

# Predictive Modeling NEWS

## Major Players Teaming to Tame 'Big Data'

*Healthcare data may be about to meet its match.*

**M**ultiple massive, highly ambitious, incredibly pedigreed collaborations of healthcare organizations and major information companies aim to use artificial intelligence, predictive analytics and any number of other clever tools to tease as much usable information as they can out of all those zettabytes of data. There's enough combined firepower among the various and sundry projects that the rows and rows of 1s and 0s should start yielding amazing information very soon.

The latest deal is a planned decade-long match-up of Partners Healthcare and GE Healthcare aimed at "rapidly developing, validating and strategically integrating deep learning technology across the entire continuum of care." That ambitious effort will be executed through the recently formed Massachusetts General Hospital and Brigham and Women's Hospital Center for Clinical Data Science, the pair say, and will feature "co-located, multidisciplinary teams with broad access to data, computational infrastructure and clinical expertise."

At first, the focus will be applications to improve clinician productivity and patient outcomes in diagnostic imaging; over time, the pair will "create new business models for applying AI to healthcare," they report, and "develop products for additional medical specialties like molecular pathology, genomics and population health."

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## Stanford Medicine Sees Data Driving Every Aspect of Evolution of Healthcare

*All the changes in healthcare – and there are many – really come down to one fundamental, background change that's driving all the others, according to the Stanford (CA) University School of Medicine, in Stanford Medicine 2017 Health Trends Report: Harnessing the Power of Data in Health.*

**T**he big picture? "The future of healthcare is being shaped dramatically by a number of significant trends," the report notes, adding that "all of the developments are altering the role of physicians and their relationships with patients."

- The industry is experiencing a shift toward preventive and value-based care.
- Technology -- wearables, at-home testing, telemedicine -- is empowering enhanced patient engagement.
- The industry is also grappling with the tension between encouraging data sharing and maintaining privacy.

The bottom line? "Behind these trends is one fundamental force driving healthcare transformation: the power of data," Stanford Medicine states. "Data is permeating every component of the healthcare ecosystem."

- Access to new, diverse data -- and to open datasets -- is fueling drug discovery and making clinical trials and medical research more efficient.
- Wearable devices, online diagnostic tools and genetic sequencing services hold the promise of better-informed and -engaged patients in their daily lives.
- Health systems are investing heavily in technology, including machine learning -- which is proving as effective as human diagnosticians.
- Telemedicine and health apps allow physicians to see patients virtually for increased access and tailored care.
- Data allows doctors to build better patient profiles and predictive models.

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