

# 2<sup>nd</sup> International Conference on Health Informatics and Technology

July 27-29, 2015 Valencia, Spain

## Closing the healthcare gap by applying predictive analytics to improve the use of medicines

**Murray Aitken**

IMS Institute for Healthcare Informatics, USA

The combination of expanded real-world data generation, technology platforms to access, link and aggregate the data, and advanced analytical methods, is bringing new opportunities to close the healthcare gap – reducing the difference between optimal care at reasonable cost and healthcare care as it is generally practiced. The value of predictive analytics is being recognized across the health system as a critical tool in the application of informatics, and can be utilized to improve the use of medicines. Specific areas of application include: Identifying types of patients most likely to experience disease progression (prognostic models); detecting undiagnosed patients (diagnostic models); and patient-level responses to different treatment options (applied precision or personalized medicine models). Examples of such applications and impact brought to health systems will be presented. Further areas of opportunity to apply predictive analytics in high priority areas will require further development of data resources, analytic tools, and health systems aligned to applying predictive analytics as a critical input to decision-making.

### Biography

Murray Aitken is Executive Director of the IMS Institute for Healthcare Informatics focusing on the challenges facing the global healthcare industry, the role of medicines in patient care, and prospects for improving patient outcomes, managing costs and maximizing access globally through better use of healthcare information and technology. Prior to joining IMS in 2001, he was a partner at McKinsey & Company where he was based in the New Jersey, Seoul, and Los Angeles offices. He holds an MBA degree with distinction from Harvard University, and a Master of Commerce degree from the University of Auckland in New Zealand.

[maitken@theimsinstitute.org](mailto:maitken@theimsinstitute.org)

Notes: