Speaker 1: The third step in patient journey analysis is plan. Lou is going to walk us through the three critical elements that go into creating a plan for the analysis. This plan is an essential step in getting the most value from your analysis.

Lou: Author H. Stanley Judd said, "A good plan is like a roadmap. It shows the final destination and usually the best way to get there." When conducting patient journey, you need three critical elements. An achievable objective also known as the roadmap, qualified analytics and a solid data foundation. Or the best way to get there. You need an achievable objective when developing a patient journey to gain the most out of the analysis. Don't try to do everything with one analysis. This is a common mistake many organizations make. Examine your internal capabilities and external resources and establish what can be done easily and what might be a stretch. These analyzes are iterative, so focus on what's critical today and leave lower priority items to a future analysis.

Lou: Scope and scale is one of the major elements that negatively impacts a team's ability to execute on patient journey. I have seen many organizations attempt a laundry list of business questions and say, "Let's do a patient journey." Well, the analysis can accommodate a wide range of business questions. It's not an omnipotent analytic solution. During the planning phase, make sure a patient journey is really what you need. Market sizing and other types of descriptive analyzes can certainly be addressed to a certain extent within the confines of a patient journey analysis.

Lou: But there are less time and resource extensive methods available to obtain those answers rather than focusing on patient journey. A solid data foundation is one of the key elements necessary to ensure a successful patient journey analysis. When you are considering conducting a patient journey, think about what data you have access to as well as what you aspire to include. Not all data sources are created equal and although data vendors may tell you we have everything, a thorough examination of what is truly available is essential to ensure you aren't left without key data points to address your business objectives. This holds true for those organizations that have their own data as well.

Lou: Data may or may not be structured in an analytics friendly way. Ensure that if you're working with your own data, it's available to do the types of analytics you're interested in completing. For example, some data can be found in notes. If you don't have access to test analytics or natural language processing, the potential of that data may remain unavailable for use in your patient journey. Also note is that you integrate data sources, sample sizes tend to shrink. So, determining what is must have versus nice to have is essential in the planning stages to ensure you have sufficient data for a robust analysis.

Lou: Data also isn't straightforward. Make certain you have qualified individuals for the analysis or you plan accordingly for resources to learn as they conduct the analysis for the first time. Patient journey analytics require firm understanding of data, data handling and analytics in order to obtain usable information that can be converted into action. As much as patient journey is scientific in nature, it also involves a bit of artistry. Figuring out how to tease out the most essential data elements from the analysis and then act upon them takes a bit of creativity. Otherwise, you are left with a massive amount of data and thousands of pathways and quickly get overwhelmed. Identify and including the right guide in your analytic process is essential to gaining value from patient journey analytics and identifying that guide starts with laying out a clear plan for the analysis.