



HIMSS Analytics Survey

Sponsored by Dimensional Insight

**How Successful Are Healthcare Organizations
at Achieving ROI with Analytics?**

EXECUTIVE SUMMARY

Most healthcare organizations use some type of analytics in clinical, financial, or operational areas, with two-thirds of organizations using analytics across all three.

There's a difference, though, between just using analytics and being able to see measured improvements through the use of analytics. How well are healthcare organizations able to measure the success of their analytics efforts and determine ROI?

That's the question HIMSS Analytics and Dimensional Insight set out to answer with this survey.

THE RESULTS

For this survey, HIMSS Analytics asked 109 senior healthcare executives involved with analytics use and decision-making about which metrics they measure through analytics, how they determine ROI, and how successful they have been at measuring success.

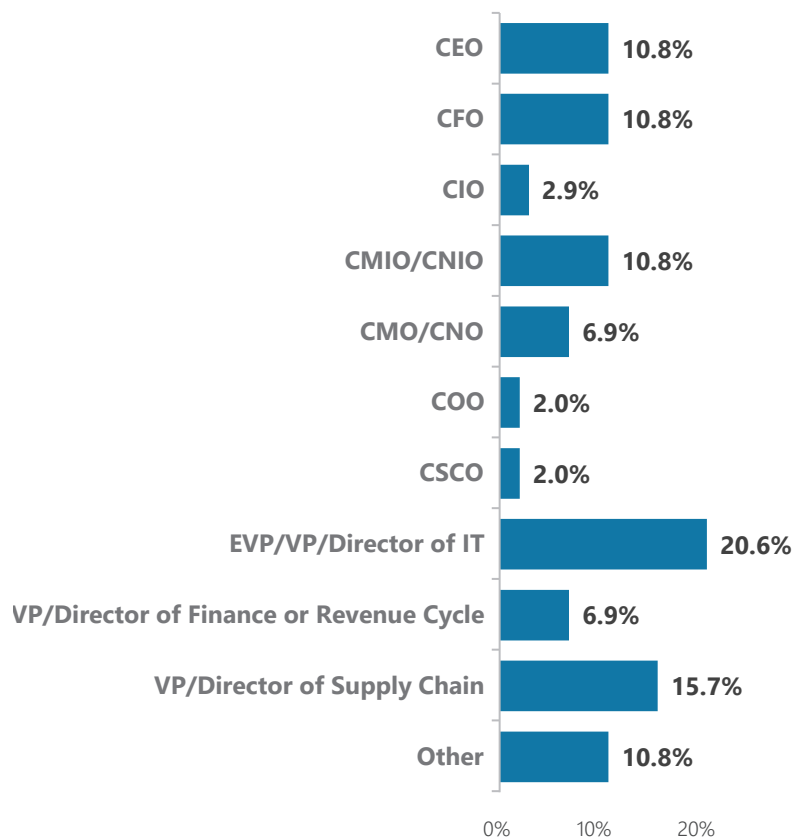
Among the findings, the survey showed that:

- ❑ Of organizations that are leveraging analytics, 84% are doing so in multiple areas (clinical, financial, operational), while two-thirds are leveraging analytics across the organization.
- ❑ Organizations feel their analytics solutions have been most effective towards improving financial performance, but they have actually been able to see the most measured success with clinical analytics (77.7%) vs. financial analytics (73.5%) or operational analytics (70.3%).
- ❑ The primary method organizations use to determine ROI is most often financial returns and improvements (41.2%) vs. clinical outcome improvement (37.3%), staff efficiency (12.7%), or measured improvements across the patient journey (3.9%). However, they see the highest measured success rate (75.4%) if they use clinical outcomes improvement as their primary metric.

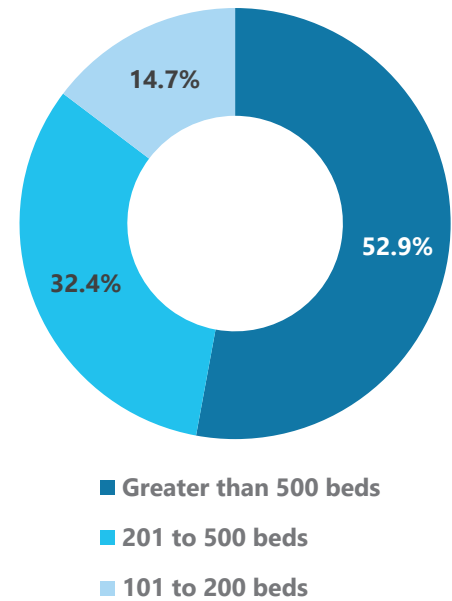
According to George Dealy, Dimensional Insight's Vice President of Healthcare Solutions, these results demonstrate the direction in which healthcare analytics is heading. "As healthcare organizations move to value-based payment models, they are finding that focusing on clinical metrics, including readmission rates, infection control, and patient outcome improvements is critical for success. Analytics provides tremendous insight into these areas and can benefit healthcare organizations that are navigating this transition."

SURVEY DEMOGRAPHICS

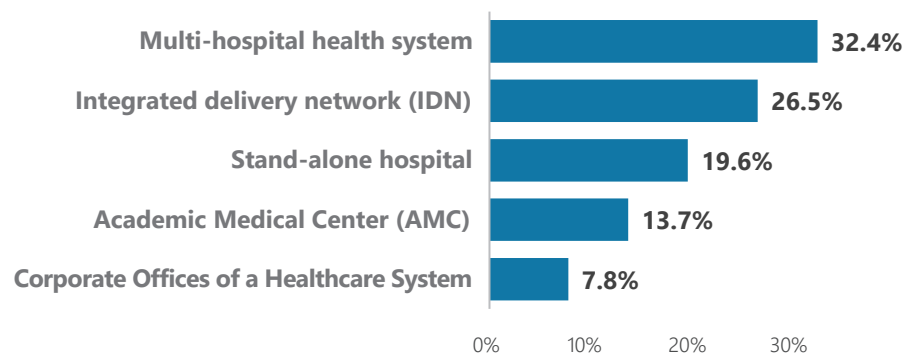
Job Title



Bed Size

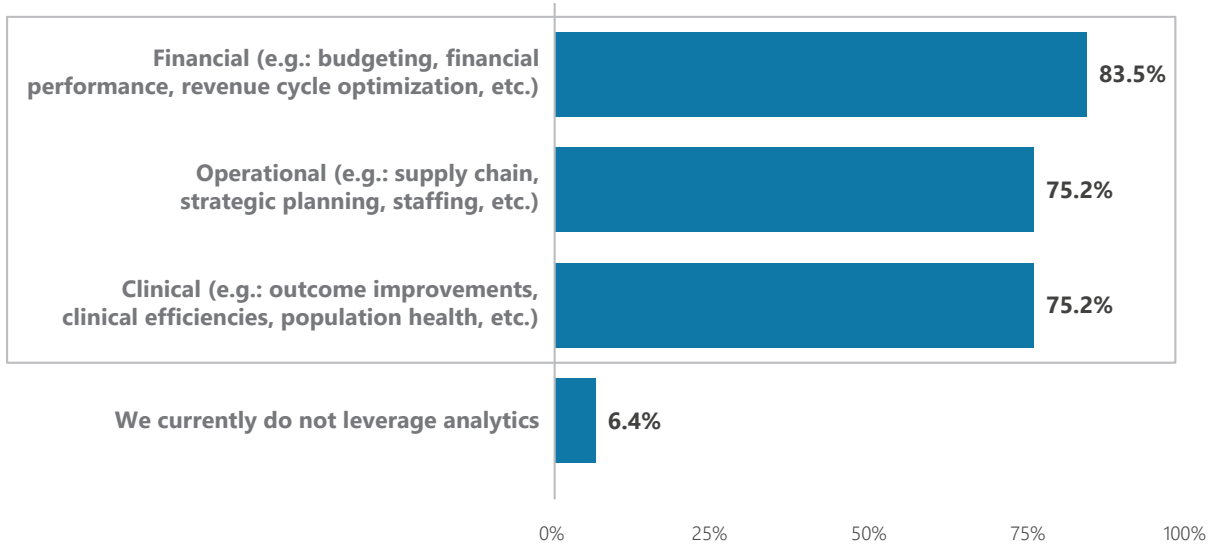


Facility Type



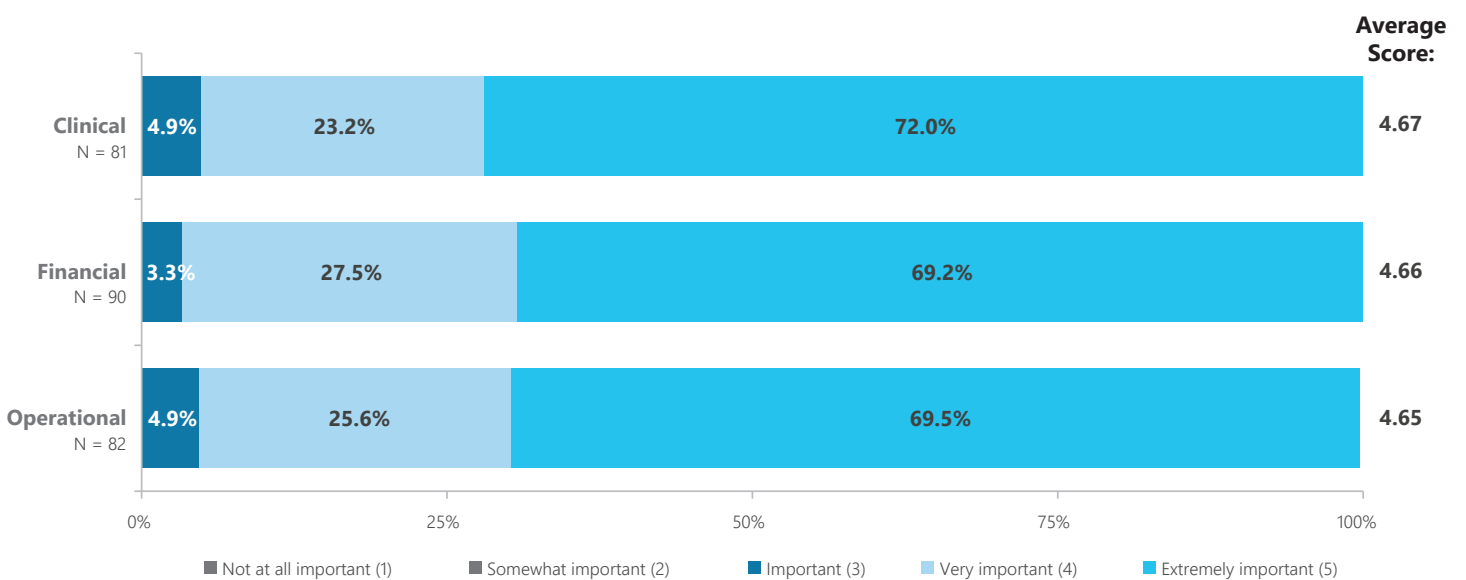
Does your organization leverage an analytics solution for any of the following areas?

84.3% of organizations leveraging analytics are doing so in multiple areas, with 2/3 's (65.7%) leveraging analytics in all 3 areas.



How would you rate the importance of analytics to your organization's future clinical/operational/financial strategy?

Analytics is seen as an extremely important component to organizations' future strategy.

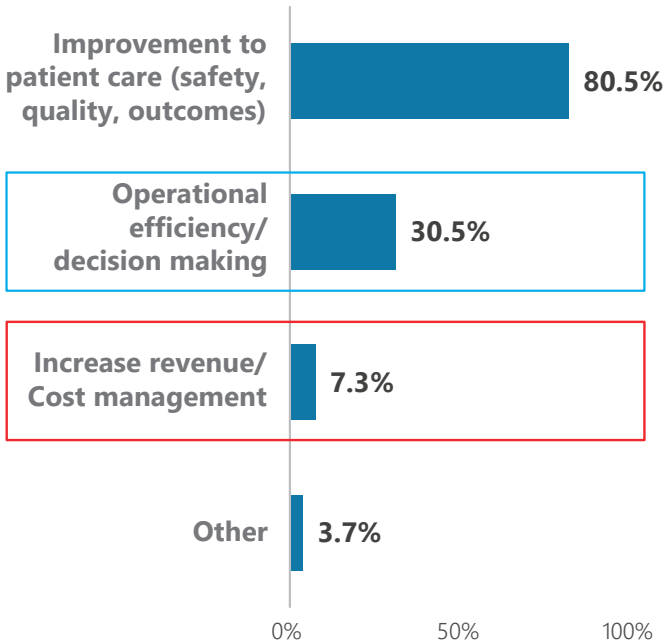


* "Average Score" was determined by assigning a numerical value for each answer option [Not at all important (1); Somewhat important (2); Important (3); Very important (4); Extremely important (5)] and then dividing sum of each area by the total amount of respondents for each area.

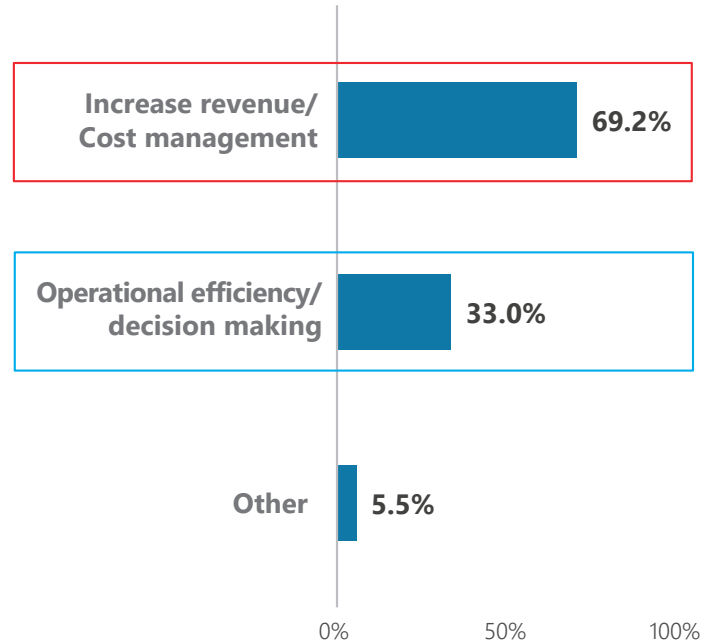
What was your organization’s primary goal in implementing and leveraging an analytics solution in the following areas?

Operational efficiency and cost management are consistent primary reasons for implementing analytics across all three areas (clinical, financial, operational).

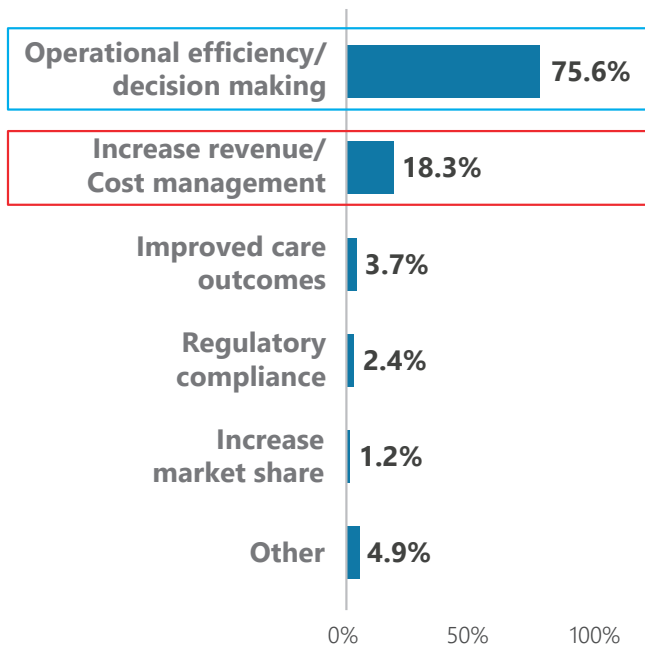
Clinical N = 82



Financial N = 91



Operational N = 82



Data representation is based on percentage of respondents. Categorical grouping of open text-entry responses are subject to interpretation and can be counted towards multiple grouping categories

Operational Metrics

Those using analytics in the operational setting use the least amount of metrics on average (4.77), and have the lowest overall success rate.

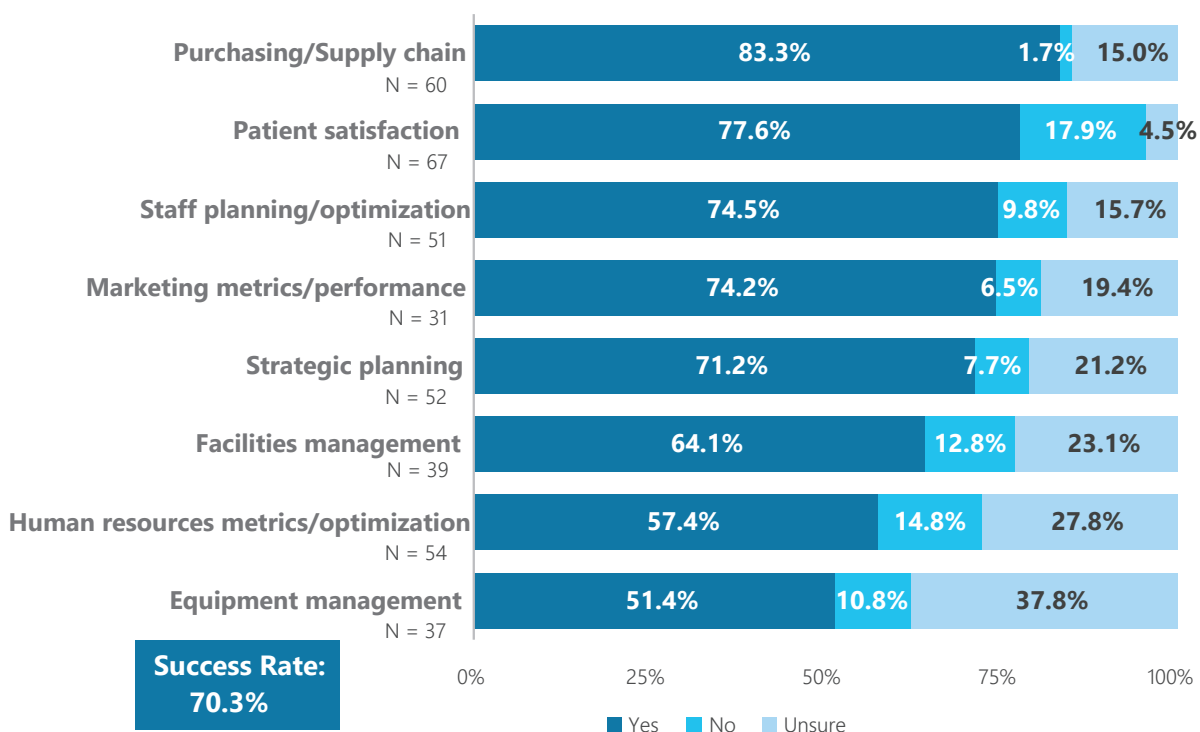
1. Which of the following metrics are the focus for your organization where analytics are employed?

Metric	Use Rate
Patient satisfaction	81.7%
Purchasing/Supply chain	73.2%
Human resources metrics/optimization	65.9%
Strategic planning	63.4%
Staff planning/optimization	62.2%
Facilities management	47.6%
Equipment management	45.1%
Marketing metrics/performance	37.8%

N = 82 * Data representation is of the percentage of respondents

Avg. Metrics Used:
4.77

2. Has your organization been able to show measured success in any of the following areas?



Financial Metrics

Budgeting and forecasting is the most employed metric across all three areas (clinical, financial, and operational).

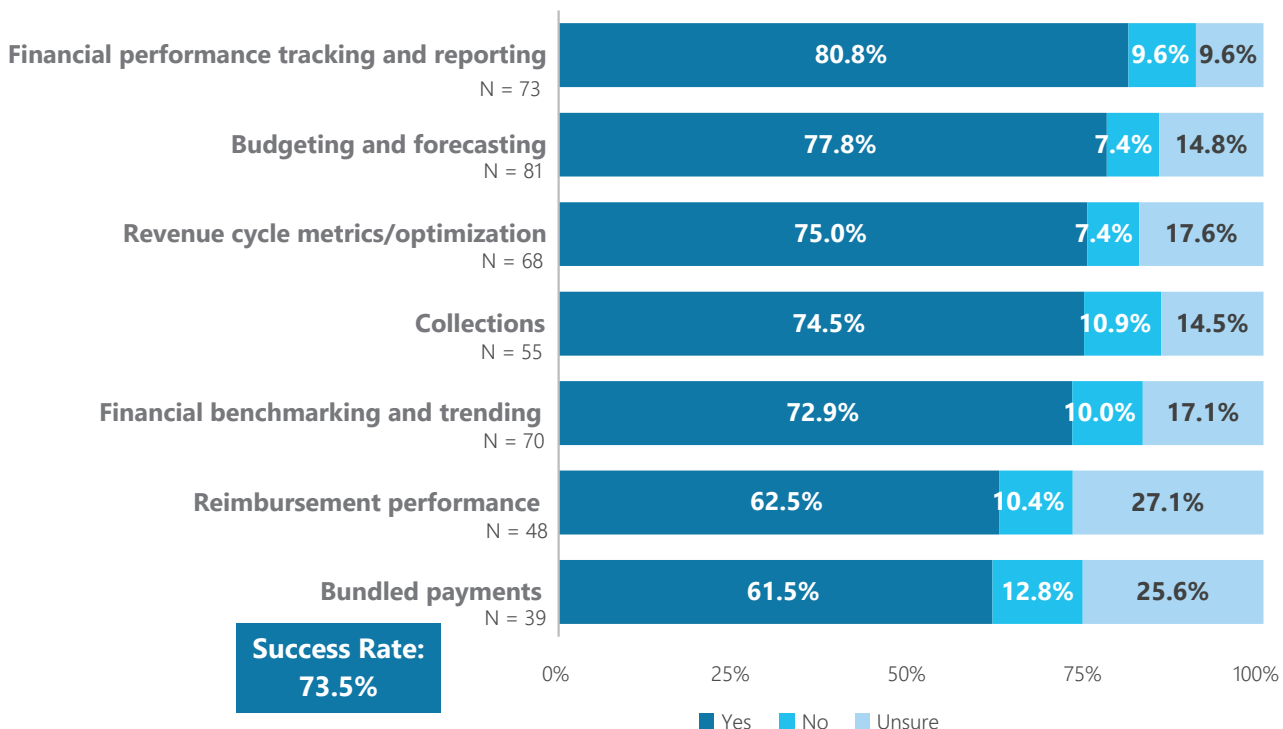
1. Which of the following metrics are the focus for your organization where analytics are employed?

Metric	Use Rate
Budgeting and forecasting	89.0%
Financial performance tracking and reporting	80.2%
Financial benchmarking and trending	76.9%
Revenue cycle metrics/optimization	74.7%
Collections	60.4%
Reimbursement performance	52.7%
Bundled payments	42.9%

N = 91 * Data representation is of the percentage of respondents

Avg. Metrics Used: 4.77

2. Has your organization been able to show measured success in any of the following areas?



Clinical Metrics

Organizations utilize the most clinical metrics on average (5.52) and have the highest success rate (78%).

1. Which of the following metrics are the focus for your organization where analytics are employed?

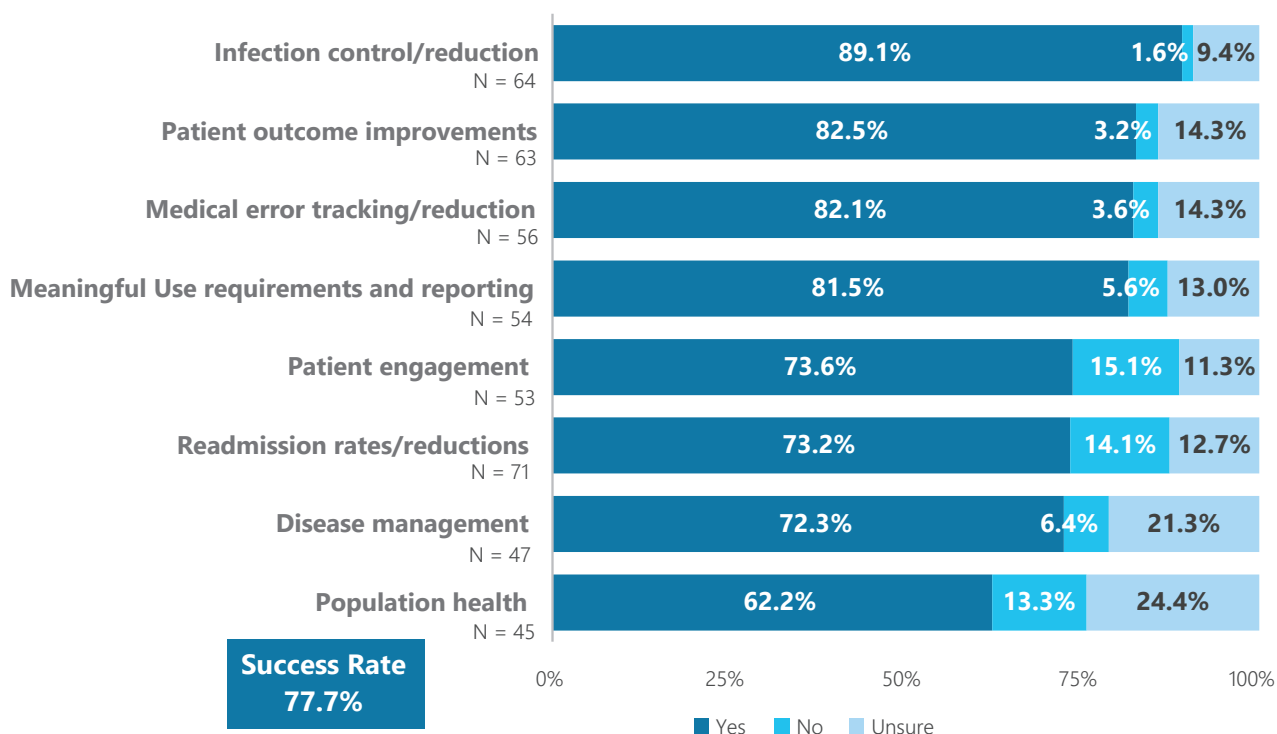
Metric	Use Rate
Readmission rates/reductions	86.6%
Infection control/reduction	78.0%
Patient outcome improvements	76.8%
Medical error tracking/reduction	68.3%
Meaningful Use requirements and reporting	65.9%
Patient engagement	64.6%
Disease management	57.3%
Population health	54.9%

N = 82

* Data representation is of the percentage of respondents

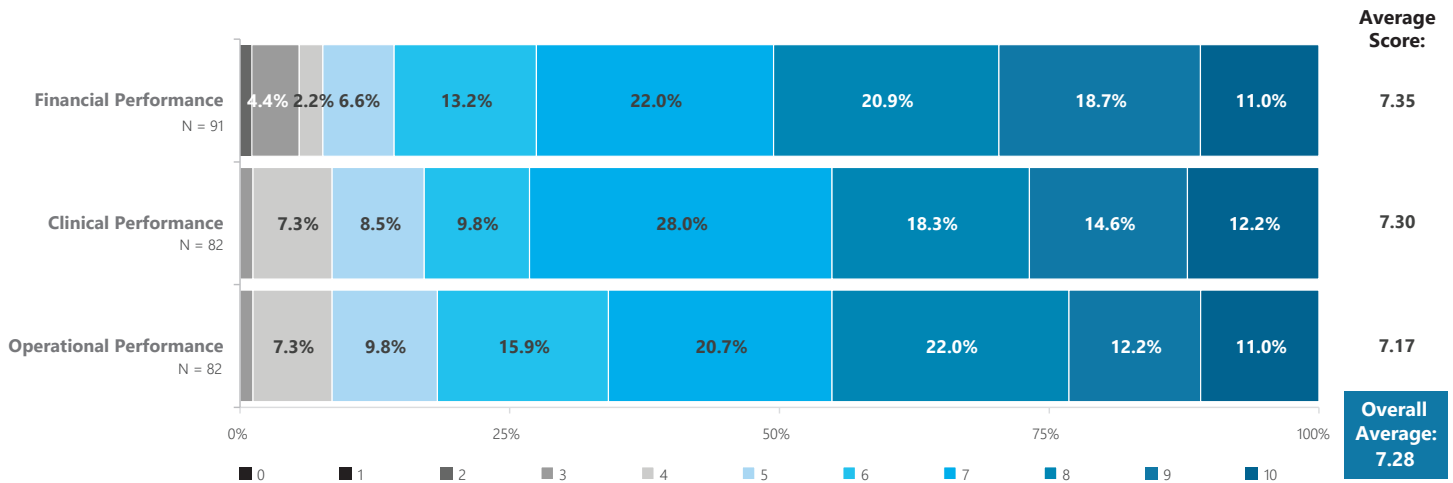
Avg. Metrics Used:
5.52

2. Has your organization been able to show measured success in any of the following areas?



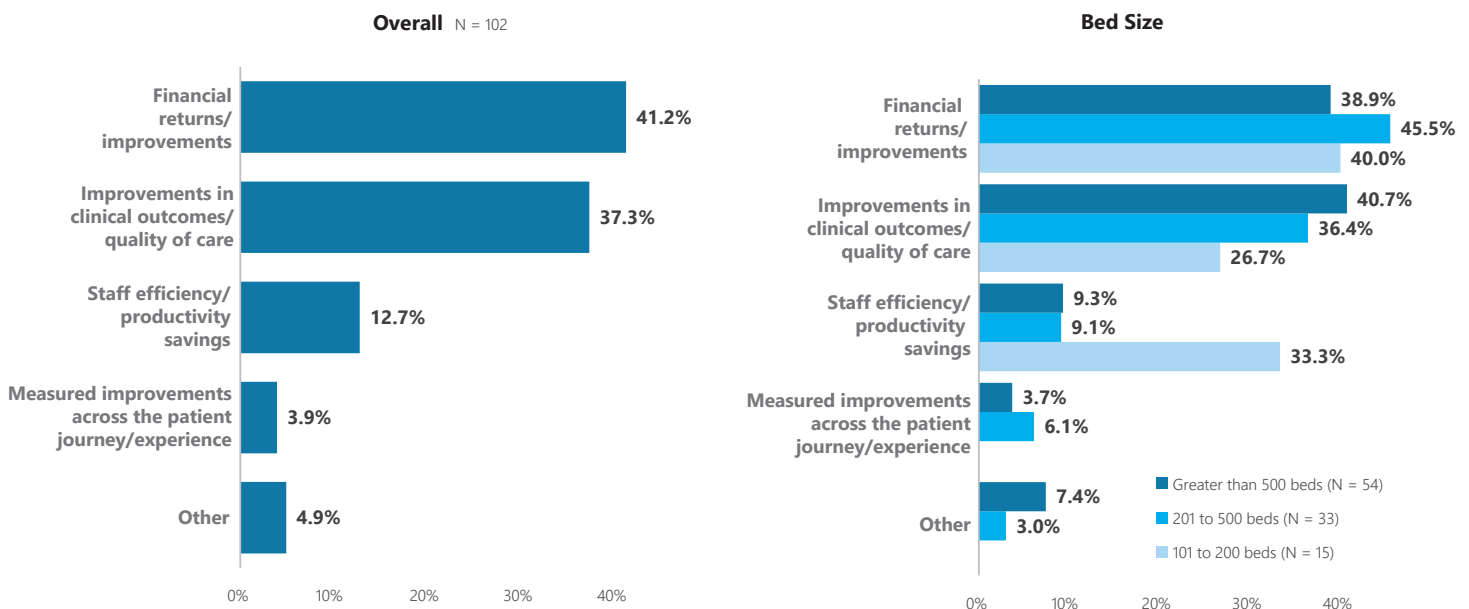
Overall, how effective has your analytics solution(s) been regarding the improvement to the following areas at your organization?

Respondents feel their analytics solutions have been very effective towards improving clinical, financial, and operational performance at their organizations.

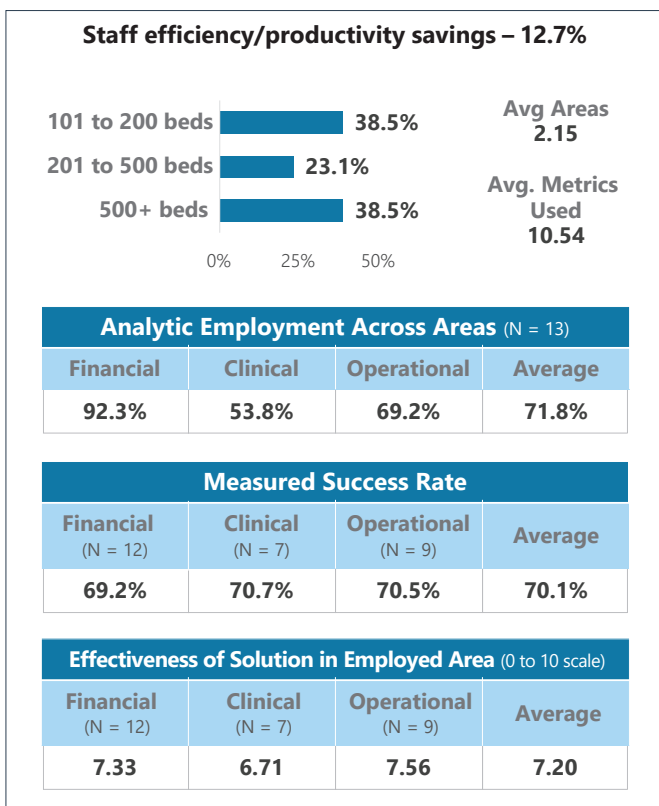
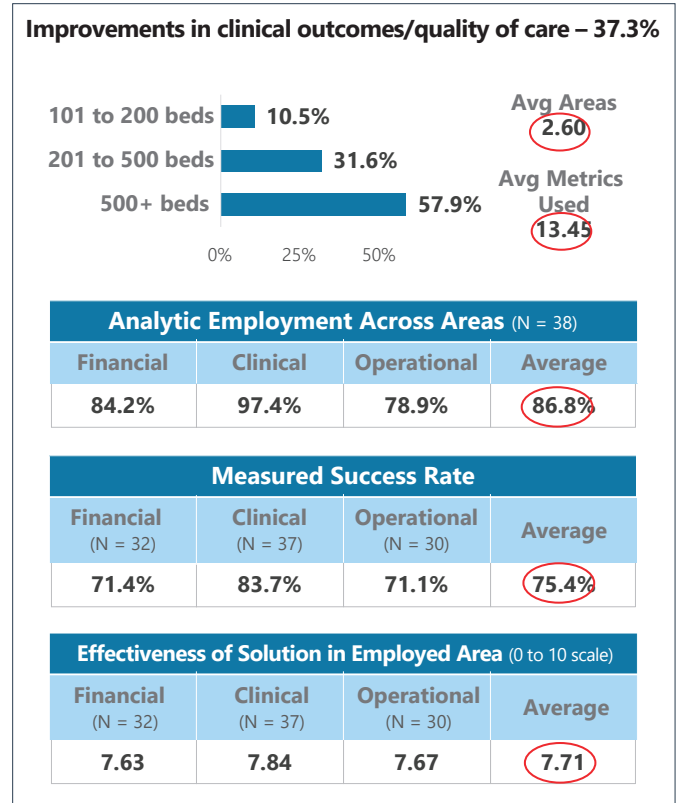
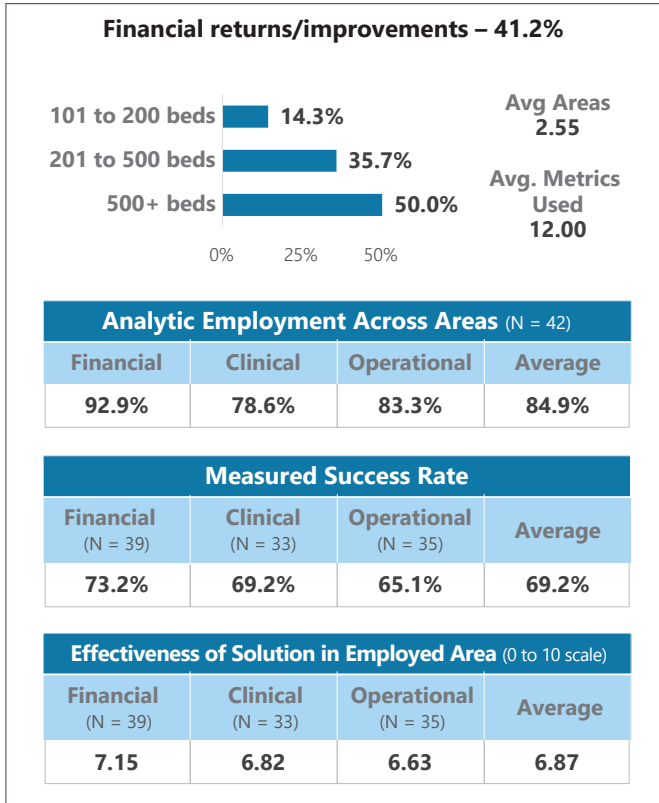


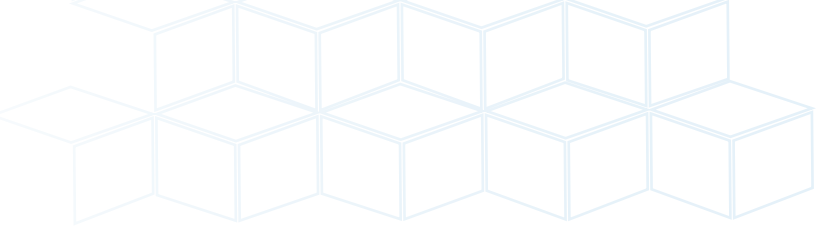
What is the primary method used by you/your organization in measuring the return on investment for your analytics solution?

Financial returns, and improvements to clinical outcomes/quality are the primary measures for analytic ROI; although staff efficiency/productivity savings are used more at smaller organizations.



Responding organizations who indicate “improvements to clinical outcomes/quality of care,” is their main measurement for ROI rank higher across the board

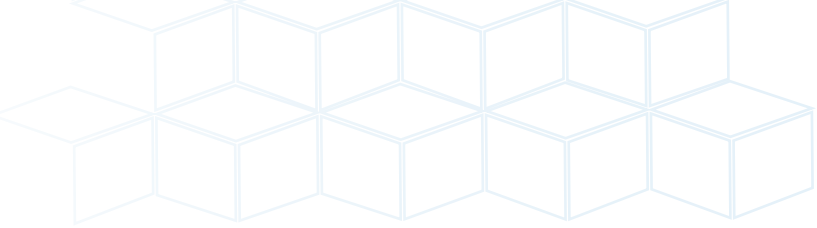




CONCLUSION

Healthcare analytics has often focused on measuring financial improvement or staff efficiency. And while those are certainly important focus areas for hospitals and health systems, clinical outcomes improvement is critical, especially as value-based payment models take hold.

Those organizations that are focusing on clinical outcomes improvement as their key measurement for ROI report seeing the greatest measured success from their analytics implementations. And that's good news, as the mission of any healthcare organization is to improve patient care and outcomes.



ABOUT DIMENSIONAL INSIGHT

Dimensional Insight® is a leading provider of analytics, data management, and performance management solutions, offering a complete portfolio of capabilities ranging from data integration and modeling to sophisticated reporting, analytics, and dashboards. The company is a seven-time Best in KLAS winner in healthcare business intelligence and analytics, most recently ranking #1 in 2020. Founded in 1989, Dimensional Insight has thousands of customer organizations worldwide. Dimensional Insight consistently ranks as a top performing analytics organization by customers and industry analysts in its core market segments including healthcare, manufacturing, and beverage alcohol.

For more information, please visit <https://www.healthcare.dimins.com/>

