



Big Data Must Go Beyond Clinical Role to Support Decision-making by all Healthcare Stakeholders, Blue Health Intelligence Expert Tells Medical Technology Conference

CHICAGO (June 20, 2018) – Shayan Bhattacharyya, director of Strategic Partnerships at Blue Health Intelligence®, participated in a June 5 panel discussion at the DeviceTalks Minnesota conference to discuss shifts in industry collaboration as well as the role big data and artificial intelligence play in strategic business planning.

In a [post-event recap article by MassDevice.com](#), Bhattacharyya was quoted as urging leaders of medical technology companies to take advantage of all the data being generated in healthcare.

“The last decade or so has seen a steady proliferation of ethnographic, human-centered design methodologies,” he said. “This has led to a number of critical breakthroughs in several therapeutic areas. I think the next horizon will be to expand that philosophy to include the perspective of other stakeholders, such as payers. Insights derived from big data analytics, such as what we have Blue Health Intelligence, will be critical in enabling that process.”

BHI's analytics and consulting support data-driven initiatives for medical device companies, health plans, and third-party vendors. These include market assessments, comparative effectiveness studies, trending analyses, predictive analytic models, and research-driven medical communications.

About Blue Health Intelligence®

Leveraging the power of claims data from more than 180 million Americans, [Blue Health Intelligence](#) (BHI) delivers insights that empower healthcare organizations to improve patient care, reduce costs, and optimize performance. With the largest, most up-to-date, and uniform data set in healthcare, BHI provides an accurate representation of the health profile of commercially insured Americans. Blue Health Intelligence is an independent licensee of the Blue Cross Blue Shield Association and carries the trade name of Health Intelligence Company, LLC. For more information, visit www.bluehealthintelligence.com.

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