Cognizant Big Decisions 2.0
Empowering healthcare organizations with actionable insights from Big Data

From patient-centered care to improved quality and reduced costs, Big Data offers healthcare organizations the knowledge to achieve these benefits and more. Generating actionable insights from the information locked in dozens of systems requires the right platforms, processes and tools as well as data-smart strategies. Cognizant has the industry, technology and implementation expertise to make Big Data a powerful asset for your organization.

Gathering Big Data Insights with Big Decisions 2.0
Cognizant’s Big Decisions 2.0 is a powerful yet flexible Big Data platform that can use any and all of the data generated by the wide variety of clinical and business systems found in healthcare organizations. Designed and built for huge data sets, Big Decisions 2.0 offers much more than a traditional data warehouse. Its intuitive business intelligence and analytics tools will enable your organization to gain these advantages:

- **Identify care gaps in real time.** Big Decisions 2.0 can analyze care gaps from EMR data as well as clinical notes so clinicians can act immediately—while most data warehouses and traditional information flows require weeks to analyze these gaps.

- **Improve 30-day readmission rates.** Take readmission prevention to a more effective level by combining claims data, clinical notes, demographics and population lifestyle data to generate insights. Quickly learn which treatment protocols are most effective; the effects of demographics on outcomes; and where lifestyle coaching is best used. Predictive modeling enables your organization to understand likelihood of readmissions and launch tactics to prevent them.

- **Achieve 360-degree patient engagement.** Enhance relationships with patients and enrich their experience with your organization by providing well-informed, personalized communications with patients at the point-of-care and post-visit or discharge. Tailor communications through multiple channels to specific patient demographics, lifestyle and health conditions to better educate, coach and connect with patients on a regular basis.

- **Pinpoint areas for clinical and operational improvement.** Align priorities and resources to high value clinical improvement efforts by conducting longitudinal analyses of claims data integrated with relevant clinical and financial data. Enhance comparative effectiveness research by analyzing clinical practice differences. Improve adherence to evidence-based medicine guidelines by proving their effectiveness.

Data-driven Technology Provides Power, Flexibility, Scalability
Our Big Decisions 2.0 platform offers a flexible, agile and economical implementation path, whether deployed as a hosted service or on your...
About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world’s leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 171,400 employees as of December 31, 2013, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.

Generate Greater Business Value Now with Big Decisions 2.0

Gain greater insights into your organization’s clinical, operational and financial performance within weeks by deploying Big Decisions 2.0. Cognizant has the proven technology and consulting expertise to guide your organization in developing data strategies; implementing technology; and developing or enhancing business applications specific to your unique requirements.

Whether your organization is designing a Big Data strategy or building specific business applications, Cognizant can help you identify how to generate savings and new opportunities for improving care delivery, enriching member experiences and creating penetrating clinical, customer and financial insights. For more information about Big Decisions 2.0, contact inquiry@cognizant.com or visit www.cognizant.com.

Cognizant’s Big Decisions 2.0 offers a flexible, Big-Data powered platform that speeds delivery of actionable insights to business and clinical users derived from a wide variety of data sources.

Figure 1

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world’s leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 171,400 employees as of December 31, 2013, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.