

Addressing big data challenges in healthcare

Transcript

DAVID TYLER: One of the things we both touched on is data and access to data. Being a semi-professional cynic, I think that data without a plan behind it is not as important. And when you can't go to a healthcare conference today without hearing “Data is important. Here's what we're going to do about data,” and “big data” and all the things that are really important and valuable and things that we do and invest money on. But if we have data that's not actionable, if we have access to information that's not being used by the organization, that, to me, becomes a little bit of a challenge.

So, the question is, is the solution more access to data or is it getting access to the data in the right hands of the people that can do something with it? And talk to me about your perspectives within your organizations on that.

ONYEKA NCHEGE: Yeah, so I'll tell you, David, it depends, right? It's the famous answer that everybody (says), right?

DAVID TYLER: There's a future in consulting for you, my friend.

ONYEKA NCHEGE: That's right, thank you. Yep, so, so when we think about data, right, is it more data, is it more actionable data, right? I'll call it that way. And I think for us it's about understanding the data itself because there is not a shortage of data within our space. It's, how do you understand the data that you do have and couple that with, what is it that you're driving towards? Right. So, if we understand what we're driving towards, then we have a better shot at saying, okay, now that we know where we're headed and what outcomes we want, then we can understand a bit more about the data that we have—you need relevant data, you need reliable data, you need clean data, right?

So, I think understanding those two pieces is good. And how do we do that? So, we start with educating the organization around: here's the data that we do have available to us, now what do you want to do with that? And then once we understand that, we then set very clear objectives about what actions that we want to come out. So that way we understand, okay, so here are the insights that we're going to deliver around the data that we have.

So, there is something to “give me more data,” but I'm interested in giving you more actionable data than just giving you more data, especially if you don't understand what you're going to do with it, because then we're just building for the sake of building.

TONY AMBROZIE: I totally agree with what was said here, of course. But I think there is in places that there has been a need for data. They have not had the right insights. But that's kind of being solved, I think. The data is becoming a lot more democratized, or the access to it. Better tooling, things are now available.

But to Onyeka's point, is how do people use it? And I think there, we talked about training and education, I think what we can also do is start with, okay, what is it that you're trying to solve in your operation, back to the business and the experience, and then we can walk back to the data and how we present it and how we slice it and dice it. And frankly, since we're the rebels here, sometimes it's okay, I'm going to stay with this to help them use that data. And presumably somewhere else, or in the next step, beyond that data, they will probably need maybe some automation, and maybe some other technology, maybe some more data. So we're there on that journey with them.

DAVID TYLER: I think that's great. The notion that we have to ... view the balance of the healthcare organization as a customer, and a customer for life. We can't just drop in technology and walk away. We have to continue to support that and help them act on that. Because I think one of the things that it's ... I spent time in industry ... that always frustrated me, I called it, a lack of corporate resolve to act on something. Even if you know something, do you have the resolve within the organization to make a meaningful decision and a tough decision? Investiture, divestiture, personnel-related things, calling people out for behaviors that are not consistent with the culture of the organization. Those types of things, I think, are hard to do, and if you have the data to do it and still don't do it, that becomes increasingly frustrating to people to understand that.

TONY AMBROZIE: But I think it's more than ... yes absolutely there are customers and therefore we are their providers but I think we're also partners. I think that's very important because together we can evolve these things. It's not me delivering a report on them going and doing something with it. We stay on this in a relationship. It's a relationship between partners.

ONYEKA NCHEGE: And you can have those conversations, David, when you do have kind of that fact base, right? So, if you've got the data, you've got all the actionable insights that you can get from that, then you can have a fact-based conversation, as opposed to anecdotal, about what could or couldn't be.