

5 Data Trends In Healthcare and Life Sciences



Whether you're a life sciences manufacturer, a healthcare provider, or a healthcare payer, there are numerous opportunities to leverage data from the healthcare ecosystem to improve patient outcomes.

Healthcare providers and payers use data to:

- Inform treatment decisions, support clinical decision-making, and inform reimbursement decisions
- Do predictive analytics on their members to understand cost drivers
- Support their value-based payment models and help control fraud, waste, and abuse

Pharmaceutical manufacturers use data to:

- Support early research and drug development
- Augment the design of clinical trials and improve patient recruitment strategies
- Support market access and pricing
- Understand real-world treatment patterns and patient outcomes
- Understand unmet medical needs

In this ebook, you will discover the data trends that are disrupting the healthcare and life sciences industry, and learn how to unlock the value of healthcare and life sciences data with Snowflake.