

Health System Market Forecasting

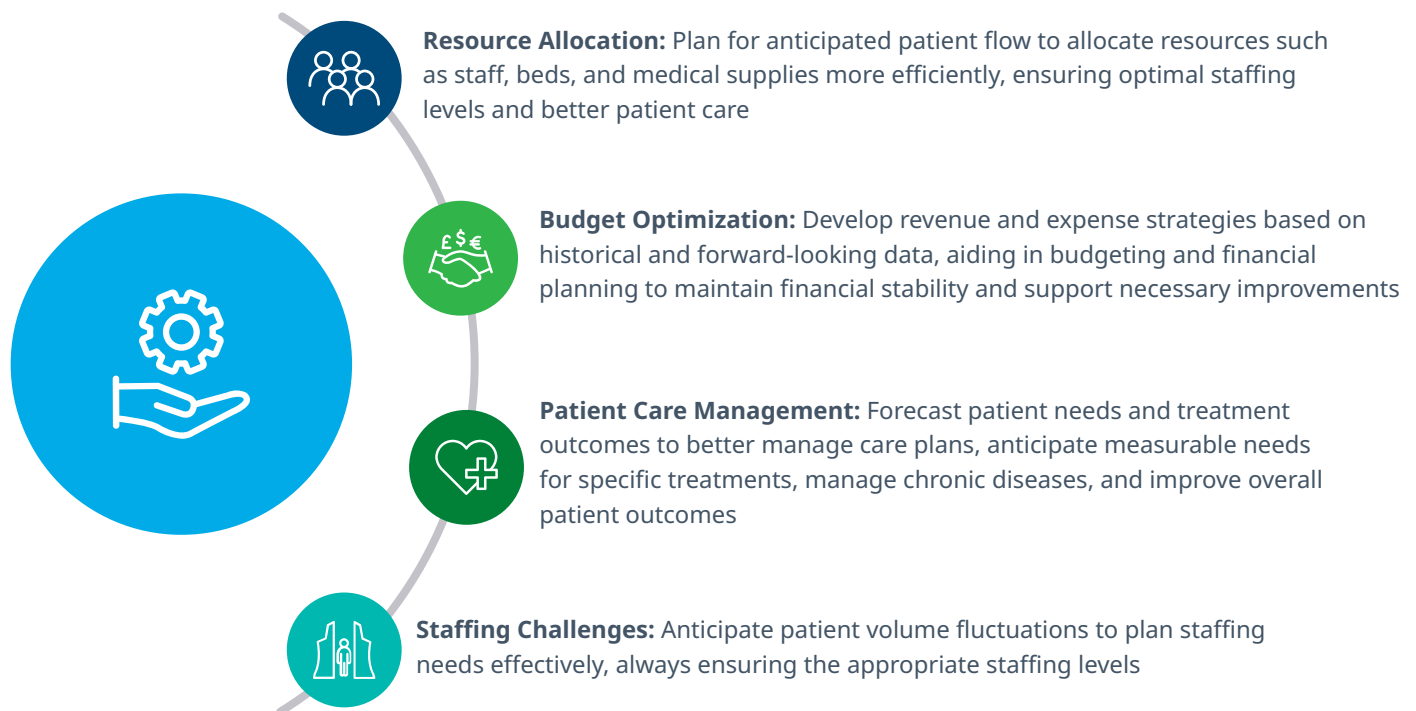
Empowering health systems and hospitals to optimize resources and enhance patient care with advanced analytics

IQVIA's Healthcare Utilization Forecasting Solution is designed to address critical challenges faced by health systems and hospitals. By leveraging advanced analytics and proprietary forecast modeling, this innovative solution enables organizations to allocate resources such as staff, beds, and medical supplies more efficiently based on anticipated patient inflow and outflow, while also staying ahead of emerging trends and demand needs.

This solution empowers healthcare providers to forecast future patient population healthcare needs, ensuring they are well-prepared for shifts in patient demographics and disease prevalence. By getting in front of these trends, health systems can proactively manage resources, leading to optimal resource utilization, improved patient care, and significant cost savings.

Key benefits

Providing a strategic advantage by enabling healthcare organizations to anticipate and respond to future challenges, ensuring they are always steps ahead in delivering high-quality care.





Key technical details



Built on IQVIA's industry-leading healthcare data ecosystem

Ensures the development of forecasting models using the most comprehensive snapshot of healthcare claims over the past decade



More than 1M healthcare forecasting models

Developed from >1M forecasting models covering local markets and target service lines



Rigorous forecast model testing and validation

Driven by Mean Absolute Percentage Error (MAPE) scoring methodologies



Long-term forecasts

Provides 3, 5 and 10-year forecasts of diagnoses, procedures, population, socioeconomic, and managed care demands and trends in addition to forecasting where patients will receive care via place of service reporting.



The most granular sub-national lens of U.S. healthcare demand

Developed from national to subnational levels including to the zip-5 across 30 service lines curated and maintained by IQVIA's dedicated team of clinical experts



Comprehensive data ecosystem

Covers 20+ years with over 11M healthcare professionals, 750K healthcare organizations, 1.9B medical claims annually, 1.5B institutional claims annually, and over 4B Rx transactions annually

Real world use case

Challenge

A large healthcare system faces difficulties in resource allocation and financial planning due to the complexity and variability of patient demographics, diagnoses, procedures, and payer types. Serving a diverse population across multiple zip codes, the system struggles to prepare for future healthcare needs and costs accurately and proactively.

Solution

To address this, the healthcare system adopts IQVIA's Healthcare Utilization Forecasting Solution. This solution provides 3, 5 and 10-year forecasts of patient demand for various conditions and procedures by analyzing population data, payer types, and Social Determinants of Health (SDoH) changes in the market. It employs advanced modeling algorithms to analyze historical data and forecast future trends including the ability to provide insights into the places of service where patients will receive care.

Outcomes

- **Improved resource allocation:** Enhanced ability to allocate resources including locations, such as staffing and medical supplies based on predicted patient volumes and needs
- **Enhanced financial planning:** More accurate forecasting of payer mixes and associated costs aids in budgeting and financial planning, reducing unexpected expenses
- **Targeted interventions:** Identification of high-need areas enables the implementation of targeted health interventions and outreach programs
- **Supply chain management:** Forecasting demand for medical supplies helps maintain optimal inventory levels, reducing shortages and excesses
- **Improved patient care:** Better resource management leads to reduced wait times, improved patient flow, and enhanced overall patient satisfaction
- **Cost savings:** Efficient resource utilization results in significant cost savings by avoiding overstaffing and reducing overtime expenses

Elevate your health system's efficiency

Unlock the power of advanced analytics with the healthcare utilization forecasting solution. Accurately forecast patient demand, optimize resource allocation, and enhance financial planning.

Don't let the complexity of patient demographics and healthcare needs overwhelm you. Contact us today to schedule a demo and see the power of forecasted market and competitive insights in action!

