Deciding Factors
Build versus Buy

John Hendricks
Build versus Buy

• Analytics Projects
  – Risky
  – Expensive
  – Can take a real long time

• Healthcare
  – Analytics programs struggle to meet the challenges
  – Landscape keeps changing
  – Data continues to grow at alarming rates
Build versus Buy

• Shift the paradigm
  – Requests from months/years to days/weeks
  – Agile data aggregation
  – Self-service information delivery
  – Choice computing for information delivery options
Build versus Buy

- UnityPoint Health
  - Purchased and EDW build
    - Explorys, Informed
    - MS SQL Server 2012 w/Panorama Necto

- HenryFord
  - Purchased but customized
    - Information Builders
Enabling Analytics Capability Through Technology

<table>
<thead>
<tr>
<th>Data Foundation (Data Warehouse)</th>
<th>Current State</th>
<th>Future State (2-3 years)</th>
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<tbody>
<tr>
<td>EMR</td>
<td>Traditional DB platform + vendor systems</td>
<td>BIG DATA platform</td>
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<td>Claims</td>
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<td>Volume</td>
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<td>EPSI</td>
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<td>Velocity</td>
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<td>Benchmark</td>
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<td>Variability</td>
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<td>Others</td>
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<tr>
<th>Data Views (Data Stores/Marts)</th>
<th>Current State</th>
<th>Future State</th>
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<tbody>
<tr>
<td>Traditional BI platform + vendor solutions</td>
<td>SMART DATA USAGE</td>
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<td>Right Questions</td>
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<td>Right Data</td>
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<tr>
<th>Data Output (Data Shopping/Consumption)</th>
<th>Current State</th>
<th>Future State</th>
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<tr>
<td>Many Vendor solutions</td>
<td>Optimized Vendor solutions</td>
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**Others**

- EMR
- Claims
- EPSI
- Benchmark
- Others
Thoughts/Follow Up?

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