

# Healthcare Tech

## OUTLOOK

CONNECTING THE HEALTHCARE TECHNOLOGY COMMUNITY

AUGUST 1, 2016

HEALTHCARETECHOUTLOOK.COM

### 20 Most Promising Healthcare Analytics Solution Providers - 2016

Healthcare analytics has today metamorphosed from the traditional baseline of reporting tools, spreadsheets, and application reporting modules to predictive and prescriptive analytics models. Most healthcare organizations are focusing on tools like data warehouse, financial and operational dashboards, and clinical data repositories to power meaningful data analysis. It helps care providers to make informed decisions regarding the latest treatments, novel medical technologies, and derive clinical and operational outcomes.

However, the healthcare providers and medical institutions need to have optimum knowledge and understanding of the leading tools in the market to develop and implement appropriate prediction models. Medical experts can apply predictive analytics only in a context wherein they can provide with appropriate intervention measures. Furthermore, prescriptive analytics helps

healthcare providers with requisite insights on the possible outcomes of certain predictive actions. With so many latest developments in healthcare analytics arena, it has become important for the organizations to select the right technology that fit their need.

In the last few months, a distinguished panel comprising of CEOs, CIOs, VCs, analysts including Healthcare Tech Outlook's editorial board has reviewed the top companies in the healthcare analytics space, and shortlisted the ones that are at the forefront of tackling industry challenges.

The selection panel looked at the vendors' capabilities to fulfill needs of buyers with effective solutions that curb the challenges associated with healthcare analytics. In this edition of Healthcare Tech Outlook magazine, we present to you "20 Most Promising Healthcare Analytics Solution Providers 2016," featuring the companies that are creating an impact in the healthcare sector.



**Company:**  
 Plexina Inc.

**Description:**  
 Provider and creator of the Plexina Platform for enterprise clinical knowledge and CDS management

**Key Person:**  
 Basil Baluta  
 CEO

**Website:**  
 plexinasolutions.com

## Plexina Inc. An Advanced Platform for Delivering Effective Clinical Decision Support

Healthcare organizations today are under constant pressure to improve the efficiency of clinical operations while maintaining the quality of care. "The design of an effective clinical workflow must work in practice first, before it can work in the electronic health record (EHR). It should not only support the efforts and workflows of the care team, but also consider how the patients and even their families can participate to help achieve positive goals and outcomes. When gaps arise in documentation, communication, and availability or currency of best-practices, care delivery is adversely affected and patient outcomes are impacted negatively," says Basil Baluta, CEO, Plexina Inc. Ideally, EHRs and embedded Clinical Decision Support (CDS) tools supported by evidence and best-practices, should provide timely, relevant assessments and appropriate treatment and management options to deliver care in a coordinated care plan and pathway. This critical patient information must be easily available to clinicians to support effective use at the point of care. "It's the handoffs between shifts, the next goal for the patient, when the next assessment is scheduled or 'what's the criteria for worsening or improving', and 'what to watch out for' that everyone needs to be on the same page with constantly. And that doesn't happen by having standardized forms or checklists that simply list off possible



Basil Baluta

orders. The clinical workflow must be intentionally designed, refined, and proven to work with those CDS assets."

As an advanced clinical knowledge development and delivery platform, Plexina streamlines and optimizes the CDS delivery lifecycle to help design efficient care workflows and clinical content to be used at point of care. "We developed our Plexina Platform to help clinicians efficiently collaborate, develop and deliver coordinated care, maximize EHR adoption, and comply with evidence and best-practices," notes Baluta. The company offers a comprehensive suite of automation tools to rapidly deliver best-practice CDS tools, whether in the EHR or outside of it, and to assess the clinical effectiveness of care decisions and outcomes.

The platform supports the development, deployment, and management of CDS for EHRs, much like software development tools, except clinical knowledge is the software. Plexina is a combination of integrated software tools, a best-practice methodology for CDS delivery, and consulting services for optimizing CDS within clinical operations. "It helps clinicians to design better CDS tools, which in turn helps them make informed care decisions, ultimately improving patient outcomes," states Baluta. Its major functions support Agile, WYSIWYG design for EHRs, and automated deployment of CDS

into EHRs, to cloud web, or to paper. The Plexina Platform also automates quality assurance during deployment across environments, resulting in "a real time deployment of expert clinical knowledge across our enterprise," touted one client.

**"Plexina helps clinicians to make better care decisions which ultimately improve patient outcomes"**

Plexina's latest innovation is automation supported clinical effectiveness review and assessment. The Plexina Real-time Applied Clinical Effectiveness (RACE) framework allows for correlation of best-practices and actual utilization data to automatically decipher the context of care in the patient records. RACE enables informatics professionals to simply configure a query to produce a clinical effectiveness intelligence report that would normally be limited to manual case reviews. As Baluta explains, "Our RACE framework, built on our patent portfolio, demonstrates a unique capability to accelerate the process of clinical effectiveness and patient care analytics, which differentiates Plexina from the competition."

As Baluta foresees, "The field of clinical knowledge and CDS management is vast and constantly evolving. For the sake of our clinicians and patients, we need to deliver clinical knowledge in more consumable forms, share it, and keep it up to date. It's going to take a community, collaborative approach." **HT**