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Big data analytics is generating a lot of buzz among researchers and practitioners, and it is rapidly being implemented in various industries. I aim to look at the new technologies of big data analytics and how it influences decision-making in healthcare companies like Keva Health. To examine this, I conducted empirical research in the healthcare industry, which is experiencing a crisis due to pandemic, prompting the industry to turn to big data analytics as a means of remaining competitive. We can currently collect data from electronic health records, online, offline, patient data, surveys, feedback, genome, pharmaceutical, clinical trials, sensors, telemedicine, mobile apps, and digital well-being indicators. It is revolutionizing healthcare by providing pathways and solutions to improve individual wellbeing as well as the efficiency and outcomes of healthcare systems. Analytics is increasingly being used by healthcare organizations to extract new insights from data. Predictive analytics in healthcare is enabling companies to see better future opportunities, develop better healthcare technologies, and access fraud detection and predict patient behavior. As a result, quality information is considered vital and one of the core determinants of quality decisions and behavior in today's business climate. For companies' business processes that are focused on information, the right information has become a vital resource and an asset. Big data, which includes analytics, is a powerful tool that will be just as useful in health care as it has been in other fields. The selection of these particular use cases mentioned in this article is debatable. Nonetheless, we expect that shortly, they will be among those that have the most value to healthcare organizations.

In healthcare, shared decision-making improves patient health outcomes and promotes patient-centeredness during care experiences. By giving patients a seat at the decision-making table, clinicians will ensure that care follows their wishes and facilitates greater patient services. Decision-making has long been defined by the decision-makers intuition and expertise, but integrating data into the process can contribute to better-informed decisions. As a result, big data is described as massive amounts of data generated at a rapid rate from a variety of sources. This type of information is ingrained in our everyday lives and most people use it in some way every day, whether it's looking for something on the internet or reading a post. As (Nasim, 2020) quoted that the patient-centered treatment needs shared decision-making. With the routine collection, storage, processing, and analysis of massive amounts of data, data has become an omnipresent phenomenon in our everyday lives. This trait applies to a wide range of fields, from machine learning and engineering to economics and medicine. Using analytics to obtain better insights will help healthcare environments, such as new therapies and technology, add value and achieve better results. Analytics can help explore new paths of growth and performance, develop and prepare policies and programs, strengthen service quality and operations, enhance sustainability, and reduce risk, from small information to broad processes. For Keva Health, it will be easy to measure and evaluate important organizational data It has the potential to improve healthcare coverage, match pay with results, and reduce healthcare costs. Many researchers have advocated for the use of big data in health care, but adoption has been slow so far. This broad approach has a lot of potential for enhancing healthcare value. We believe that organizations that use it across multiple domains will benefit, especially as payment reform takes effect.

**Reference:**

[1] Nasim Sadat Mosavia, Manuel Filipe Santos (November 2020), How Prescriptive Analytics Influences Decision Making in Precision Medicine was retrieved from https://www.sciencedirect.com/science/article/pii/S1877050920323437/pdf?md5=4a2552a092b4323fe61df65dba3829e7&pid=1-s2.0-S1877050920323437-main.pdf