



HEALTHCARE INDUSTRY

Enhancing Healthcare Functionalities and Treatment Patterns

Case Study

Background



Opportunity

Sales Analytics
Enterprise-wide Performance
Metrics



Why Visualr

Conversant and Persuasive
Visualization
Low TCO
Scalability



Data Sources

MS SQL Server
MS Excel

The client company was formulated with the vision of providing specialized super specialty tertiary care services to the community at large. Their main objective is to ensure that the dream – ‘Healthcare for All’, becomes a living reality.

The company’s primary objective is to establish specialized center at locations where access to health care is difficult and super tertiary care is unavailable.

Opportunity: Healthcare functionality Analytics

Given the complexity of the company’s product line, from front-line healthcare solutions such as anatomy visualization and radiology images, to back-end monitoring tools and machine-to-machine connectivity, sales pipeline and forecast, were multifaceted.

The challenges they faced was with huge chunk of live data which is compiled in MS SQL Server. The data was collected from hospitals located in Northern India on a regular basis. That is when they collaborated with master data and wanted to visualize. Therefore, Visualr stepped in and got rid of their problems.

The Game Changing Logics



Evaluation of Health Services

With Visualr, they are now able to rank their departments according to revenue and services and identify key areas of improvement in various departments.



Enhanced Clinical Health Information

With Visualr, patient care improved and secondary use of these data provided valuable insights about treatment patterns.



Improved Customer Services

With identification of key areas of improvement in various department like neurology, cardiology etc. Visualr helped them streamline all service related operations with reference to patients.

Primary Outcomes

Effective Evaluation



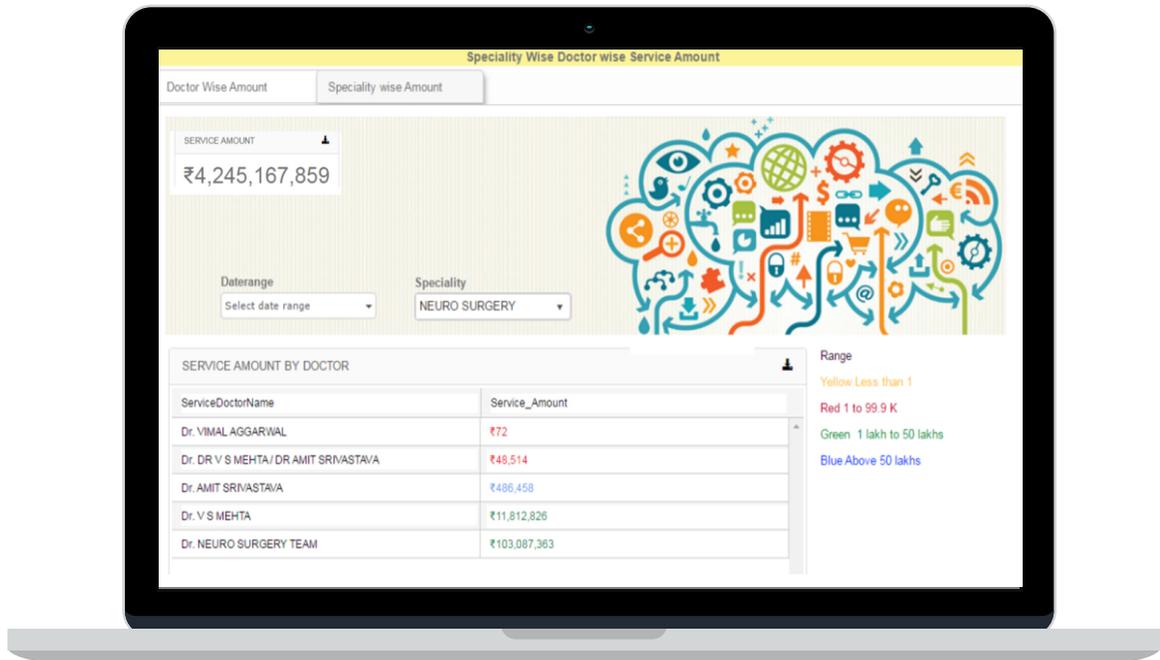
Visibility of KPIs



Improved Customer Services



Key Performing Metrics



Following the success of the Visualr deployment, the firm established corporate imperatives across diversification to channelize revenue and services. To manage progress, baseline data had to be collected from MS SQL Server from five different hospitals across North India. However, more than 75 percent of these imperatives are measured by data housed in multiple excel sheets, MS SQL Servers.

Data was too huge and constantly multiplied, so much so that it became difficult to combine and analyse. So the leadership was unable to visualize into metrics of Human Resource. Using Visualr and Data Refinement, the client was able to combine and analyse information access performance metrics critical to the pursuit of corporate imperatives in Health Care

Key Benefits



40+% improvement
in services related to
patient care with
insights about
treatment pattern



20+% reduction of BI
related Human Cost



Comprehensive view
of entire customer
lifecycle and
opportunity to cash

About Visualr

Visualr is a state-of-the-art data visualization tool, which allows you to see through your data and gain useful insights that might be of great help to you in realizing the status, issues and demands of your business in a better way.

