



The Big Unlock: Harnessing Data and Growing Digital Health Businesses in a Value-Based Care Era (Paperback)

By Paddy Padmanabhan

Archway Publishing, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Along with a shift towards value-based care, a digital transformation is under way in health care. However, health care enterprises are having a hard time keeping up with advances in information technology. Organizations that could once spend months or years developing a strategy to deliver solutions now must implement changes on a near real-time basis. Complicating matters is the emergence of new data sources, new technology architectures and models, and new methods to analyze an avalanche of data. This book provides a framework for understanding the competitive landscape for digital health and advanced analytics solutions that are harnessing data to unlock insights. It reveals a set of key principles, or universal themes, for success in the digital health marketplace. Whether you're a health care information technology specialist, a digital health startup or technology firm with a strategic focus on health care, a venture capitalist, or just interested in the industry structure and the emerging technology landscape in health care, you'll learn how to grow revenue and profits while creating a sustainable competitive advantage. Take a key step in navigating the exciting...



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