life sciences ecosystem is mandating that organizations adopt new decision-making capabilities, based on science and real-world information. Analytics will be a required competency for the modern health enterprise; this book is about how to "cross the chasm." The ultimate analytics guide for the health industry leader, this essential book equips business leaders with little-to-no experience in analytics to understand how to incorporate analytics as a cornerstone of their 21st century competitive business strategy.

- Paints the picture for a new health enterprise, one focused on the patient
- Explores the financial components of this new operating model, using analytics to optimize the tradeoffs between cost and value
- Deals with the rising role of the consumer, using analytics to create a completely new health engagement model with individual recipients of care
- Looks at how analytics can drive innovations in care practice, patient-experienced medical outcomes, and analytically driven novel therapies optimized for the individual patient
- Presents a variety of text, tables, and graphics illustrating the various concepts being described

Within each section and chapter, Health Analytics assesses the current landscape, proposing a new model/concept, sharing real-world stories of how the old and new world come together, and framing a "how-to" for the reader in terms of growing that particular set of capabilities in their own enterprises.

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2 of 2 people found the following review helpful.

Mr. Burke nails it

By Jonathan DeShazo

Well-written, non-technical, and thorough discussion of relevant aspects of health analytics. Mr. Burke nails it for the mid-to-senior level administrator who is not sure how analytics fits into their healthcare delivery business. Target readers are executives, decision-makers, and individuals wanting a jargon free introduction to analytics in health care.

See [here](http://www.healthdataknowledge.com/book-review-health-analytics-gaining-the-insights-to-transform-health-care/) for a full review:

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By Gregory T. Fairnak

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