
Are you prepared to make the decisions that matter most?

Decision making in healthcare



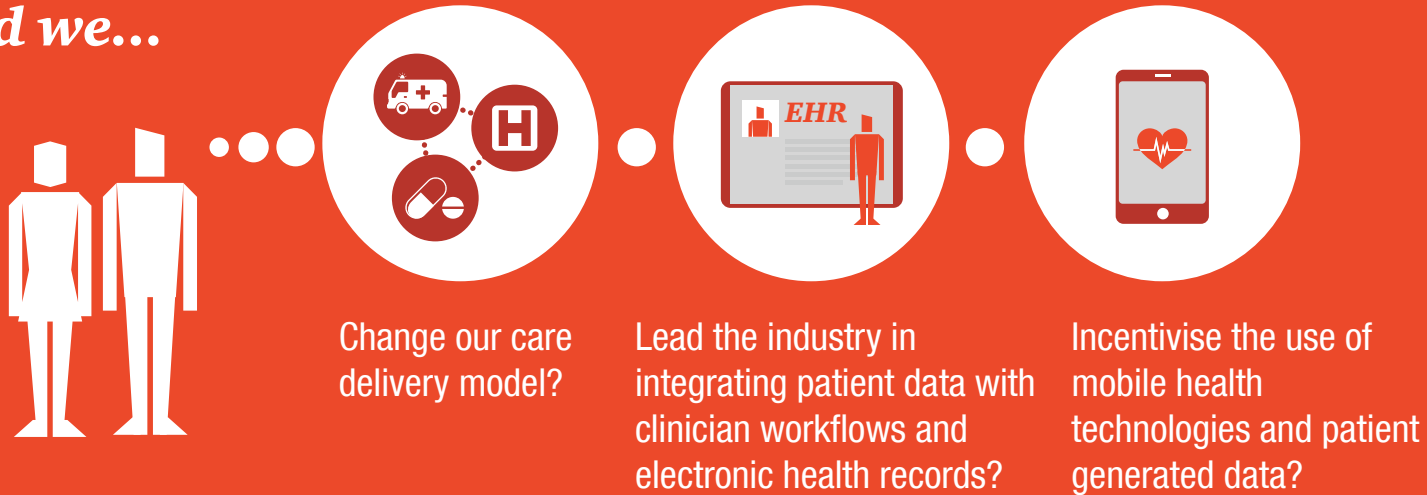


Patient data. Precision medicine. mHealth. Health services are marketed, delivered, and financed in ways that were unthinkable a short time ago. Are your analytics set up to help you quickly spot and evaluate new possibilities and impacts?

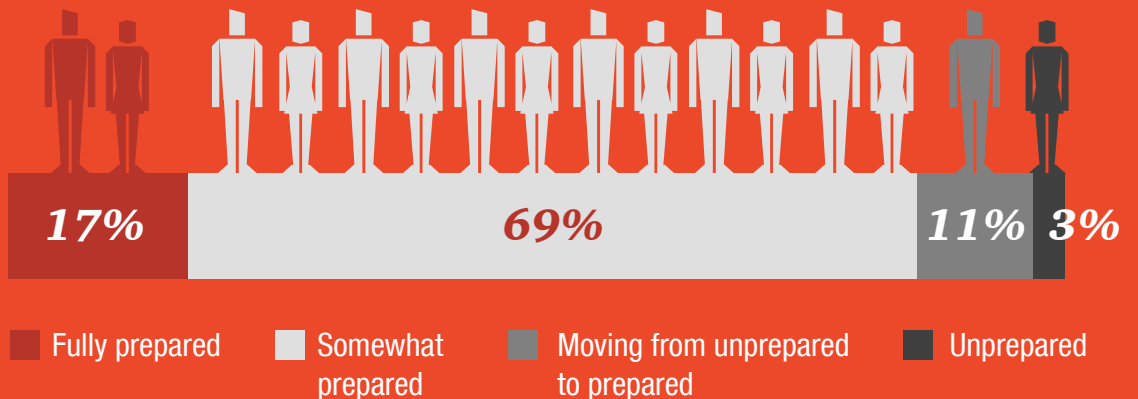
Big decisions in healthcare

Big decisions change strategy and long-term course.
Few feel fully prepared to make big decisions.

Should we...



Few see their senior management as fully prepared to make the most important decision they need to make in the next 12 months

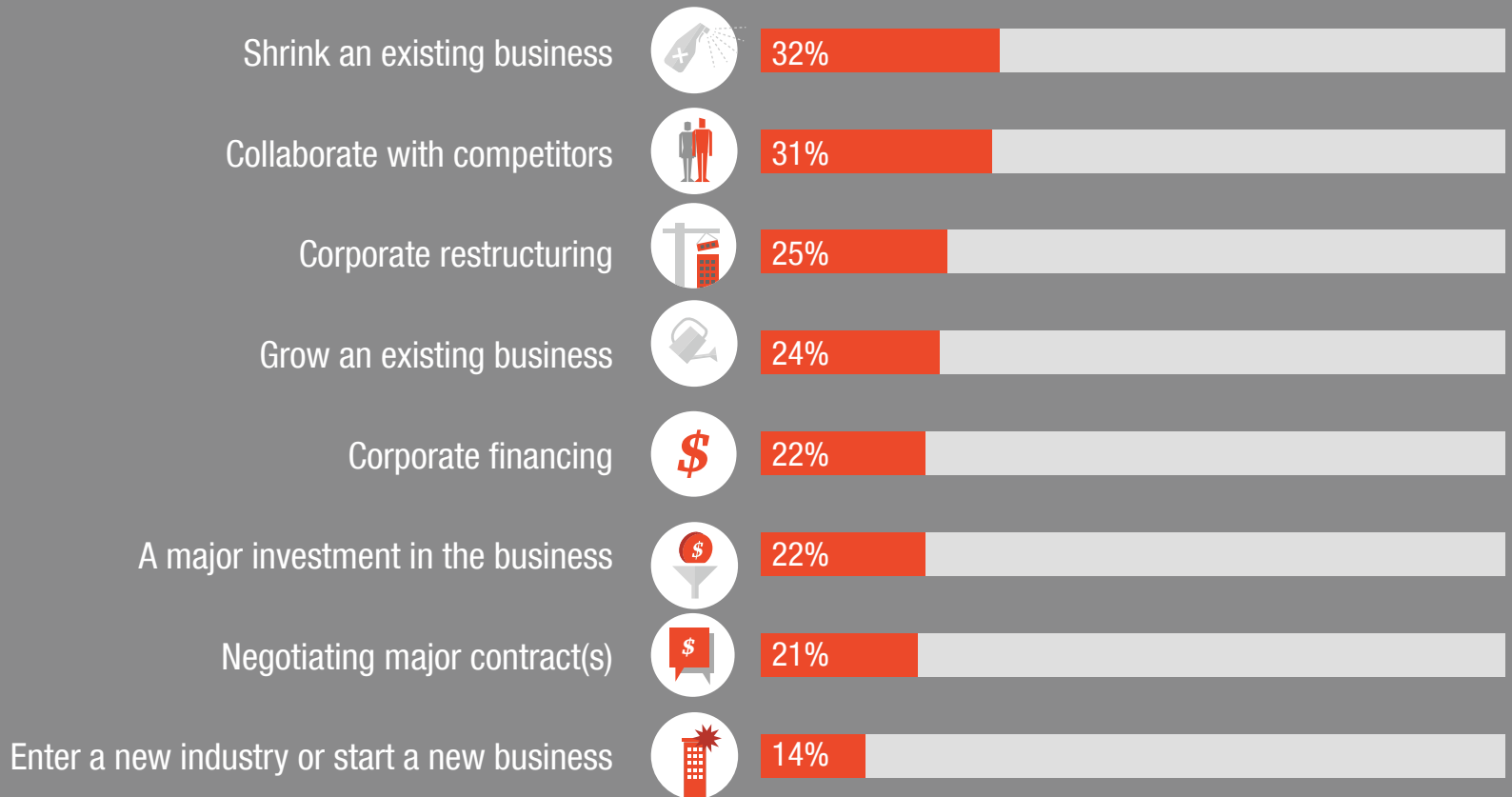


Where speed and sophistication count

The bigger the stakes, the bigger the difference that sophisticated analytical capabilities can make.

Among healthcare executives

Top goals for big decisions, next 12 months



No time for indecisiveness

Among healthcare executives, next 12 months



40% expect to make a big decision at least once per month

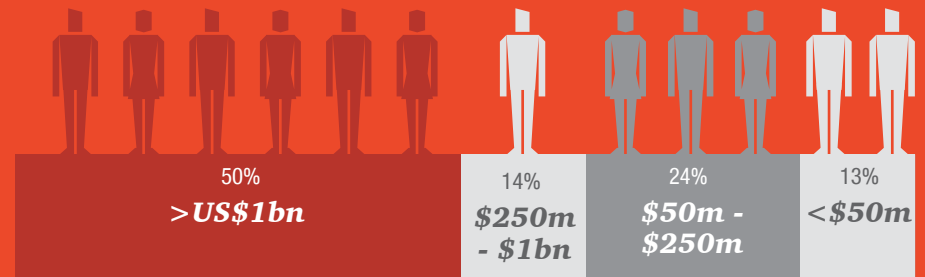


22% say their most important decision will be based on a new opportunity they simply can't ignore



53% plan to revisit their most important big decision within 3-6 months to adjust for new information

50% estimate the value of their most important big decision as US\$1 billion or more in future profitability



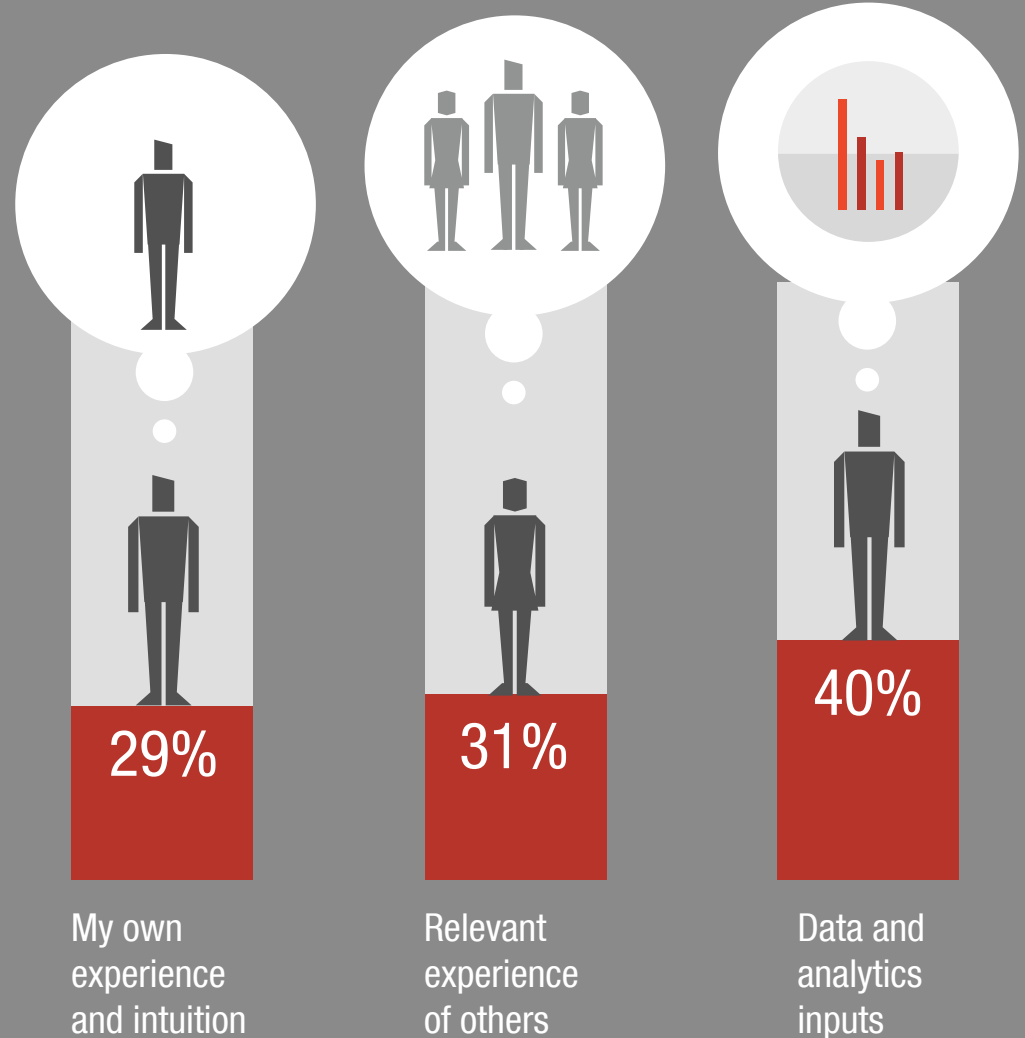
0%
too difficult to value

Both intuition and analytics matter

It's no longer good enough to make decisions based on intuition alone.

Among healthcare executives

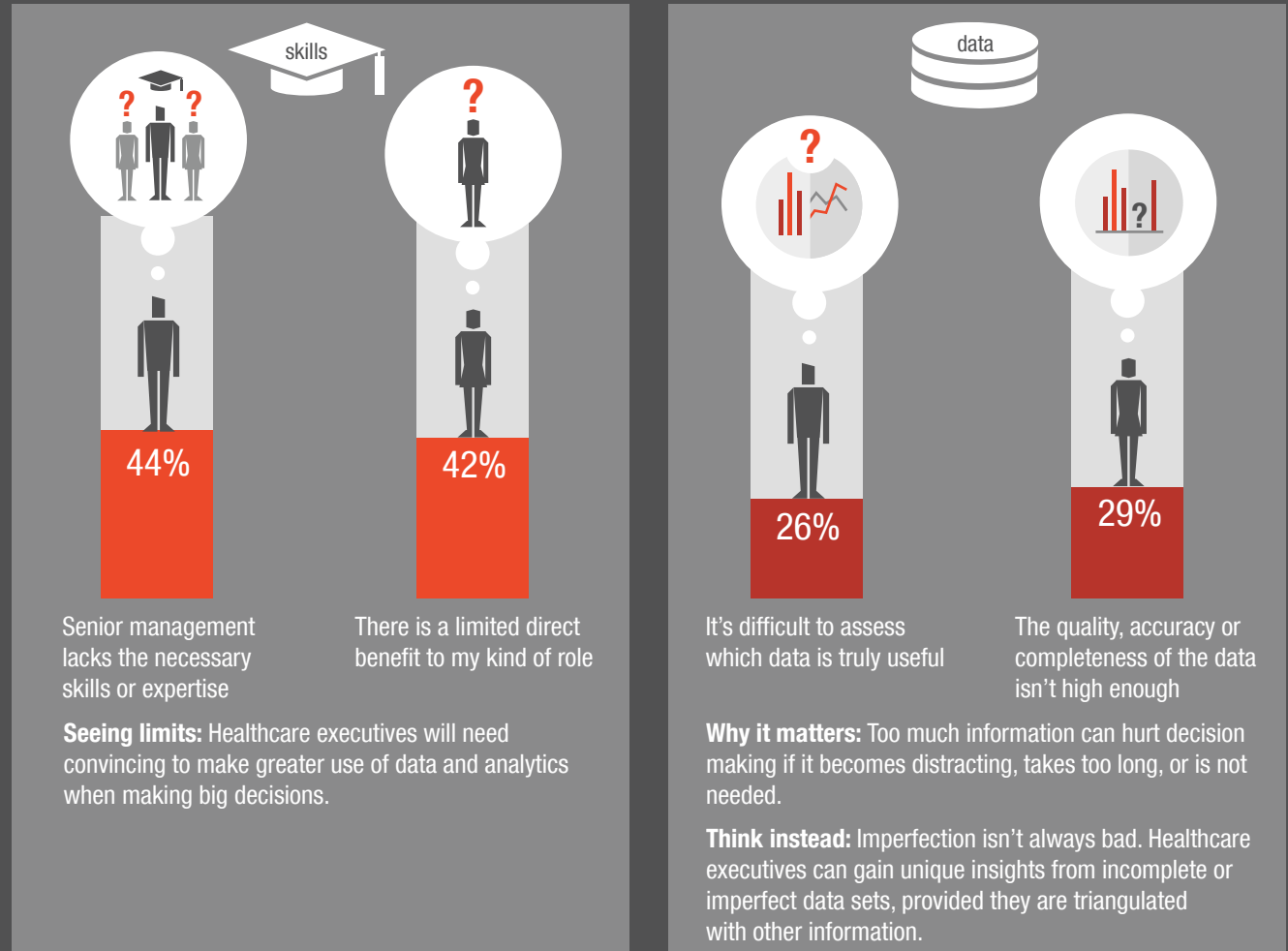
Which did you rely on most for the last big decision you made?



Where deciders struggle: new skills, better analytics

Among healthcare executives: top responses

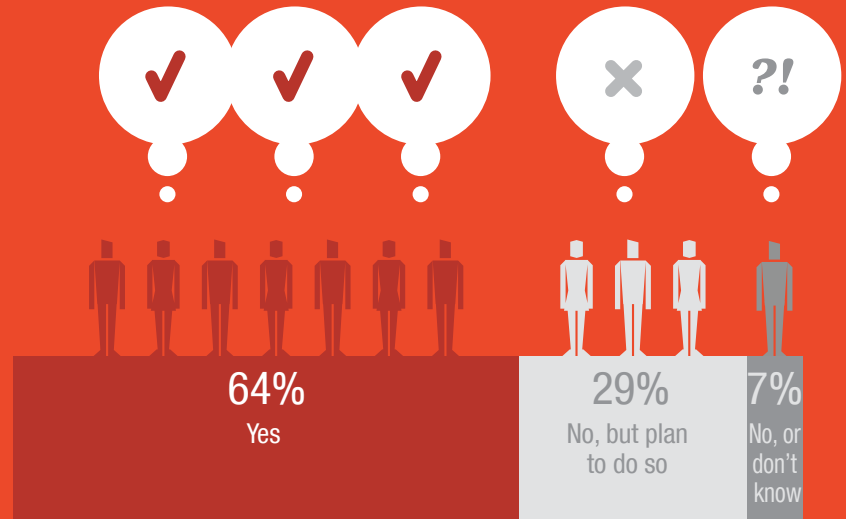
What prevents you from making greater use of data and data analysis when making big decisions?



Where change in decision making is starting to happen

Among healthcare executives

We've changed the way we approach big decision making as a result of big data or analytics



Top three changes, last 24 months



Made greater use of specialised analytical tools



Employed a dedicated data insights team to inform strategic decisions



Relied on enhanced data analytics such as simulation, optimisation, or predictive analytics

Big decisions need better analytics

Some decisions you need to make are big enough to change the course for your business. And decision making 'as usual' may not be right for the task. More data are within your reach to understand what was previously unknown. Sophisticated analytical tools are available to you to 'see' a wider range of possibilities and evaluate them quickly. Now is a good time for an upgrade in your decision making capabilities. Where should you start?

To explore the data and more: www.pwc.com/bigdecisions

Base: Health provision and services, payer and provider (72); All respondents (1,135). Responses of “do not know” and “other” are excluded. Responses may not total to 100%.

Source: PwC's *Global Data & Analytics Survey 2014*.

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