

Offering **real-time analytics solutions** to a healthcare player, in its obesity management application.





## About the Company

The client scales obesity treatment by empowering physicians with tech-enabled tools, including virtual care platforms that incorporate telehealth, clinical decision support, remote patient monitoring, online education tools, and medical treatment approaches that are personalized for every patient.

They aim to build a platform that includes all the tools and resources needed to deliver effective care to patients virtually and in-person.

## Business Requirements

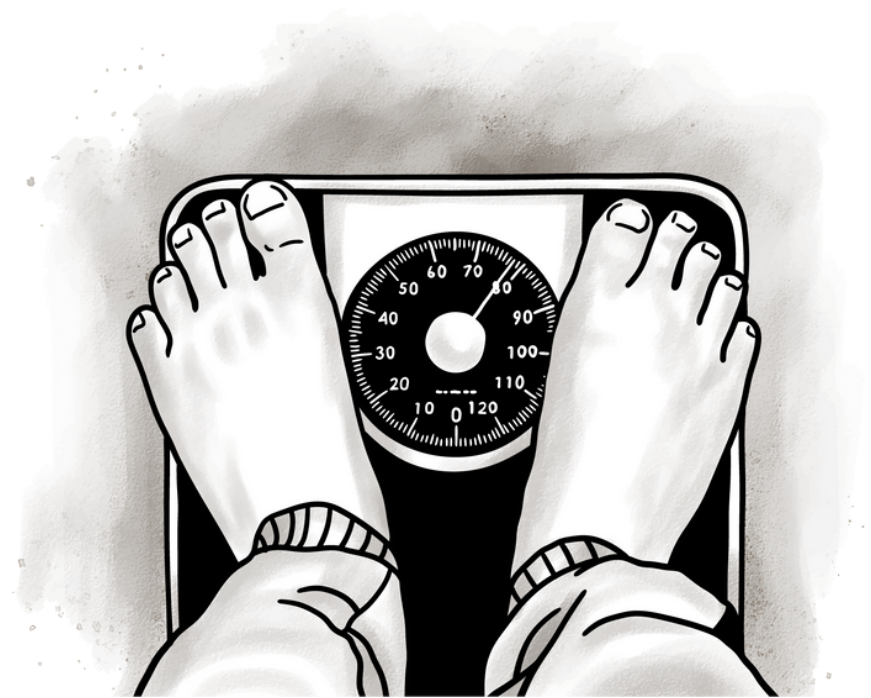
### 1) Establishing Effective KPIs for the Application's Impact Assessment

The organization faced challenges in implementing the right key performance indicators (KPIs) that accurately measure the impact on patients' body weight, comparing their current weight to baseline measurements before and after treatment.

### 2) Integrating Data from Diverse Sources

They required robust data pipelines to integrate data from disparate sources, including Google Analytics, Salesforce, and AthenaOne (Electronic Health Record), to create a cohesive dataset for evaluating the app's effectiveness.

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### 3) Custom Reporting for Providers and Patients

They required tailored reports for both providers (physicians) and patients to assess the efficiency of the app's treatment approach. Providers required reports showcasing patient progress and treatment outcomes, whilst patients required insights into their health journey and the effects of their treatment.

### 4) Biomarker Analysis for Comprehensive Health Evaluation

To efficiently perform biomarker analysis to assess the holistic health improvements resulting from the app's treatment. This analysis helps them derive a deeper understanding of physiological changes beyond weight loss, enhancing the evaluation of overall patient health outcomes.

## Zuci's approach to the data analytics need of the client

01

We performed a What-If Analysis using z-TEST to determine the baseline weight for patients. This analysis helped understand the app's effectiveness in achieving weight loss goals.

02

Assessed the necessary KPIs for providers (physicians), including measuring how many patients each provider could effectively manage, and the quality of care provided.

03

Dashboards were developed using Domo to facilitate ongoing monitoring, allowing providers to track their performance against established KPIs.

04

Established a Patient Engagement Score through Pendo behavioral analysis.

05

We evaluated the platform's data model and schema with constant collaboration and analysis, ensuring clarity in data sources, structures, and relationships. This understanding helped seamlessly integrate data from multiple sources.

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05

## Zuci's approach to the data analytics need of the client

06

To avoid cloud resource burden, we created custom data pipelines using PostgreSQL. These pipelines facilitated data extraction, transformation, and loading (ETL) from multiple sources, including Google Analytics, Salesforce, and AthenaOne, into a unified database for analysis.

07

Created custom reports that showcased patient progress and treatment outcomes using SQL queries and PostgreSQL, providing actionable insights to optimize patient care.

08

Created user-friendly reports within the platform to help patients understand their health journey and the impact of their actions.

09

Collected key physiological indicators beyond body weight, such as blood pressure, cholesterol, and glucose levels, to perform biomarker analysis. Utilizing statistical methods, biomarker data was analyzed to evaluate the holistic health improvements resulting from the treatment. This analysis provided valuable insights into the broader health impact of the platform.



## Tech Stack



Google Analytics



PostgreSQL



pendo

DOMO





## Key Achievements

### 1. Enhanced Patient Data Accessibility (90% Utilization)

We successfully improved patient data visibility, with 90% of patient data now accessible and effectively utilized, resulting in informed decision-making and enhanced patient care.

### 2. 85% Reduction in Data Identification Time

Implementing the Quality, Analytics, and Development (QAD) process led to an 85% reduction in data identification time, streamlining data workflows, and accelerating insights.

### 3. Significant Cloud Cost Reduction

By optimizing data storage, we substantially reduced cloud costs, downsizing from 150 million to 50 million rows of data while maintaining data accessibility and analysis capabilities.





Want to create robust insights of your organization's data across platforms?  
Get in touch with Zuci Systems.

30-min free consultation →

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