

# The New Frontier of Data Analytics

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Would you want to have a \$250,000 physical? Of course not. But entrepreneur and futurist Michael Vassar is betting that some people will.

Vassar was featured in a recent New York magazine article where he described his new venture, MetaMed, which seeks to use data analysis techniques of medical records and medical literature to provide customized diagnosis and treatment plans for those who request—and can pay for—"all the medical intelligence the smartest scientists and doctors can conjure."<sup>1</sup>

Industry experts are divided as to whether or not MetaMed's artificial intelligence approach to medicine is helpful or effective. But it's useful to see how Vassar and others are exploring the opportunities data analysis offers and its potential for improving healthcare.

## An Asset to Organizations

Examples like this convince me that data analytics is the new frontier. To me, this thought is exciting because HIM professionals have the chance to be at its center.

But on a daily basis, it's not realistic to imagine that everyone can take a "Big Data" approach to data analytics. Rather, think of data analytics as a set of skills that enables useful, applicable decision making or problem solving. From this perspective, a solid data analytics approach can be an asset to healthcare organizations, especially considering the additional information that ICD-10 will provide.

Here's a way to begin: Understand what your organization's strategy and goals are and use your skills to help move the organization forward, looking at the data. The articles in this issue provide some real-life approaches to data analytics.

## The Rise of Data

In our cover story, "[Healthcare's Data Revolution](#)," Lisa Eramo discusses how the increasing amounts of data are changing the way healthcare professionals do their jobs today and how HIM professionals can transition into new roles as the change occurs.

HIM professionals are expected to help lead data analytics innovation at their places of business. In "[Leading Innovation in Enterprise Information Governance](#)," Linda Kloss shares a model for enterprise information management and governance and offers some short-term actions HIM professionals can take to lead this change in our own organizations.

To know where we are going, we must understand where we've been—particularly when migrating data to a new electronic health record. Neysa Noreen shares the experiences of a Minnesota children's clinic in "[Data Migration Lessons Learned](#)."

Finally, as workloads increase and workforce shortages persist, it's a fact that in healthcare, as in other industries, offshoring of services is becoming common. Joseph Gurrieri and Karen Karban provide an overview of the implications for coding in "[The Good, Bad, and Reality of Offshore Coding](#)."

In ventures into data analytics, a practical approach can be the best way to start. Once we begin the work, however, the possibilities are endless. I'll see you on the new frontier.

## Note

1. Mitchell, Luke. "The \$250,000 Physical." *New York*, June 24-July 1, 2013, pp. 68-69.  
<http://nymag.com/health/bestdoctors/2013/metamed-personalized-health-care>.

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Driving the Power of Knowledge

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