Surfacing Value from Unstructured Patient Data

Andrew Malinow, PhD
Director Business Analytics
Baker Tilly, LLC

Mining unstructured data can have tremendous business impact in any industry, however some have more to gain than others. In the Health & Life Sciences there is a tremendous opportunity to transform organizational practices by enabling the analysis of unstructured data sourced from publicly available discussion forum web sites such as www.reddit.com, www.dailystrength.org, www.patientslikeme.com, www.everydaypatient.com, and www.askapatient.com, among others. This presentation demonstrates how an analytics platform can be used to glean insights from unstructured primary patient data and outlines a number of use-cases that would benefit from such an analysis