How the patient journey creates and shapes health care data

1. Patient is enrolled in an ACO as part of their new employer-sponsored health plan.
2. Patient goes to a visit with their provider.
3. Patient fills prescription for a clinical depression drug at their local pharmacy.
4. Patient begins using a remote monitoring device that allows the care team to monitor their diabetes in real time.
5. Patient's monitoring device transmits a red flag to the provider, who recommends the patient go to the ED.
6. Care team updates the patient's electronic health record.

Consumer Data

The ACO monitors a clinical health assessment and health status of the patient in the electronic health record. The patient and their provider share their experiences and insights to improve care and health outcomes.

Provider Organizations:

- Optimize patient care: Consumer data can help providers identify patients at risk for hospitalization or other health events.
- Improve digital health products: By better understanding clinical safety and efficacy, providers can inform formulary decisions.
- Assess the performance of preexisting products: By analyzing data on drug-to-drug interactions and medication adherence, providers can help craft value narratives for preexisting products.

Health Plans:

- Drive performance evaluation of network providers: By analyzing claims data, health plans can determine and prioritize opportunities to reduce costs and improve quality.
- Understand patients' clinical needs: By analyzing data on medication adherence and drug-to-drug interactions, health plans can tailor marketing efforts to target high-need patients.
- Support business development: By analyzing data on medication claims and adherence patterns, health plans can support business development efforts.

Life Sciences:

- Test software systems, artificial intelligence algorithms, and other digital health technologies: By testing digital health technologies in real-world settings, life sciences companies can improve digital health products and gain insights into patient needs.
- Access to large, representative patient data: Small to mid-sized life sciences companies can access to large, representative patient data without risk of compromising patients' privacy.
- Inform strategies for selecting clinical trial sites: By analyzing data on patient characteristics and healthcare utilization, life sciences companies can identify the best clinical trial sites.

Pharmacies:

- Submit pharmacy claims to payers to receive reimbursement for filled patient prescriptions: By analyzing data on medication adherence and drug-to-drug interactions, pharmacies can improve patient outcomes and optimize cost savings.
- Support the filling and management of prescriptions: By analyzing data on medication adherence and drug-to-drug interactions, pharmacies can support the filling and management of prescriptions.
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Digital Health:

- Capture living data for both chronic care and acute care: By analyzing data on medication adherence and drug-to-drug interactions, digital health companies can help shape research and development efforts.
- Determine and prioritize opportunities to reduce costs and improve quality: By analyzing data on medication adherence and drug-to-drug interactions, digital health companies can help shape research and development efforts.
- Support business development: By analyzing data on medication adherence and drug-to-drug interactions, digital health companies can support business development efforts.