

1. Record Nr.	UNINA9910337784703321
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Titolo	Analytics in Healthcare : A Practical Introduction / / by Christo El Morr, Hossam Ali-Hassan
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-04506-4
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (XI, 105 p. 62 illus., 48 illus. in color.)
Collana	SpringerBriefs in Health Care Management and Economics, , 2193-1704
Disciplina	362.10681
Soggetti	Health care management Health services administration Big data Health informatics Health Care Management Big Data/Analytics Health Informatics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Healthcare and Business Intelligence -- Chapter 2. Analytics: The Building Blocks -- Chapter 3. Descriptive, Predictive and Prescriptive Analytics -- Chapter 4. Healthcare Analytics Applications -- Chapter 5. Data Visualization -- Chapter 6. Future Directions -- Appendix A: Which Analytics to Choose: A Guideline.
Sommario/riassunto	This book offers a practical introduction to healthcare analytics that does not require a background in data science or statistics. It presents the basics of data, analytics and tools and includes multiple examples of their applications in the field. The book also identifies practical challenges that fuel the need for analytics in healthcare as well as the solutions to address these problems. In the healthcare field, professionals have access to vast amount of data in the form of staff records, electronic patient record, clinical findings, diagnosis, prescription drug, medical imaging procedure, mobile health, resources available, etc. Managing the data and analyzing it to properly

understand it and use it to make well-informed decisions can be a challenge for managers and health care professionals. A new generation of applications, sometimes referred to as end-user analytics or self-serve analytics, are specifically designed for non-technical users such as managers and business professionals. The ability to use these increasingly accessible tools with the abundant data requires a basic understanding of the core concepts of data, analytics, and interpretation of outcomes. This book is a resource for such individuals to demystify and learn the basics of data management and analytics for healthcare, while also looking towards future directions in the field.
