## How the Analytics of Retail, Banking, and Politics Can Lift Population Health

Dwight McNeill, PhD, MPH Waypoint Health Analytics







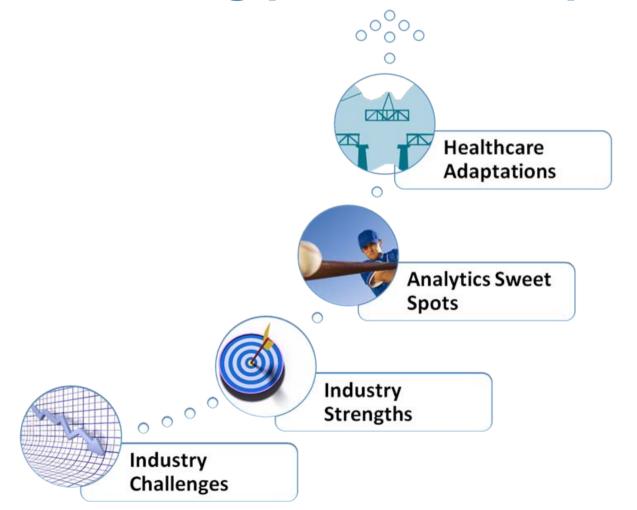
### Why look outside the box?



- Fresh knowledge → Creativity
- Ideas matter → Innovation → Competitive differentiation
- Sensing a Kodak Moment
- "Removing the faults in a stage-coach may produce a perfect stage-coach, but it is unlikely to produce the first motor car." de Bono



## Discovering potential adaptations



## **Cross-Industry Analytics Themes**

Modeling Behavior Change It's the Customer, Stupid

Boundless Personal Data Big Data Promises

Technology
Game
Changers

Looming Privacy Concerns

Sociology, Not Technology

## Unique industry strengths



#### Retail

Acquire, retain and optimize customers



#### **Banking**

Understand and minimize risk



#### **Political Campaigns**

Find, energize, and persuade voters



#### **Sports**

Engage fans with performance data









Buzz & Advocacy

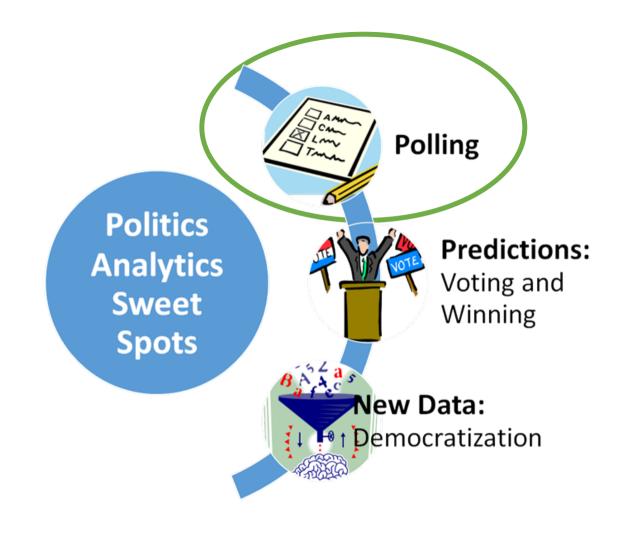




#### Population Health Analytics Adaptation #1

#### Business Need

- Reduce burden of diabetes
- Business Goal
  - Reduce incidence through early ID of obesity
- Adaptation
  - Personal data on height and weight from external sources to compute BMI







#### Population Health Analytics Adaptation #2

## Business NeedActivate people to co-produce health

- Business Goal
  - Reframe success from customer's perspective
- Adaptation
  - Use publicly available (oversampled) BRFSS to report on well-being









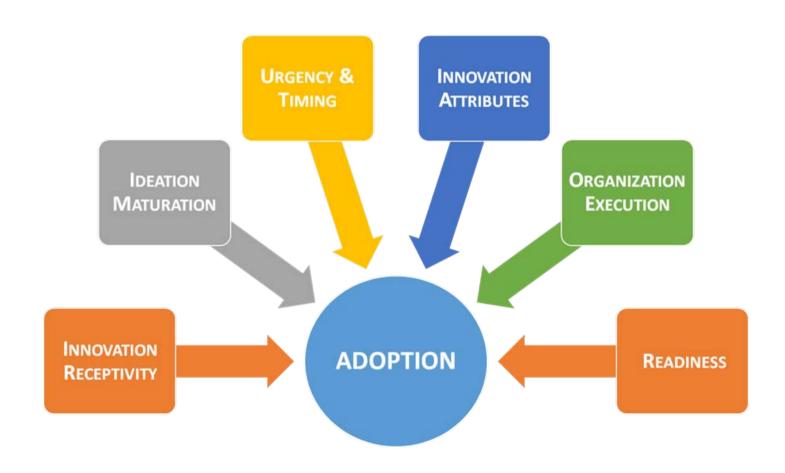


#### Population Health Analytics Adaptation #3

#### Business Need

- Minimize barriers to treatment outcomes
- Business Goal
  - Address patient capabilities and supports to fulfill care plan
- Adaptation
  - Health Improvement Capabilities Score

## **Adopting innovations**



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Book available Summer 2013 FT Press

# DWIGHT McNEILL A FRAMEWORK FOR APPLYING **HEALTHCARE**

What Can Be Learned from the Best Practices in Retail, Banking, Politics, and Sports