Silicon Valley Data Science Helps Health Integrated Plot a Course for the Future

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For any business, plotting a course into the future can be immensely difficult. However, for a health care provider with thousands of patients, doctors, nurses and support staff, that issue becomes infinitely more complex. Silicon Valley Data Science was able to help Health Integrated chart such a course to create a “roadmap for technical capability development designed to address those needs tied to the most pressing and valuable business aspirations.”

Who Is Health Integrated?

Based in Florida, Health Integrated is a health care management company, not a medical services provider, hospital or clinic. The company “addresses health, productivity and cost challenges by integrating behavioral health and behavior change into medical and disease management activities. According to the organization’s website, “In everything we do, we approach medical, behavioral and social health as an integrated whole to get at deeply held barriers and beliefs that get in the way.” The organization was founded in 1996.

Who Is Silicon Valley Data Science?

Silicon Valley Data Science is a data science company that specializes in developing unique, cutting-edge solutions focused on solving the challenges businesses face today. The company focuses on data science to extract insight, knowledge and value from big data, and then create data teams to meet the needs of clients. The company was originally founded in 2013, and has seen significant growth since.

The Challenge

Health Integrated faced a significant number of challenges, particularly when it came to the organization’s existing data architecture and data supply chain. Growth was limited due to outmoded customer inflow procedures as well. For instance, the company’s data architecture was extremely rigid, and required each new patient to have a separate custom integration project.

The goals of the project included reducing system complexity and rigidity, while simultaneously improving access to and quality of necessary data. Additionally, the company needed to develop mechanisms for auditing, traceability and accountability, while

ensuring that their analytical systems were able to grow. This meant making smart decisions in terms of technology. However, too many options were present for the company to make an informed choice on its own behalf, without the previously mentioned issues being addressed.

Silicon Valley Data Science was selected to address those needs and to help the company create a roadmap for the future.

The Solution

The first step in developing a solution was to have a collaborative workshop between Silicon Valley Data Science and the executives of Health Integrated. The goal here was to determine what imperatives would play a role, and their priority. Business objectives were analyzed, use cases determined and data requirements roughed out.

Silicon Valley Data Science then assessed the client's data environment to determine where data needs were being complicated. Data was affected in two ways. First, it was trapped in silos. This made it unavailable to anyone without access to that silo (which is a frighteningly common occurrence in businesses where data is seen as a departmental possession or asset, rather than an asset of the company as a whole). Second, the company was being deluged by an increasing number of client data formats. Once these two challenges were addressed, Health Integrated could enjoy ongoing growth regardless of the platform underpinning their data architecture. Additionally, SVDS was able to provide new ways in which the client could integrate and benefit from additional forms of data, allowing them to make better, more reasoned decisions immediately and in the future.

Perhaps the most valuable outcome of the project was the creation of a technology roadmap. This would allow the company to achieve its goals while addressing the increasing complexity of data in their environment. The key to creating this roadmap was basing it on the client's strategic goals, both near and long term. When used in conjunction with other factors (technical interdependency, applicability to the company as a whole, etc.), the roadmap delivers direction on what the client should do, as well as how to get the most value from such investments.

Today, Health Integrated has a much less rigid data architecture that fosters growth and access, as well as an accurate map of where to go in the future, as well as how to get from one point to the next in their overarching plan.

Source:

http://svds.com/sites/default/files/uploads/hi_datastrategy_casestudy.pdf

About the Data Science Foundation

The Data Science Foundation is a professional body representing the interests of the Data Science Industry. Its membership consists of suppliers who offer a range of big data analytical and technical services and companies and individuals with an interest in the commercial advantages that can be gained from big data. The organisation aims to raise the profile of this developing industry, to educate people about the benefits of knowledge based decision making and to encourage firms to start using big data techniques.

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