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Featured Article

Massive Growth Predicted in Healthcare Analytics

Healthcare analytics is booming—and growing exponentially. The global market accounted for $5.5 billion in 2014, and is expected to grow at a compounded annual rate of 24.82%, reaching **$32.4 billion by 2022**.*

To shed some light on why this growth is occurring, it helps to take a look at a few companies that are pushing new-tech solutions in this evolving field.

PREDICTIVE ANALYTICS

"Predictive" is a term that is often thrown around in the analytics field, but what does it actually mean? In a retail setting, it can be as simple as identifying seasonal trends to understand what will sell best throughout the year. As predictive analysis moves into healthcare, we're seeing great strides in aiding hospitals and doctors to monitor patients' health.

Dartmouth-Hitchcock Medical Center is taking a lead in this area with ImagineCare, powered by software solutions from Microsoft. ImagineCare is a coordinated, personalized technology that encompasses physical, mental, and emotional health. Data are transmitted via wearables and home sensors to cloud storage via smartphone, and are then pulled into an analytics dashboard at a contact center. Here, registered nurses monitor patients' health status and can predict potentially serious trends in real time. If a problem is identified, the nurse receives an alert and can immediately reach out to the patient or authorized family member, often before the patient even realizes there's a problem.

REMEMBER WATSON?

Remember that IBM supercomputer that beat Ken Jennings in *Jeopardy!* a few years ago? IBM has been moving ahead with healthcare applications for Watson ever since. And just this past October, IBM announced that it had acquired leading medical imaging company Merge Healthcare for approximately $1 billion with the intention of expanding the capabilities of its growing Watson Health Business Unit.

IBM hopes to leverage the strength of the 2 entities: Merge Healthcare, for its radiology and imaging services, and Watson, for its innovative solutions in healthcare analytics. Using a database consisting of results from lab and genomic tests, electronic health records, and clinical studies, IBM's clients will be able to compare images with a patient's medical history, as well as with data on other patients, to gain insights regarding diagnosis. This will greatly aid in advancing the research process for critical diseases.

Healthcare analytics is already playing a monumental role in improving patient health. If the monetary value of this discipline truly increases 6-fold over the next 7 years as predicted, there's no telling what capabilities will be available in 2022.

We're not just waiting around to see what unfolds. Last month, The CDM Group launched iVenturesHealth, focused on creating better healthcare communications through technology. A partnership with IBM Watson is just one area in which we are creating new solutions. To learn more about our partnership with IBM Watson and other tech solutions from The CDM Group, visit iVenturesHealth.com. **B S**

*Global healthcare analytics market outlook (2014-2022). www.prnewswire.com/news-releases global-healthcare-analytics-market-outlook-2014-2022-300145383.html.

IS IT TIME FOR MR. YUK™ TO GO DIGITAL?

Have you noticed that emojis have taken over in digital communications? Examples include the mundane, such as text in which you want to make it clear you're kidding, as well as the more exotic, such as the way Domino's Pizza now accepts orders via Emoji on Twitter. There are even articles dedicated to debating whether or not Emoji is a new language.

Is this trend relevant to us? Many of us remember TV commercials featuring Mr. Yuk in the 1970s and 1980s. His prominence on the poison warning sticker may have saved countless children from trips to the ER or worse. Perhaps visual characters could enhance adult patient communications in the digital space. It's something to consider given the success of messages from Mr. Yuk.
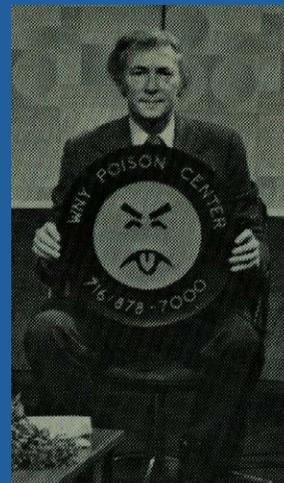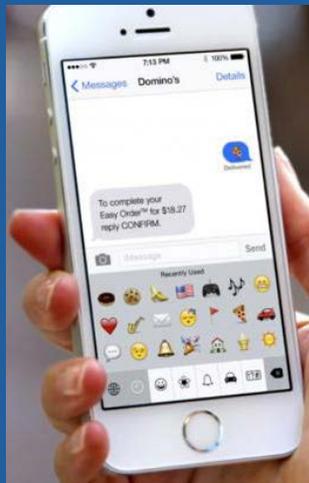
PUSH-BUTTON DEVICE FROM AMAZON JOINS THE INTERNET OF THINGS

Let's face it, we all strive for convenience. We want to make as many things as possible, as easy as possible, in the quickest way possible. I guess that's how the Amazon Dash button was born. To put it as simply as possible, this new product enables users to push a button in their homes to order common disposable items, such as toilet paper, coffee, and laundry detergent. That's it. The device has some hiccups and has come under some criticism, but thinking beyond these products, a similar device might have value for patients with diseases that affect their day-to-day lives.

*Thanks to Brian Delanoy for telling us about this device.*

MEDIA CONSUMPTION AMONG TWEENS AND TEENS

Traditional media, such as music and TV, still resonate with kids. However, these future adults are also trending heavily toward mobile. A recent report from Common Sense Media found that on average US kids aged 8 to 18 clocked an astounding 9 hours per day consuming media—and it wasn't while they were doing schoolwork or homework.

A LARGE PERCENTAGE OF US KIDS' SCREEN TIME WAS ON MOBILE DEVICES:

41% among tweens (aged 8 to 12)

46% among teens (aged 12 to 18)
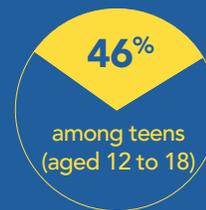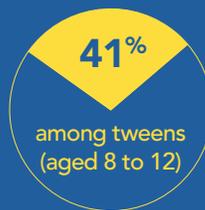
SOCIAL MEDIA WAS NOT CONSIDERED A FAVORITE ACTIVITY

Only 10% of the 2600 kids Common Sense surveyed selected social media as their favorite media-related activity. Yet 45% said they used social media daily. This is something to consider as these kids grow older and become patients— or HCPs—we are trying to reach.

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