Reality 2016:
Careers in Data Analytics

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Overview

• Where have we come from?
  – Traditional HIM Practice
  – Vision 2016

• Where are we going with this?
  – Reality 2016
  – HIM Reimagined

• What is Data Analytics?

• How Can We Use Data Analytics in Healthcare?

• What is Predictive Analytics?

• Case in Point: Careers in Data Analytics Already Exist
Where Have We Come From?

- Introduction and Background
  - Traditional HIM Practice
  - Vision 2016: A Blueprint for Quality Education in HIM
Vision 2016

• Educational Priorities
  – Transformation of HIM to a graduate-level profession
  – Realign the HIM associate degree with workforce needs
  – Prepare an effective, qualified pool of HIM faculty
Vision 2016

• Actions Taken:
  – A job analysis was conducted
  – Master's degree-level accreditation standards implemented
  – Colleges and Universities achieving CAHIIM Master’s Degree accreditation
  – CDHA credential was approved by the AHIMA House of Delegates
  – Employer survey results indicating value of a master's degree in HIM
Where are we going with this?

• Reality 2016
  – AHIMA's Education Strategy Committee (ESC) revisited the Vision 2016 plan and attempted to put into action its goals and ideals
  – Creation of the Council for Excellence in Education (CEE)
  – CEE began to develop the implementation strategy for Reality 2016
Council for Excellence in Education’s Four Initiatives

1. Increasing the number of HIM professionals who hold graduate degrees
2. Associate degree specialty tracks
3. Faculty and member development
4. Increasing the workforce with additional qualified professionals
What is Data Analytics?

• Data Analytics Defined

• Industry Support for Data Analytics
  – Institute of Medicine Report
  – Report Recommendations
    • Government encourage the development of distributed data research networks and expanded access to health data resources
    • Payers and medical product companies contribute more data to research groups to generate new insights
    • Report urges healthcare organizations and providers to adopt tools that “deliver reliable clinical knowledge to patients
Data Analytics Job Growth Opportunity

• Many companies in many sectors of the economy are recognizing need for data analytics

• McKinsey Global Institute study spotlighted “a need for 1.5 million additional managers and analysts” with this data analytics skill set

• Article on where big data jobs will be In 2016
Distribution of advertised positions as of November 2015

Top 10 Industries Hiring Big Data Expertise - Positions Advertised For In 2015
Source: WANTED Analytics, a CEB Company, 2015
Data Analytics Salaries

• The median advertised salary for professionals with big data expertise is $124,000 a year. Note: This was across all sectors, not just healthcare.
How Can We Use Data Analytics in Healthcare?

• Improving outcomes
• Improving patient satisfaction
• Reducing waste
• Standardizing care based on evidence-based best practices
• Lowering operating costs
• Reducing the need for expensive consulting work because they can use their data to answer questions themselves
• Understanding the impact of the switch to value-based purchasing for each payer contract
What is Predictive Analytics?

• Predictive analytics (PA) uses technology and statistical methods.
• That information can include data from past treatment outcomes as well as the latest medical research published in peer-reviewed journals and databases.
• It can also reveal surprising associations in data that our human brains would never suspect.
Predictive Analytics Example

• Reducing Readmission Rates using predictive analytics to determine which patients are likely to encounter post-discharge difficulties.
• Use of publicly available algorithms such as the LACE index.
• Creating custom models based on their own clinical and financial records.
• Whichever approach is used, the data can be used to drive an intervention.
• Predictive analytics can help to triage work lists and focus the efforts on patients that are truly high-risk.
HIM Reimagined

- Identifies New Job Growth Areas as Both Opportunity and Threat
  - Opportunity: Begin Teaching and Learning the new HIM skill set and tying the new educational competencies from Reality 2016 into this new skill set.
  - Threat: If the HIM profession doesn’t make these changes, we could lose ground to other healthcare professions and end up becoming a career on it’s way to extinction.
Case in Point: Careers in Data Analytics Already Exist

• Part 2 of the Presentation by Sameera Ahmed.
References