



## DISCOVER HEALTHCARE ANALYTICS

Imagine knowing as much about your members as you do about their DNA. Discover how new analytic technologies change the way you care for your members, manage programs, and optimize cost.

### Imagine the Possibilities

- ▶ **Personalize care management for smaller and smaller segments**
- ▶ **Target preventative programs at those who are most likely to change behavior**
- ▶ **Extend your care management analytics to corporate customers**
- ▶ **Optimize cost and utilization to create a healthier population**
- ▶ **Create new models for patient advocacy and community development**
- ▶ **Speed the process of clinical research**

For more information please contact us at [info@paraccel.com](mailto:info@paraccel.com) or call 866.903.0335

[www.ParAccel.com](http://www.ParAccel.com)

### Capitalize on Change

The onset of the digital hospital and electronic medical records forever changes the face of healthcare. Add the challenge of new legislative and regulatory requirements and the need for deep analytics becomes paramount. Information is changing the way patients approach their healthcare, how providers deliver care, and how payers engage their enterprise customers and members. The complexity of making decisions for millions of members with thousands of providers, across a growing number of provider services can create mass confusion if not carefully managed.

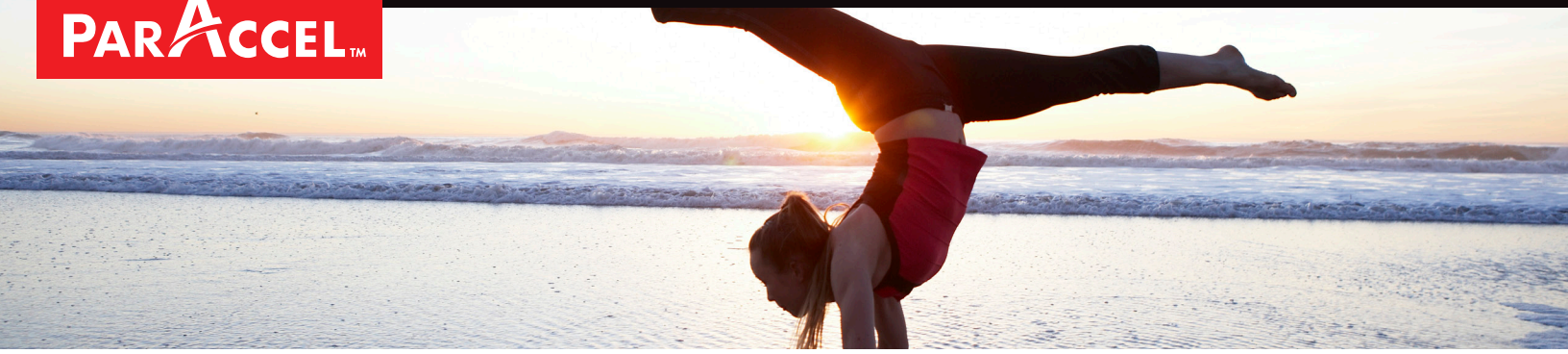
With many organizations pushing toward integrated care management, they find themselves faced with running deep analytics on big data. So imagine what happens when you open your analytic systems to corporate customers and the number of users doubles? How will your systems react when you decide to release analytic models and tie them to care management systems for real-time error prevention? Think about what it takes to detect fraudulent claims before they are paid. What happens when your data grows to genome size with millions of electronic medical records?

To maintain a competitive advantage analytic-driven healthcare companies are looking for new technology that allows them to combine analytics from different part of the business, rapidly bring in new, high volume data sources, and support the rapid delivery of new analytic results.

The result is a new paradigm that embraces applications like “integrated care optimization,” or “real-time, care error prevention.”

### Experience Unconstrained Analytics

The answer to healthcare information challenges is an analytic platform that supports speed and agility in the context of a complex business. The ParAccel Analytic Platform combines a high performance analytic database with a powerful suite of supporting applications that drive unconstrained analytics and accelerate the value of analytics across the entire company.



## Discover Healthcare Analytics

The ParAccel platform allows companies to think outside the box when it comes to analytic applications. Five foundational components open a new world of possibilities:

- ▶ **Core Analytic Database:**  
Analyze anything.
- ▶ **Extensibility Framework:**  
Analyze any way.
- ▶ **On Demand Integration:**  
Analyze on the fly.
- ▶ **Integrated Analytics:**  
Analyze instantly.
- ▶ **Massively Parallel Processing:**  
Analyze without constraints.

### Core Analytic Database. Analyze anything.

ParAccel's core analytic database was built from the ground up to handle everything from billions of electronic medical records to thousands of member segmentations. The combination of columnar storage, adaptive compression, in-memory processing, and on the fly compilation make it platform ready. In addition, the patent-pending Omne Optimizer adjusts concurrent queries, handles more than 1000 joins, and dynamically shares computing resources to get analytics done in the most efficient manner possible over an unlimited number of nodes.

### Extensibility Framework. Analyze any way.

It's our ability to extend the power of our high performance analytic database that make it possible for healthcare companies to be highly efficient and effective. The ParAccel Extensibility Framework opens the core database to new and diverse data sources and analytics through our On Demand Integration modules. In addition, there are libraries of off-the-shelf advanced functions available to the database as part of our Integrated Analytics.

### On Demand Integration. Analyze on the fly.

ParAccel's On Demand Integration architecture creates an open environment where analysts can bring in data from data warehouses and leverage unstructured data analytics before or in the middle of a query. It's the perfect solution for offloading analytics from traditional platforms or bringing in external sources of relevant data. These out-of-the-box modules give users access to the full range of data needed to make the right care management, utilization, and program management decisions every day.

### Integrated Analytics. Analyze instantly.

ParAccel Integrated Analytics pulls the functionality of third party advanced functions right into the core analytic database for easy use and high performance analytic processing. In addition, it's easy for you to create new analytic functions and make them available for reuse to any user or BI tool with access to ParAccel. Over time, you build your own library of advanced functions based on the nuances of your member base, disease management, and logistics. It's customized algorithms and advanced functions that drive a sustainable competitive advantage.

### Massively Parallel. Analyze without constraints.

When it comes to analytic decisions, nothing matters more than timeliness. Our massively parallel processing is a divide and conquer processing technique that coordinates processing simultaneously across separate nodes. The combination of highly efficient interconnect, parallel data distribution, and query execution drives near linear scaling for both loading and analyzing high volume care management transactions, prescription data, and social media in near real-time.

For more information please contact us at [info@paraccel.com](mailto:info@paraccel.com) or call 866.903.0335

[www.ParAccel.com](http://www.ParAccel.com)

## Discover Healthcare Analytics

### Welcome to the World of New Analytics

Consider the business value of new applications like...

- ▶ Member behavior prediction
- ▶ Propensity to change behavior
- ▶ Integrated care management optimization
- ▶ Micro-segmentation for disease management
- ▶ Proactive micro-campaign engagement optimization
- ▶ Utilization optimization
- ▶ Real-time care error prevention
- ▶ Complex fraud detection and prevention
- ▶ Electronic medical record analytics
- ▶ Digital hospital intelligence
- ▶ Corporate healthcare analytic services

#### ABOUT PARACCEL, INC.

ParAccel, Inc. is the proven leader in high performance analytics. Our software-only platform provides the best scalability and price-performance for the widest variety of analytics, unlocking the most value from all available data for both Operational and Discovery workloads.

For more information please contact us at [info@paraccel.com](mailto:info@paraccel.com) or call 866.903.0335

[www.ParAccel.com](http://www.ParAccel.com)

### Extend the Reach of Analytics

**Sophistication.** Experience the broadest analytic reach possible to handle the most complex segmentation and utilization models you can imagine. No matter how simple or complex, confined or widespread, summarized or detailed, simple or mature your analytics, ParAccel will give you the reach you need.

**Speed.** Leverage the fastest healthcare analytic performance to make instant health recommendations and maintain real-time error prevention. With ParAccel linear scaling, there is no limit to the amount of data or level of detail you can analyze.

**Agility.** Run with the quickest analytic response to launch new analytic applications, alter existing applications, and respond to business needs in a timely manner. ParAccel gives you remarkable insight to thrive in the midst of the extraordinary speed of business.

### Get Results Now

It's time for your healthcare business to remove all stops. When it comes to making the right decisions at the speed of business, the answer should be, "Yes, we can do it," not, "It will never work." With technical challenges and limitations set aside, your business leaders will be able to move faster, move smarter, and stay ahead of the competition for a long time to come.

### Accelerate. Innovate. Compete.

When analytic-driven healthcare companies discover the possibilities of unconstrained analytics, they quickly realize the potential of accelerating the spread of analytics across the organization. Ultimately they drive the speed of delivering care management efficiencies, increasing responsiveness to health programs, and driving down the cost of care.

With acceleration comes innovation. Speed and agility frees the analyst to spend time in the analytic discovery process. When analysts can iterate through different scenarios ten times in one day compared to the former once a day, they uncover new market opportunities and reduce risk. Their discoveries quickly translate into new services like personalized preventative care and new patient advocacy models.

Acceleration and innovation create a sustainable competitive advantage. Increasing utilization by small percentages quickly translates into millions of dollars. Predicting member response can help target disease management spending where it has the greatest impact.