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**ALY 6080 – Integrated Experiential Learning**

**Prof. Atherley, Valerie**

In any Industry, data plays an important part in defining their business. I took this assignment as a research topic and gone through the cited article. I wanted to mention few things about the Data and its use, value, and how well it is utilized by the health care industries like Keva Health. I believe that Data acts as a strategic asset and some companies are looking for a way to leverage their assets by valuing their customer data. Customer data is very crucial particularly in healthcare where it is more of personal data. A company like Keva Health should be loyal to its customers and define strict security rules for not getting affected by the security breaches. This data particularly generates value in terms of their product/ service that they are offering to the people to get diagnosed with their real-time monitoring platform. I see year after year, healthcare data breaches are on the rise, and they don't seem to be slowing down anytime soon. In a company, IT healthcare professionals must first understand why hackers hack healthcare data so highly before taking action to protect their information. The software/ platform/ application that collects data from a mobile device, CRM, or web app and the frequency in which it is used are also taken into the account. The frequency of use is influenced by the workload of the program, transaction rate, and frequency of data access. As a consequence, assessing the value of data based on its frequency of use can take on an uncommon perspective. Healthcare stakeholders who lead the charge in developing advanced data capabilities and fostering data accountability will not only gain a competitive advantage, but will also usher the industry into a new era.

Big data projects, including those that have revolutionized other sectors, have the ability to change healthcare. They have the potential to save millions of lives and increase patient outcomes in addition to lowering costs. To optimize patient outcomes per dollar expended, the value agenda involves deciding what matters in terms of outcomes and care costs. Data is required for every move toward healthcare system change, including outcome and cost analysis in the value-based health care context. Company like Keva Health works on various platforms and when the number of interconnected devices in healthcare industry increases, so does the need for an individual to share information across devices and with third-party suppliers. Understanding how data can be used to measure and optimize the value of treatment given to patients is becoming a more critical skill for current and future physicians in health care and medicine. As we all know that the healthcare is a slow-moving industry, and we must win the people’s confidence in new data use-cases. Since our clinical caregivers aren't educated in data science, and our data analysts aren't acquainted with healthcare, healthcare has yet to see the widespread changes that other industries have seen. Value-based treatment leads to personalization by requiring interventions to be carefully administered based on the conditions of the case. The need for value-based care has solidified the future of big data in healthcare, as data analytics in healthcare will inform a personalized approach to patient care. The advantages of healthcare analytics are also present as doctors deal with clinical records. Using NLP capabilities, machine learning can extract related patterns from the EHR, resulting in a faster and more precise diagnosis.

**Reference:**

[1] NEJM Catalyst (January 1st, 2018), Healthcare Big Data and the Promise of Value-Based Care was retrieved from https://catalyst.nejm.org/doi/full/10.1056/CAT.18.0290