


## PREDICTIVE ANALYTICS FOR HEALTHCARE

Healthcare providers are leading the pack in predictive analytics – from disease prediction to fraud prevention – despite the complex, expensive solutions available that require highly technical users and carry high license fees. Ease-of-use, collaboration and affordability have been just a dream for predictive analytics—until now.

 Predixion Insight™ delivers cloud based predictive analytics solutions that are fully integrated with Microsoft's BI platform and leverage many of the incumbent technologies. If you use Excel® or PowerPivot for Excel® you can achieve powerful BI and predictive analytics results and leverage your existing systems such as SAS, SPSS, Cognos and Business Objects. Your employees are able to easily create, manage and share powerful and accurate predictive models without extensive training or specific knowledge of predictive analytics. In addition, Predixion Insight™ and Microsoft PowerPivot can be used together to reduce your reliance on expensive SAS, SPSS, Business Objects and Cognos licenses – and provide easy-to-use BI and analytics tools at a fraction of the cost.

The Predixion Insight™ Cloud is a Self-Service Predictive Analytics (SSPA) solution which allows your employees to use and analyze large amounts of data to make actionable decisions inside the familiar interfaces of Excel® and PowerPivot. The Predixion Insight™ Cloud is accessible from any of your remote locations without the need for onsite deployments of complex and expensive software. Results can be effortlessly published through Microsoft SharePoint® for a fully interactive experience by anyone with a browser. Now, non-technical users can run predictive reports without ever seeing or touching a model.

In addition to our Public Cloud service, our On-Premise Private Cloud offering, Enterprise Insight™, offers full integration with SAS and SPSS models using *Predixion Enterprise PMML Connexion™*. Import PMML models into Predixion Insight™ then allow any information worker to score the models with their data and publish the reports using Excel® and SharePoint®. Predixion Insight models can be easily created then run against the same datasets to compare the accuracy of the PMML models. Easily leverage your SAS, SPSS and Cognos investments at a fraction of the cost of their typical license fees.

*“If you need predictive analytics, but don’t know where to start, look at Predixion Insight™. The integration with Microsoft PowerPivot for Excel® ensures powerful data handling and unparalleled ease-of-use – while Predixion’s cloud service makes experimentation easy and low risk for even the most conservative IT departments.”*

– Donald Farmer, Principal Program Manager, SQL Server Business Intelligence, Microsoft Corporation



### Predictive Analytics Advantages for Healthcare

Objective, fact-based information increases performance, reduces costs and enables healthcare providers to:

- Detect and prevent fraud
- Optimize collections and reduce bad debts
- Predictively prevent disease
- Identify risk patterns and implement associated prevention programs

**Bottom line:** Predixion Insight™ will help you get to know your patients, understand their needs and deliver quality, cost-effective services.

**Unlock the power of your data with Self-Service Predictive Analytics – in the Cloud or On-Premise**

## PREDIXION INSIGHT™ FEATURES

### Data Preparation Tools

Easy-to-use Wizards guide you through uploading data from Excel® or PowerPivot, data exploration and preparation, data cleansing and data sampling.

### Comprehensive Model Building

Wizards allow you to select various methods to build, run or script a wide variety of models.

### Performance Evaluation Capabilities

With just a few clicks of the mouse Predixion Insight™ will guide you through evaluating the performance and accuracy of your predictive models.

### Management Tools

Wizards help you with the following:

- Capture the details of an existing model for documentation and auditing.
- Build prediction queries by using an existing predictive model to apply to input data in Excel® or PowerPivot.
- Manage your tasks, models and data sets.

### Automated Tools

The following functions have been fully automated - just select your input data - and cloud processing lets you run multiple functions at once:

- Analyze Key Influencers
- Detect Categories
- Fill from Example
- Forecast
- Highlight Exceptions
- Prediction Calculator
- Shopping Basket Analysis

### Application Compatibility

Run predictive analytics and access your predictions in these familiar environments:

- Leverage PMML applications (SAS, SPSS, etc.) and access data sources and BI platforms including Cognos
- Excel® 2007
- Excel® 2010 32 & 64 Bit
- SQL Server® Enterprise and SQL Server® Analysis Services (SSAS) 2008 & 2008 R2
- PowerPivot
- SharePoint® 2007 & 2010
- Microsoft® Windows 7, Windows Vista, Windows XP

### Predixion Insight™ Public Cloud

Access the power of Predictive Analytics anytime, anywhere.

### Predixion Enterprise Insight™

On-Premise and Off-Site private cloud offerings for corporations needing to keep data behind their firewall.

### Predixion Cloud Security

Predixion utilizes full 128 bit encryption on transmission and 256 bit in the cloud at a SAS 70 Type II facility.

## Healthcare Applications

- Disease Prediction
- Fraud Detection
- Collection Strategy Optimization
- Clinical Decision Support
- Resource Planning & Optimization
- Improve Patient Outcomes