CUBRC

Announcing the Release of
Heartwood Analytics™ Birch

See the Forest Through the Trees

Heartwood Analytics™ Birch

* **Smart Integration of Diverse Data Sources**
* **Streaming Multi-Source Data Fusion**
* **Cutting Edge Machine Learning**
* **Automatic Identification of Key Outcome Drivers**
* **Custom Business Rules with Pushed Notifications**
* **Population-Specific Predictive Models**
* **Personalized Engagement Optimization**
* **Deep Market Insight**

Change Your Data Story

The healthcare analytics and informatics markets are projected to grow to over $20 Billion by 2020, but for many the payoff from this investment has been elusive. Purchasing the latest Electronic Health Records (EHR) system, buying a new analytics platform, or paying for data consultants, are expensive trends that are grounded in genuine industry needs for reduced costs and better outcomes. However, many of these investments have been driven by buzzwords, hype, marketing, and big brands. These costly investments have left people with an incomplete story about patient and outcome data.

We specialize in fusing clinical, demographic, and environmental information into a single picture to help our customers build on their strengths. We want to help you use data to understand patient needs, predict intervention efficacy, im-

prove outcomes, and change your story.

CUBRC's team has collaborated with leading physicians, providers, insurers, and medical device manufacturers to develop innovative predictive analytic methods designed to improve patient outcomes while managing cost. The *Heartwood Analytics™* software package leverages the complete healthcare data picture, providing a single point of access for analyzing multiple datasets in real time.

Heartwood Analytics™ provides retrospective, prospective, and predictive tools, along with a customizable analytic suite to understand and engage your unique patient population. Currently used in various US Government applications, *Heartwood Analytics™* is specifically designed to ensure that you extract the most value from your data while maintaining full control.

Population Engagement — Outcome Management

Case Management — Medical Records
Pharmacy Claims — Clinical Notes
Census Data — Devices & Wearables
Social Media — Geospatial Data
Weather — Search Results

Raw Data

Build on Your Strengths

People are the core strength of every great organization. CUBRC specializes in providing advanced tools to help people that are overwhelmed by data to **discover relationships and information** from which they can **rapidly make critical decisions.** *Heartwood Analytics™* is customizable to fit your individual needs by easily

integrating relevant datasets that are then leveraged to generate highly advanced patient risk profiles. We present patient outcome-centered information in a single, intuitive dashboard view to aid effective decision making. *Heartwood Analytics™* is a data-agnostic tool to help you better manage care, identify early-intervention

opportunities, and optimize resource utilization across the care continuum.

Please contact us for a live demonstration of CUBRC's *Heartwood Analytics™* system.