SEEING CLEARLY BEYOND THE SCAN:
USING DATA ANALYTICS TO NAVIGATE THE FUTURE OF RADIOLOGY

Jeff Maze, Quinsite CEO & Cofounder (with a big thank you to Lisa Adams!)

Jeff Maze
Quinsite
CEO & Cofounder

Jeff's vision for Quinsite evolved over 25 years of working in the healthcare industry, developing high quality, innovative, advanced analytics solutions.

He has earned a reputation as a healthcare technology innovator and industry thought leader. Jeff serves on the RBMA Data Committee, has been published in multiple industry publications and is a recipient of the RBMA 2023 Global Achievement Award.

AGENDA

- Understanding Data
- What is data in Radiology?
- Power of Data
- Practice Independence & Sustainability
- Increasing Performance
- Driving Revenue
- Improving Quality
- Identifying Data Analytics Tools
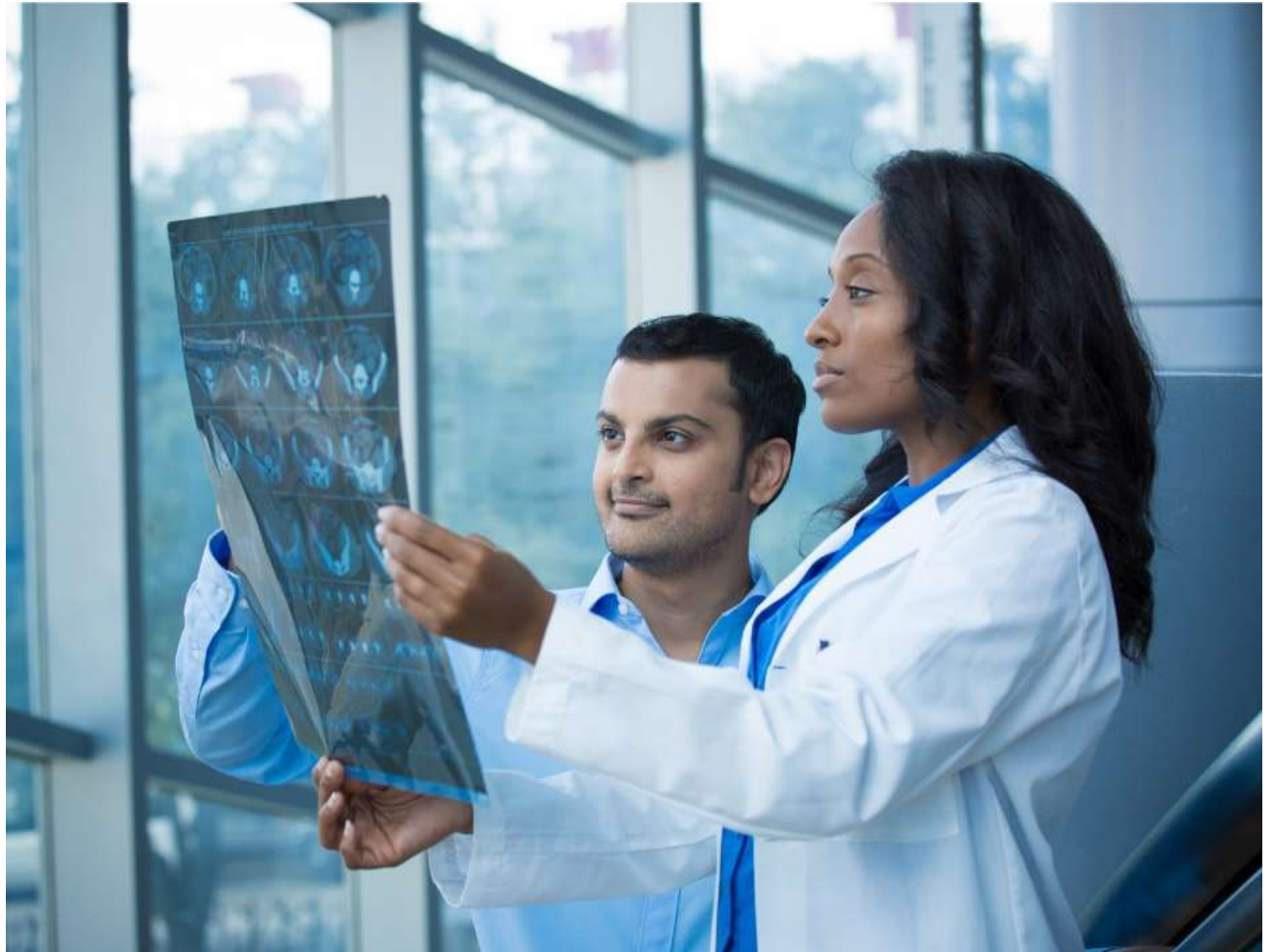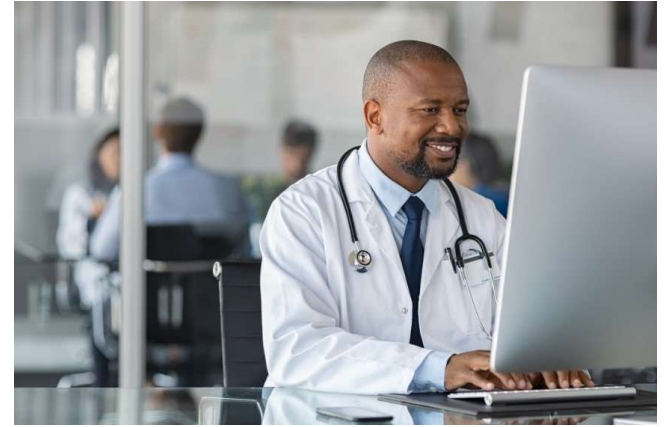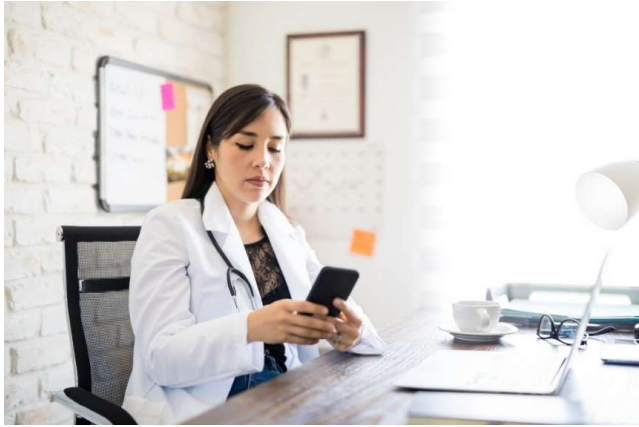
Understanding Data

Connecting disparate systems across your practice provides timely, reliable, and actionable insights to help practice leaders make data-driven decisions with confidence.

- Increase Productivity

- Boost Revenue

- Improve Quality of Care

- Optimize Resources

- Create Efficient Workflows

WHAT IS DATA IN RADIOLOGY?

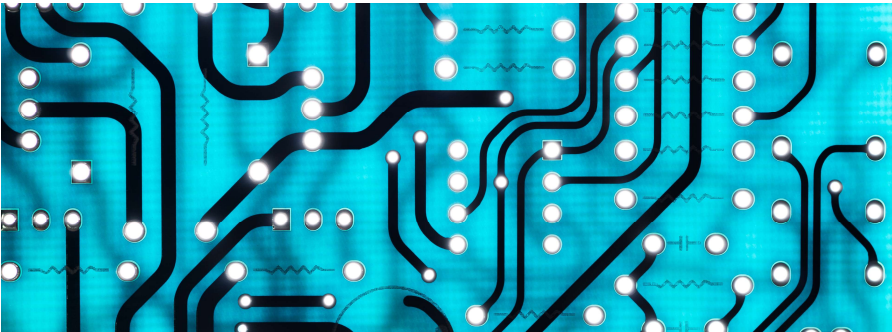- Patient Data/Clinical Outcomes date

- Operational Data

- Financial Data

- Human Resource Data

WHAT IS DATA IN RADIOLOGY?

- IT Data

- Provider Data

- Customer Relations Data

- Revenue Cycle Management Data

THE POWER OF DATA

Amount of data generated EVERY DAY

- Emails: 332 billion
- Texts: 23 billion
- Google searches: 8 billion
- Zoom meetings: 288 million hours
- Amazon: $637 million dollars spent
- DoorDash: $100 million orders placed
- Twitter (X): 500 million tweets

Source: Goldman Sachs

INTERESTING DATA STATISTICS

- 90% of the world's data has been created in the last two years
- 70% of the world's data is user-generated
- The average person generates 1.7 MB of data per second
- Over 80% of data generated today is unstructured
- Around 2.5 quintillion bytes worth of data are generated each day
    - 2,500,000,000,000,000,000 bytes
- There are currently over 44 zettabytes of data in the entire digital universe
    - 44,000,000,000,000,000,000,000 bytes
- Global analytics market is worth $274 billion (healthcare is nearly $80 billion)
- 60% of corporate data worldwide is stored in the cloud
- It would take 181 million years to download all the data from the internet
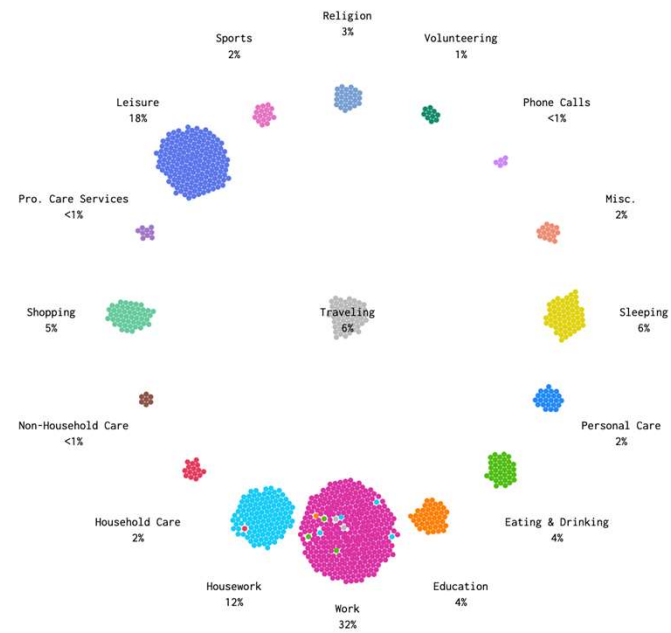- Average U.S. data breach costs $8.19 million

A DAY IN THE LIFE OF AMERICANS

HISTORY OF PANDEMICS

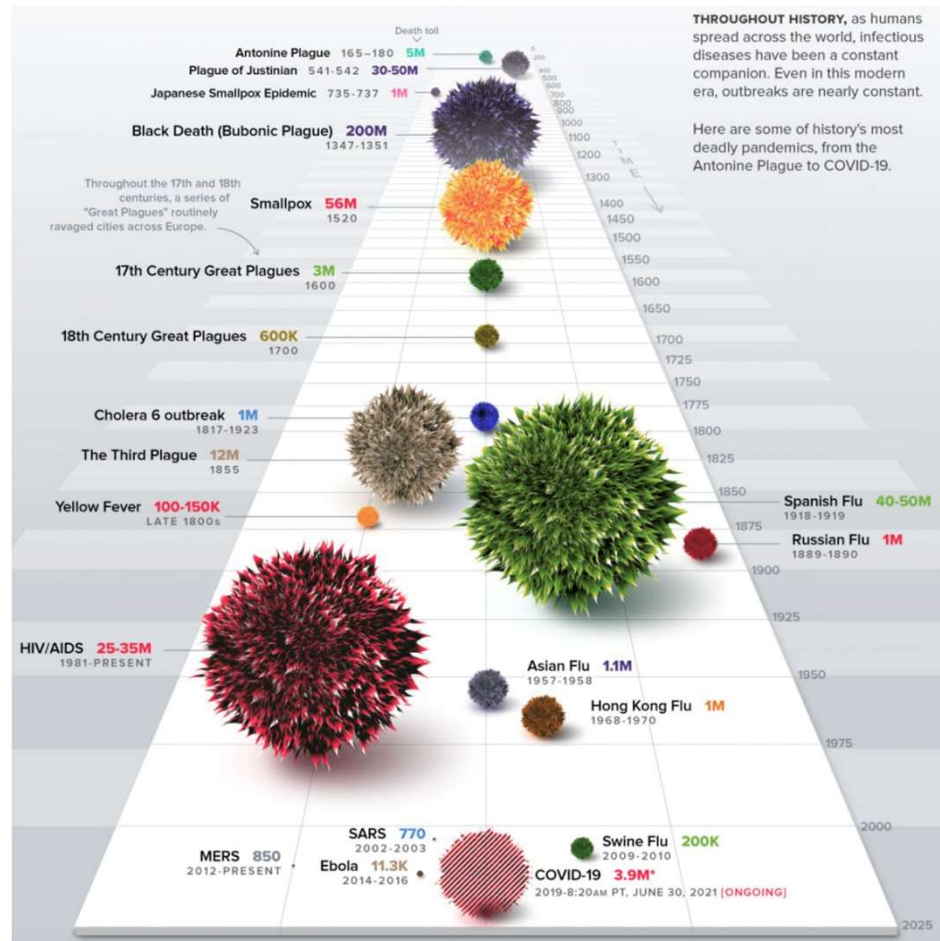# WORLDS POPULATION AT 8 BILLION PEOPLE
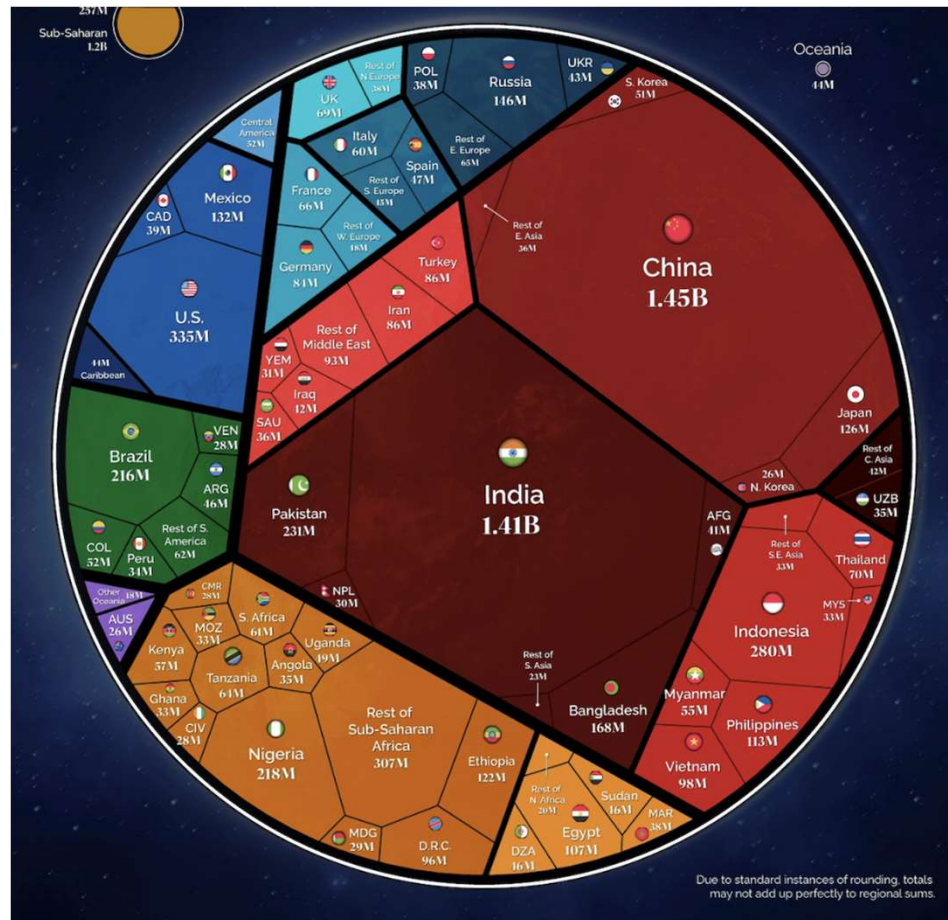
SELFIE EXPLORATION

SUSTAINABILITY & INDEPENDENCE

- Government Regulations

- No Surprise Act

- Insurers

- Private Equity

- Health Systems

- MIPS/MACRA

INCREASING PERFORMANCE

- Increasing provider productivity
- Improving workflows
- Saving administrative time

Provider Productivity

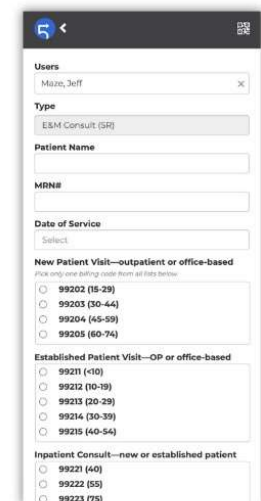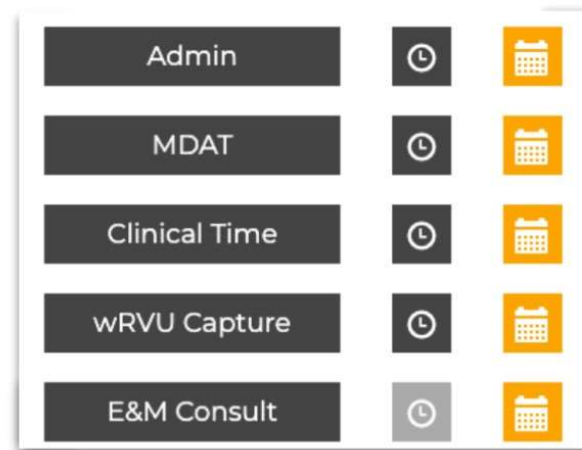Empowering physicians with real-time productivity tracking.

Workflows

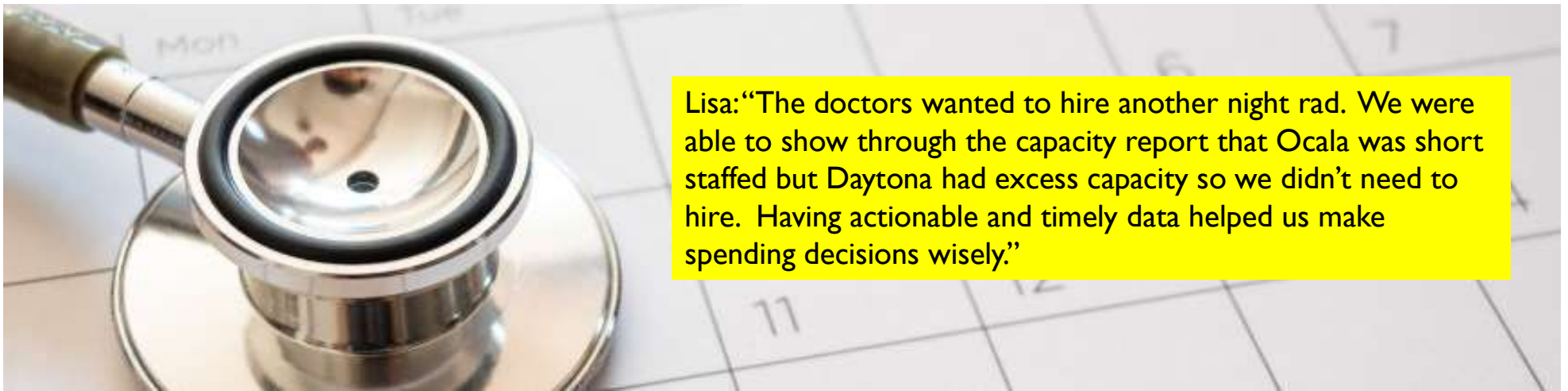Using workflows to improve capture of physician services- RVU and non-RVU related.

OPTIMIZING RESOURCES

- Schedule providers based on forecasted capacity

- Predict future hiring needs

- Identify inefficiencies and implement workflow improvements

- Plan capital expenditures for new equipment

- Establish capacity benchmarks and expectations

Lisa: "The doctors wanted to hire another night rad. We were able to show through the capacity report that Ocala was short staffed but Daytona had excess capacity so we didn't need to hire. Having actionable and timely data helped us make spending decisions wisely."

Capacity Planning

Optimizing physician scheduling to precisely meet demands.
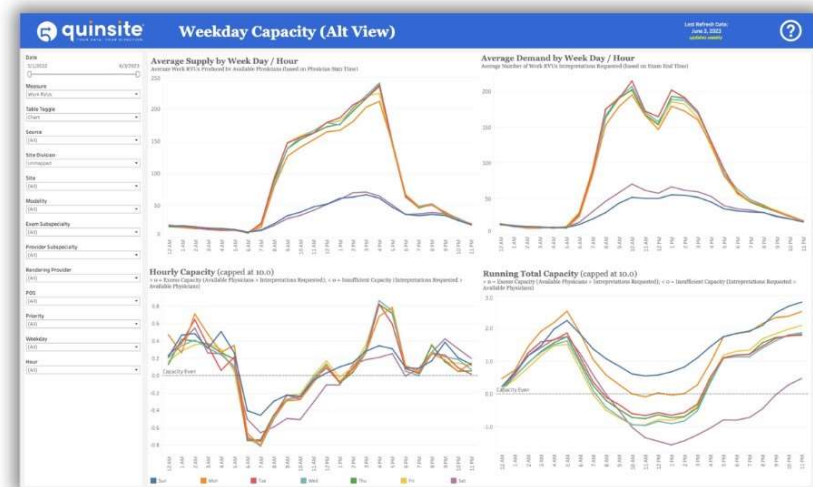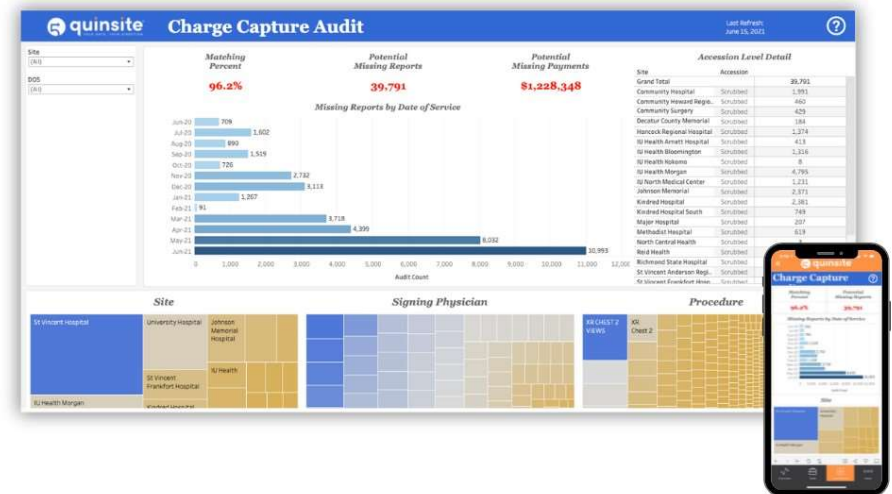
DRIVING REVENUE

- Auditing billing processes
- Optimizing payments
- Monitoring trends

Charge Capture Audit

Tracking all services performed to all services billed.

IMPROVING QUALITY

- Ensuring quality patient care

- Providing exceptional service

- Maintaining compliance standards

Lisa: "For TAT the numbers changed as we eliminated: (1) outliers, (2) outpatient POS, (3) inpatient (leaving ER only), and finally (4) priority stroke. In Ocala that was a shift from showing over a 2 hour TAT to instead showing it was only 6 minutes. It's critical to understand and know what you are measuring so TATs aren't misleading."

Turnaround Times

Tracking turnaround times to ensure compliance and high-quality patient care.
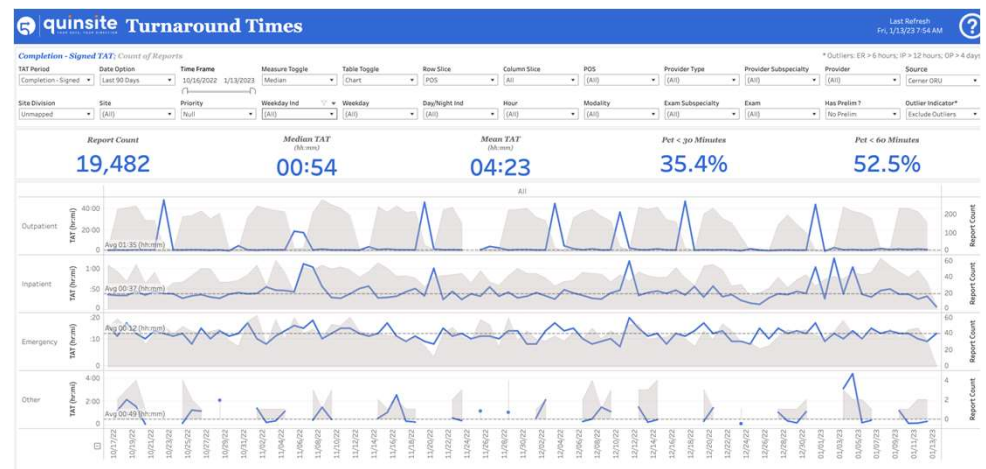
IMPLEMENTING DATA ANALYTICS SOLUTION

- Taking the first steps:
  - data collection
  - analysis
  - visualization
  - integration with existing systems.
- Data security and privacy:
  - Don't underestimate the importance of data security and privacy considerations when implementing data analytics solutions.
  - Think about data anonymization, access control, and compliance with healthcare regulations.

OVERCOMING COMMON CHALLENGES

- Awareness of data silos and impact on completeness of your data. Know where your source of truth is for the information you are looking for. Include your data team in the discussions.

- Resistance to change: Typically due to lack of understanding and fear of not being able to understand. Provide training and demonstrate value and impact.

- Lack of IT expertise- choosing user-friendly data analytics tools. Partner with those that have the resources and knowledge to support you.

EVALUATING DATA ANALYTICS TOOLS

Top questions to ask:

- What data elements are key to you? Can you begin collecting or accessing?

- What is the quality of the data?

- Who should be part of your data team?

- Understand the value of your data

- What is the ROI for the tool?

- Do I build internally or buy?

- If outsourcing, what is vendors reputation with customers?

- Heighten your awareness around Cyber Security

- Pay attention to emerging technologies that will create efficiencies and improve performance (i.e., AI, machine learning)
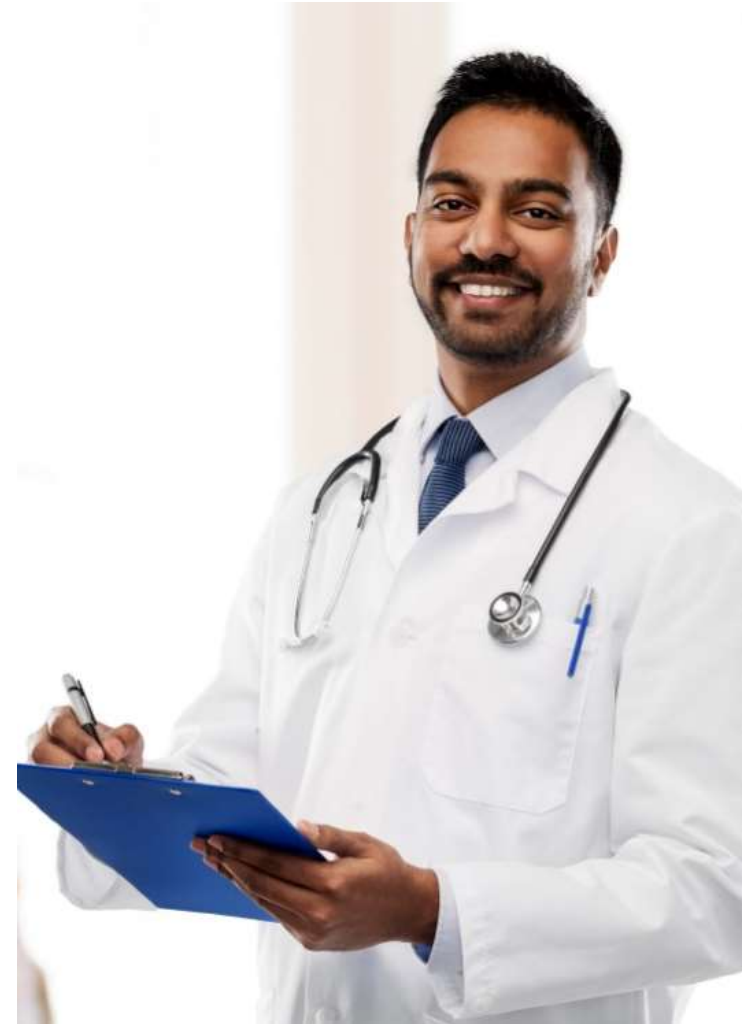
Contact Quinsite today to learn more about our Comprehensive Healthcare Analytics Platform™.

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YOUR DATA, YOUR DIRECTION