



[View this email in your browser](#)



5th Edition, *Published October 31, 2016*

Getting Beyond Your Gut Instincts

As the World Series heads back to Cleveland for Game 6, I can think of no better time to focus on the benefits of using predictive analytics as a competitive differentiator. Leave it to baseball, long known as a “thinking man’s game,” to figure out the value of using data to win.

As highlighted in *Moneyball*, the key to predictive analytics is not simply using data to make better decisions, but knowing what data should be taken into account. For example, predictive analytics revealed that on-base percentage, not batting average, is more highly correlated with scoring runs and winning games; however, this finding was under-appreciated until the low-budget Oakland Athletics, with a bunch of no-name players, started beating high-budget, big-name talent teams like the Yankees.

Since everyone loves a winner, predictive analytics quickly gained acceptance in baseball, and other industries started asking how they could use it to their benefit as a competitive differentiator. Unfortunately, nothing worth doing is ever easy. Some things to keep I mind as you venture into predictive analytics include:

big data to actionable insights. Think about what kinds of insights you are looking for and what use cases are you going to prioritize. You need to build momentum, so start small and pick projects where there is more likelihood of immediate value.

The Data

Consider what data needs to be pulled out of siloed areas and how you can ensure that the data is accurate and precise. Focus on data that is relevant to your organization. We have more data available than ever at our disposal, but what data will help you see what is happening in your population right now? For example, which patients are attributed to you, who is being readmitted, and who is visiting the ER?

The People

You need the right infrastructure and staffing: data engineers to break the data out of silos, data scientists to make something out of the data, and the translators who can work with the data scientist and figure out how to apply the insights and predictions to improve care and operations. It is important to remember the Athletics not only had to hire “non-baseball people,” to model and analyze the data, but had to be willing to go against long-standing norms to take appropriate action based on the predictive analytics results.

The Models

A good model can overcome human biases to reveal hidden value and machine-learning techniques can find patterns in data where no one thought to look; but, models are only as good as the data provided to them and the assumptions upon which they are built. All models require us to make some assumptions, such as “the future will continue to be like the past?” Faulty or obsolete assumptions can ruin a model, so models must be revised and updated to produce accurate predictions over time.

The Application

ROI depends on timely interpretation of data followed by appropriate intervention. When applying insights in your organization, remember that predictions are made about individuals, often outliers, not groups. Don't simply look at the highest risk; focus on where you can make the greatest impact. Also, being able to identify a person at high-risk doesn't always mean that you can mitigate that risk; so, think about in which clinical areas feasible changes

[Subscribe](#)[Share ▼](#)[Past Issues](#)[Translate ▼](#)

The Process

To remain competitive and sustainable, you've got to rely on more than gut instinct and find ways to overcome human bias: when the facts don't fit neatly in our established frame of reference, we tend to reject the facts, not our flawed frames. Leaders must be open to going where the data takes them, even if it is unexpected.

Predictive analytics is helping providers make better decisions on patient care and management in areas including readmissions, patient deterioration, sepsis and general patient health. It can also help organizations hire the right people, anticipate staffing needs, and reduce overtime costs. Just be prepared to make a long-term commitment, because the models and predictions will improve over time and provide increasingly better information for improving care management and overall operations.



Copyright © 2016 Mental Health Corporations of America, All rights reserved.

Our mailing address is:

1876 Eider Court, Tallahassee, Florida 32308

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

mhca · 1876 Eider Court · Suite A · Tallahassee, FL 32308 · USA

[Subscribe](#)

[Share ▼](#)

[Past Issues](#)

[Translate ▼](#)

TrueChimp