Zura Labs

Improving Patient Care & Profit Margin

Healthcare Analytics
Case Study

About the Client

A cardiac healthcare analytics provider that helps hospitals improve patient care and improve profit margin for hospitals was looking for solutions to transform information into insight and knowledge. Their primary target market is the cardiac service line (hospitals and life sciences).

In addition to the economic data drivers of the cardiac service line collected from hospitals and life sciences companies, the client focuses on standardized databases of the Society of Thoracic Surgery (STS) and the American College of Cardiology (ACC) to support their analytics.

The Challenge

There is divergence and duplication of data with no single source of truth. This results in inaccurate and incomplete health care member profiles with little insight into a patient's well-being journey and a member's ever-evolving relationship with providers, payers, pharmacy, friends and family members.

What we found

1 Difficulty in data analysis due to volume, diversity and heterogeneity of data

2 Challenges in integrating hospital information with the benchmark STS and ACC data

3 Inability to draw meaningful insights due to poor quality of source data and non-standardization across sources

Our Solution

Zura Labs integrated data available from the Society of Thoracic Surgery (STS) and American College of Cardiology (ACC) with the information provided by the hospitals the client was servicing to develop a Business Intelligence Solution.

ANALYZING COLLECTED DATA TO DRAW MEANINGFUL INSIGHTS

Enables analysis of various types of cardiac procedures across hospitals

Decoded the referenced data given in the excel templates and created reports using analytics

Streamline patient codes and monitor length of stay

Discover anomalies and outliers

Enable each individual hospital to analyze cost of procedure caused due to patient's pre-existing risk factors

Enable hospital to start analysis at procedure level and drill down to patient level information

Help hospitals and doctors analyze post-operative complications

Track performance of doctors

Track performance of referrals and reward them accordingly

Designed a customized dashboard for hospital management and surgeons to present information they can act upon

Key Results

1 **Analytics Solution**

Assisted the client in developing a hosted analytics solution, which can be customized to meet client needs to view their operations across multiple parameters in various periods. This solution helped the client gain timely insightful information enabling the client to analyze and share the information across the team with a high-level security

2 **BI Solution**

Assisted the client in developing a hosted BI Solution which can be customized to meet hospital specific needs.
This solution helps the client showcase the power of the analytics solution by directly enabling hospitals to increase profitability by improving patient care and by reducing cost of surgery

3 **Added Profit and Better Care**

Assisted the client in making consolidated data available to all top-level management for analysis and better decision-making. This solution transformed information into insight and knowledge for added profit and better care

CONTACT US

972-798-2659

info@zuralabs.com

1431 Greenway Drive, Suite 750
Irving, TX 75038

www.zuralabs.com