

IBM Cognos BI & Performance Management Solutions for Healthcare

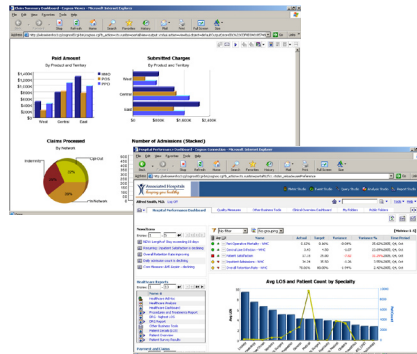
Improve Care, Reduce Costs and Make Better Decisions

Overview

- Organizations across the healthcare continuum rely on IBM Cognos performance management and business intelligence (BI) software solutions to identify and leverage core competencies, exploit competitive positions, promote productivity and constantly improve, measure and monitor quality.**

The Power of Performance Management

Healthcare organizations worldwide turn to IBM Cognos solutions for BI and performance management. The need to organize, analyze and assimilate information from numerous and varied sources is a critical requirement in today's challenging times. IBM Cognos software is enabling care delivery organizations, health plans and healthcare sponsors to turn data into meaningful information that can support clinical process initiatives and improve business operations.



The healthcare industry is at a crisis point, with organizations facing ever-escalating costs, inconsistent quality, a critical shortage of skilled workers and an increasing demand

for services. Because many of healthcare's problems are process and system related, solutions that support transformation lie in the principles, processes and technologies of performance management.

IBM Cognos performance management solutions turn data into actionable information—information that brings a common understanding and insight into your current performance and supports better decision-making throughout your organization. IBM Cognos software provides capabilities to measure and monitor performance, generate timely reports and analyze data to improve operations. It allows healthcare organizations to display complex analytical information through easy-to-review scorecards and dashboards. This consistent, objective and actionable information supports the quality initiatives and collaboration necessary to transform healthcare organizations. By utilizing the IBM Cognos performance management

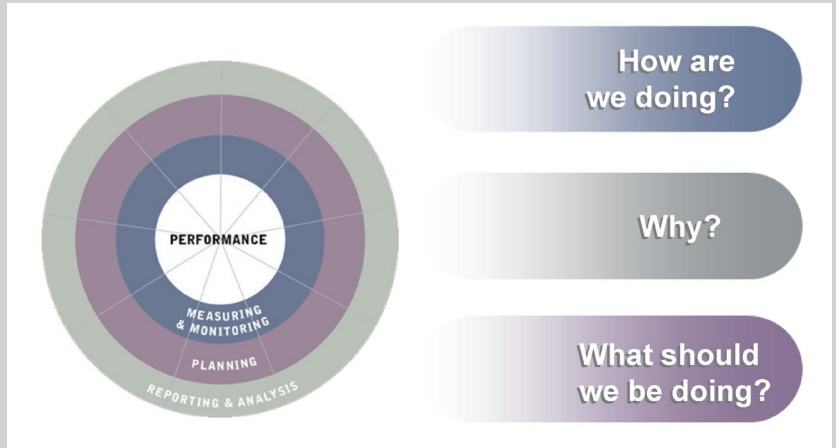
enterprise framework, health industry organizations can:

- **Reduce costs.** Identify, implement and monitor operational process efficiencies to drive down operating costs.
- **Improve care quality.** Optimize and align clinical processes to improve quality, patient safety and clinical outcomes.
- **Promote transparency and access.** Provide cost and quality information to purchasers, consumers and regulators to drive accountability, collaboration and equitable access to care.
- **Drive sustainable and profitable growth.** Support the organizational mission by ensuring market competitiveness and leveraging capacity and capabilities to expand into new markets, partnerships, products and services.

Executives and managers can receive highly visual, at-a-glance views of meaningful information so they can quickly focus on the areas of performance that need to be improved. Information is delivered to the right people at the right time, allowing them to drill-down to analyze performance and enable better decision-making based on relevant facts.

A Performance Management Framework

IBM Cognos software provides a performance management framework that allows healthcare organizations to measure and monitor performance, plan for the future and provide clinicians and administrators with reporting and analysis that enhances clinical care and business operations.



IBM Cognos software provides a performance management framework that allows healthcare organizations to make information accessible and consistent throughout the enterprise.

When decision-makers are looking to improve operations, they ask questions in three fundamental areas to drive performance improvement decisions:

- How are we doing, and where are we right now?
- Why are we where we are, and how did we get here?
- What should we be doing differently?

IBM Cognos software helps users to measure and monitor the business, and it provides reporting and analysis capabilities that allow users to analyze historical data and understand trends. Planning becomes the lynchpin of this performance management framework, as it allows decision makers to analyze a forward-looking perspective to gain a clear understanding of what the organization should be doing. IBM Cognos software enables healthcare organizations to deliver targeted and timely information to users throughout the organization to optimize performance and enable better decisions.

Improve Operational Performance

Better access to information supports critical decision-making and can help you proactively identify improvements to enhance operations and support collaboration around improved care models and practices. IBM Cognos performance management and BI solutions are helping healthcare organizations around the world:

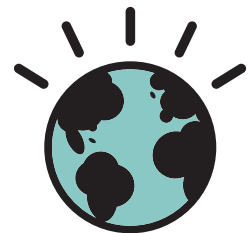
- **Optimize service lines.** Identify core competencies, exploit competitive positions, develop new delivery models and specialty programs, weed out unproductive services and improve customer and member satisfaction.
- **Support quality initiatives.** Provide at-a-glance reporting on key quality metrics and initiatives across the enterprise, and establish a single integrated view of information for clinician and care provider decision-making.
- **Support pay for performance.** Provide reporting capabilities to help physicians better serve the needs of their patients—and promote better outcomes. Set up proactive alerts for disease management, notification of wellness actions and follow-up care.
- **Improve financial processes.** Replace manual spreadsheets, accelerate closing cycles and automate consolidations to enable more timely and effective financial management. Perform driver-based planning, unite financial data from multiple sources and identify trends and areas of exposure to enable better margins.
- **Gain an enterprise-wide view.** Migrate away from isolated departmental decisions by allowing practitioners and managers to access information that supports the organization's goals and objectives.
- **Implement planning tools** to analyze past performance and set future goals and metrics.
- **Deliver scorecards and dashboards** that give clinicians, managers and executives an actionable snapshot into performance and promote collaboration on care processes.
- **Provide timely reports and analysis** to identify critical issues and allow users to drill down into the many dimensions of a problem so they can choose the best options available.

Never has it been more critical for healthcare organizations to measure, monitor, plan and report on performance, and IBM Cognos software allows healthcare institutions

to improve performance across the organization and drive accountability in these challenging economic times.

Smarter Healthcare

A smarter healthcare system starts with better connections, better data and faster and more detailed analysis. IBM is playing a pivotal role in bringing connectivity to healthcare because we touch more points in healthcare than anyone else. And as one of the world's largest employers, we have a vested interest in making healthcare transformation work.



IBM is creating a smarter, more connected healthcare system that helps healthcare organizations apply advanced analytics to improve healthcare and drive down operational costs. IBM Cognos performance management and BI solutions bring people and data together to improve efficiency and patient care. In helping to build a smarter healthcare system, IBM Cognos software helps ensure that real-time data reaches the right people at the right time so they can make the right decisions to improve care processes and enhance cost management and business operations.

About IBM Cognos® BI and Performance Management

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: www.ibm.com/cognos/healthcare.

Request a call

To request a call or to ask a question, go to www.ibm.com/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.



© Copyright IBM Corporation 2009

IBM Canada
3755 Riverside Drive
Ottawa, ON, Canada K1G 4K9

Produced in Canada
July 2009
All Rights Reserved.

IBM, the IBM logo and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

Any reference in this information to non-IBM Web sites are provided for convenience only and do not in any manner serve as an endorsement of those Web sites. The materials at those Web sites are not part of the materials for this IBM product and use of those Web sites is at your own risk.