

THE ROLE OF BUSINESS INTELLIGENCE IN DELIVERING QUALITY

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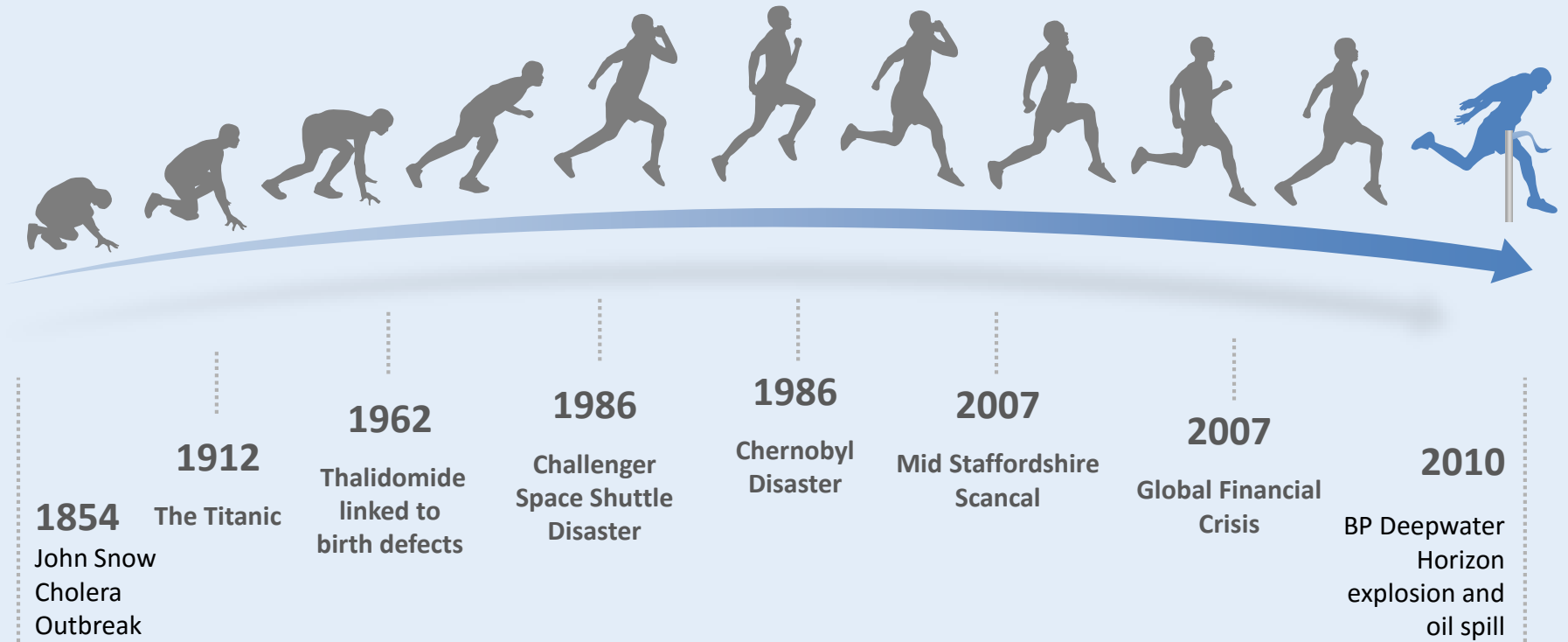
**The World Has Never
Been Changing So Fast**



**The World has never been changing so
fast...**

When will it come to health?

WHAT COULD DATA AND QUALITY HAVE TOLD US?





Large amounts of

RAW
DATA



FORECASTING

Predicting
FUTURE
customer
behaviour

$$f(x) = \frac{1}{\sigma\sqrt{2\pi}} e^{-(x-\mu)^2/(2\sigma^2)}$$



BUSINESS INTELLIGENCE

Useful



Improve
STRATEGY

DATA MINING

Searching for hidden patterns

012012
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Decision-making support

This way

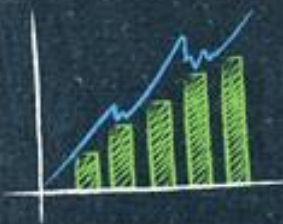
That way

QUERY &
REPORTING

Spot

NEW

OPPORTUNITIES



Graphical
ANALYSIS

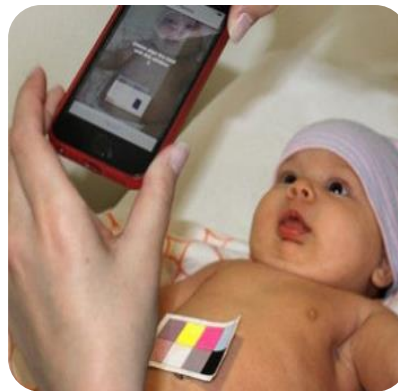


Knowledge & Information Plan



REAL WORLD EXAMPLES

EarlySense



Online access to personal health record

Your employees can use Kaiser Permanente's My Health Manager to:

Schedule appointments



Email their doctor's office



Refill prescriptions



Check lab results



View visit information



Act for a family member



