Federal GIS Conference 2014

February 10–11, 2014 | Washington DC

Location Analytics for Healthcare

Marcella Cavallaro

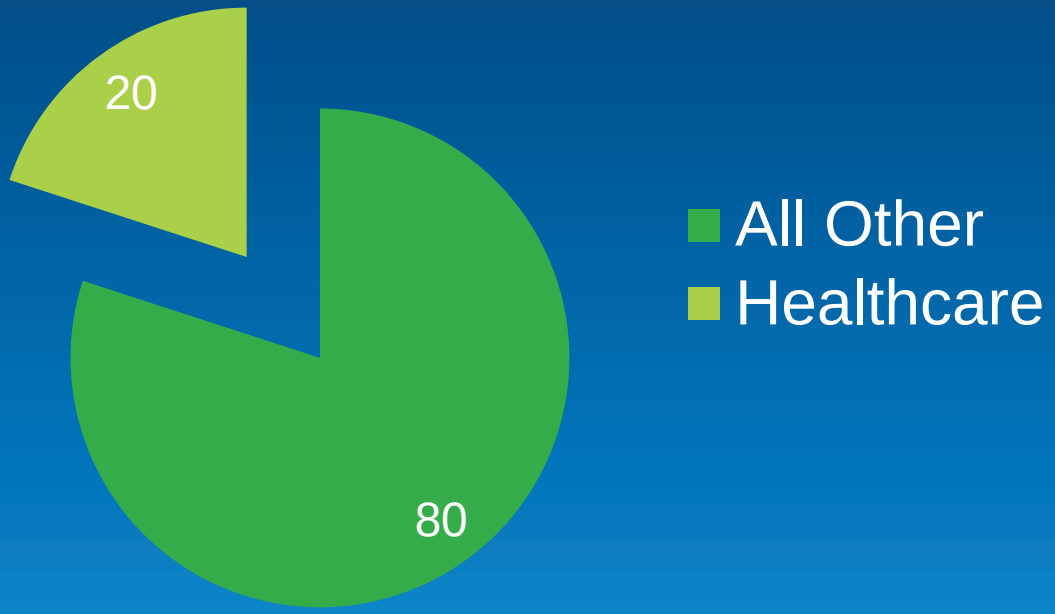
Evan Caldwell

Lindsey Hays

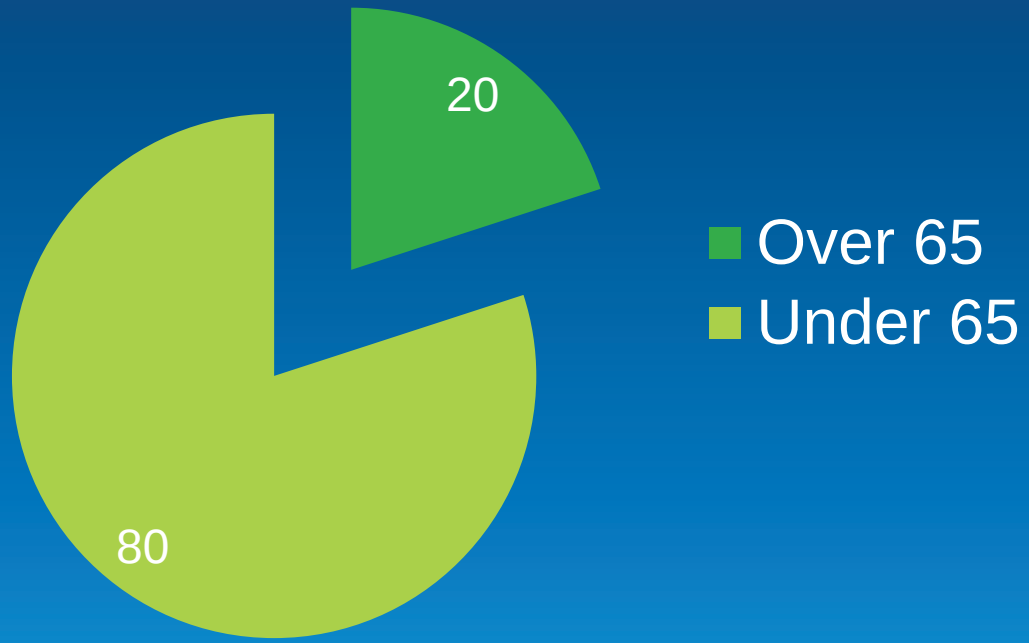
Location Analytics

Mapping Platform for your entire Organization

% of GDP
(2020 est)



% of Population
(2030 est)



Health Care Costs Rising | **Americans Aging**

Why Is Location So Compelling Now?

- **Maps** communicate
- **Spatial analysis** is powerful
- **New technology** is making location easier

. ….Better and Faster Decision Making
. . . Improved Communication
. . . Increased Efficiency

Accountability and Management

Government Transparency

Climate Change

Education

& Security

Infrastructure

Nature Conservation

Energy

Urbanization & Development

Location

Agriculture

Government

Smart Growth

Delivers Value

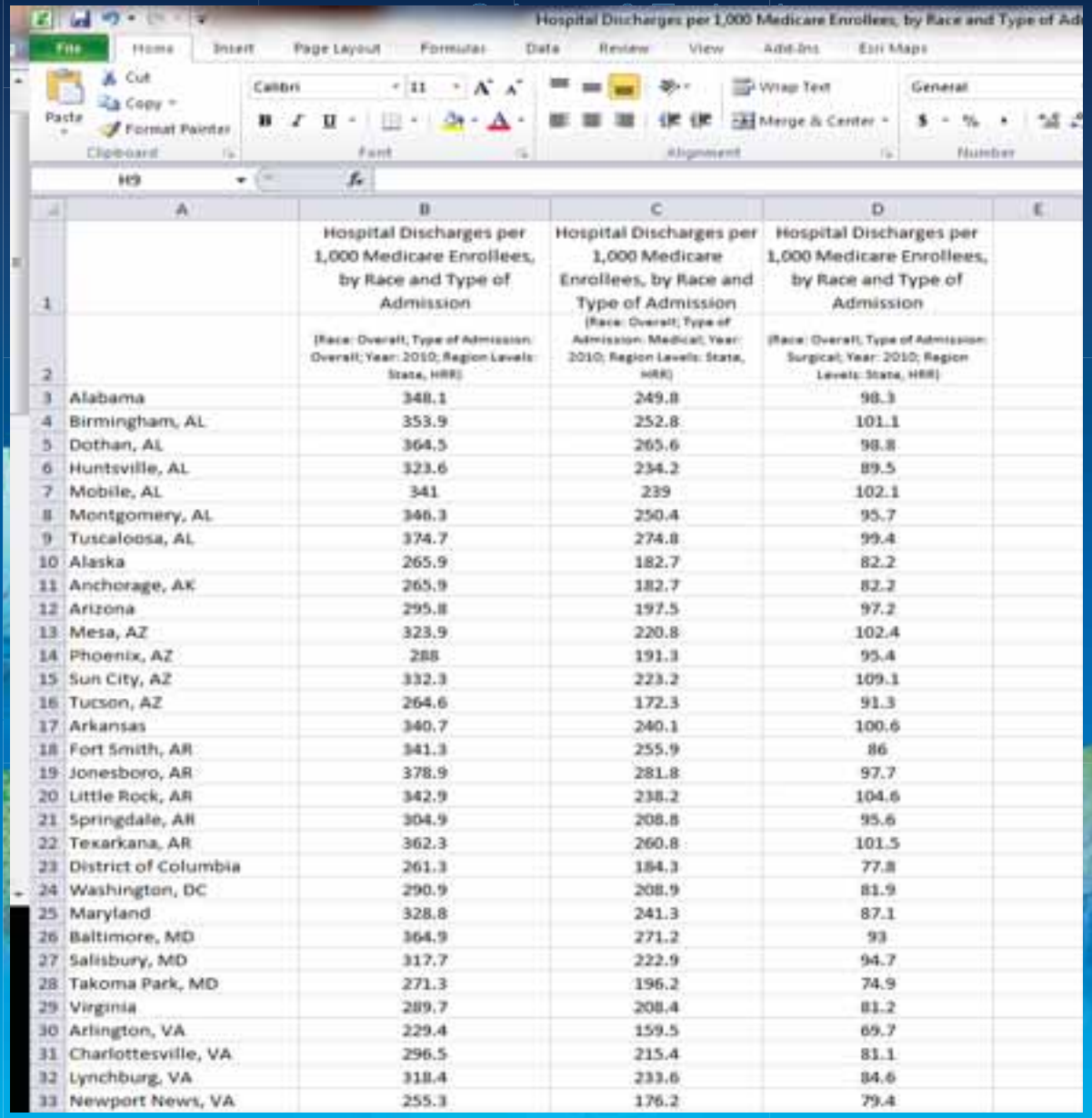
Social Conflicts

Natural Disasters

Economic Recovery

Mapping

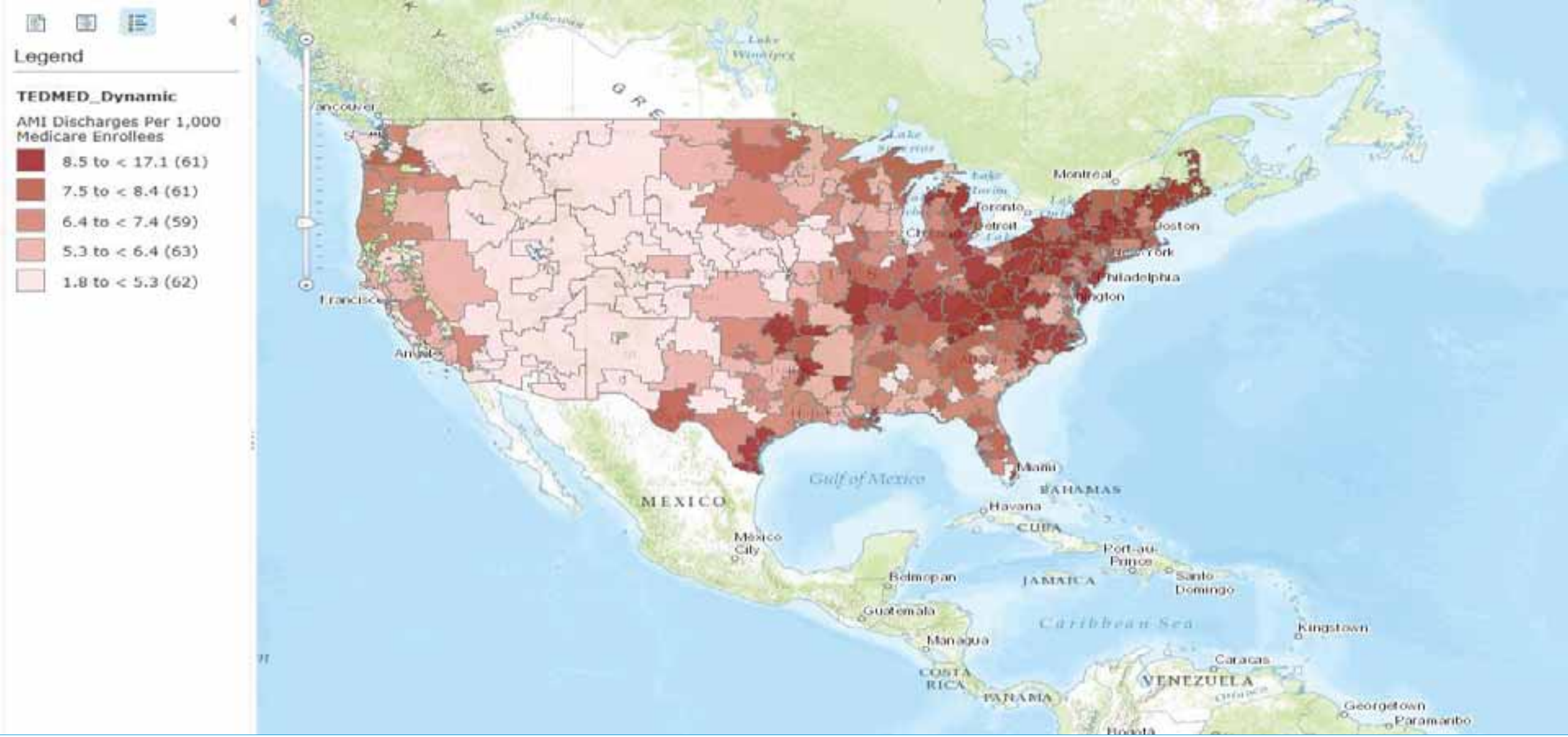
Research



Hospital Discharges per 1,000 Medicare Enrollees, by Race and Type of Ad

	A	B	C	D	E
1		Hospital Discharges per 1,000 Medicare Enrollees, by Race and Type of Admission	Hospital Discharges per 1,000 Medicare Enrollees, by Race and Type of Admission	Hospital Discharges per 1,000 Medicare Enrollees, by Race and Type of Admission	
2		(Race: Overall; Type of Admission: Overall; Year: 2010; Region Levels: State, HRR)	(Race: Overall; Type of Admission: Medical; Year: 2010; Region Levels: State, HRR)	(Race: Overall; Type of Admission: Surgical; Year: 2010; Region Levels: State, HRR)	
3	Alabama	348.1	249.8	98.3	
4	Birmingham, AL	353.9	252.8	101.1	
5	Dothan, AL	364.5	265.6	98.8	
6	Huntsville, AL	323.6	234.2	89.5	
7	Mobile, AL	341	239	102.1	
8	Montgomery, AL	346.3	250.4	95.7	
9	Tuscaloosa, AL	374.7	274.8	99.4	
10	Alaska	265.9	182.7	82.2	
11	Anchorage, AK	265.9	182.7	82.2	
12	Arizona	295.8	197.5	97.2	
13	Mesa, AZ	323.9	220.8	102.4	
14	Phoenix, AZ	288	191.3	95.4	
15	Sun City, AZ	332.3	223.2	109.1	
16	Tucson, AZ	264.6	172.3	91.3	
17	Arkansas	340.7	240.1	100.6	
18	Fort Smith, AR	341.3	255.9	86	
19	Jonesboro, AR	378.9	281.8	97.7	
20	Little Rock, AR	342.9	238.2	104.6	
21	Springdale, AR	304.9	208.8	95.6	
22	Texarkana, AR	362.3	260.8	101.5	
23	District of Columbia	261.3	184.3	77.8	
24	Washington, DC	290.9	208.9	81.9	
25	Maryland	328.8	241.3	87.1	
26	Baltimore, MD	364.9	271.2	93	
27	Salisbury, MD	317.7	222.9	94.7	
28	Takoma Park, MD	271.3	196.2	74.9	
29	Virginia	289.7	208.4	81.2	
30	Arlington, VA	229.4	159.5	69.7	
31	Charlottesville, VA	296.5	215.4	81.1	
32	Lynchburg, VA	318.4	233.6	84.6	
33	Newport News, VA	255.3	176.2	79.4	

Across Many Organizations, Missions, and Projects



Zip code* and your *genetic code

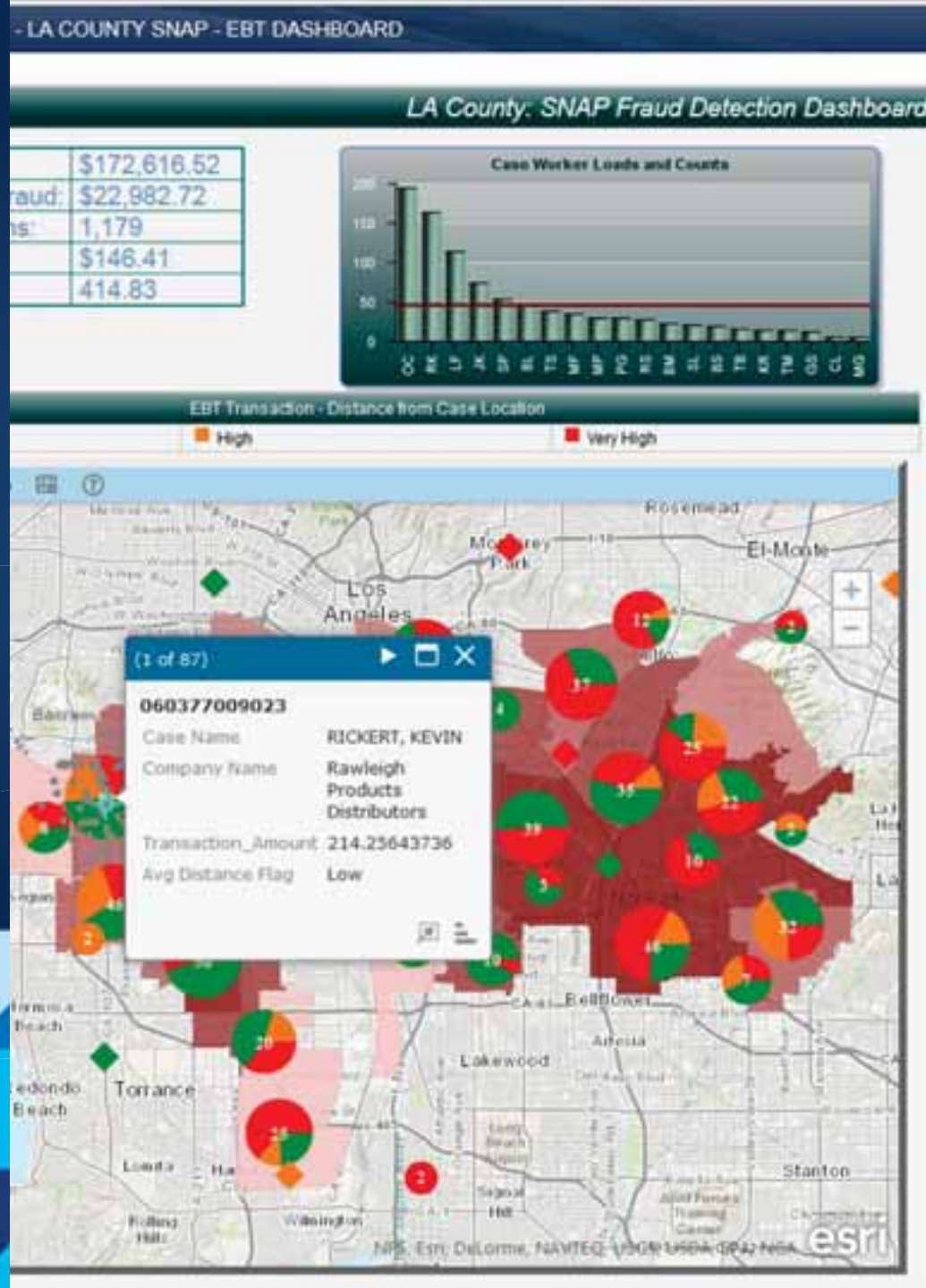
Contributing Factors

1. Beyond Basic Mapping
2. GeoEnrich Your Data
3. A New Analytical Tool
4. A New Form of Collaboration

Demo

Esri Maps for IBM Cognos

Lindsey Hays

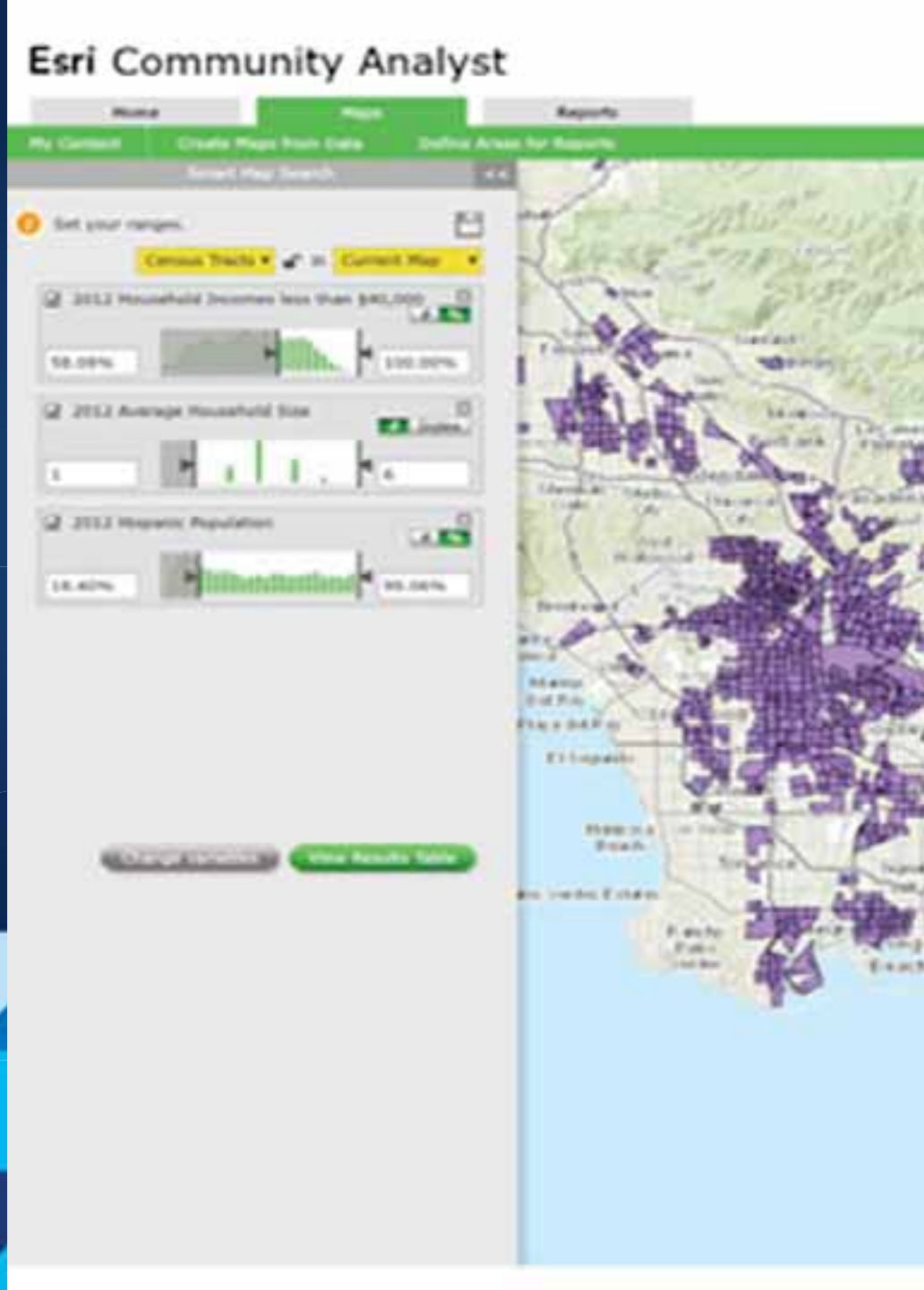


1. Beyond Basic Mapping
2. GeoEnrich Your Data
3. A New Analytical Tool
4. A New Form of Collaboration

Demo

ArcGIS Online and Community Analyst

Evan Caldwell



1. Beyond Basic Mapping
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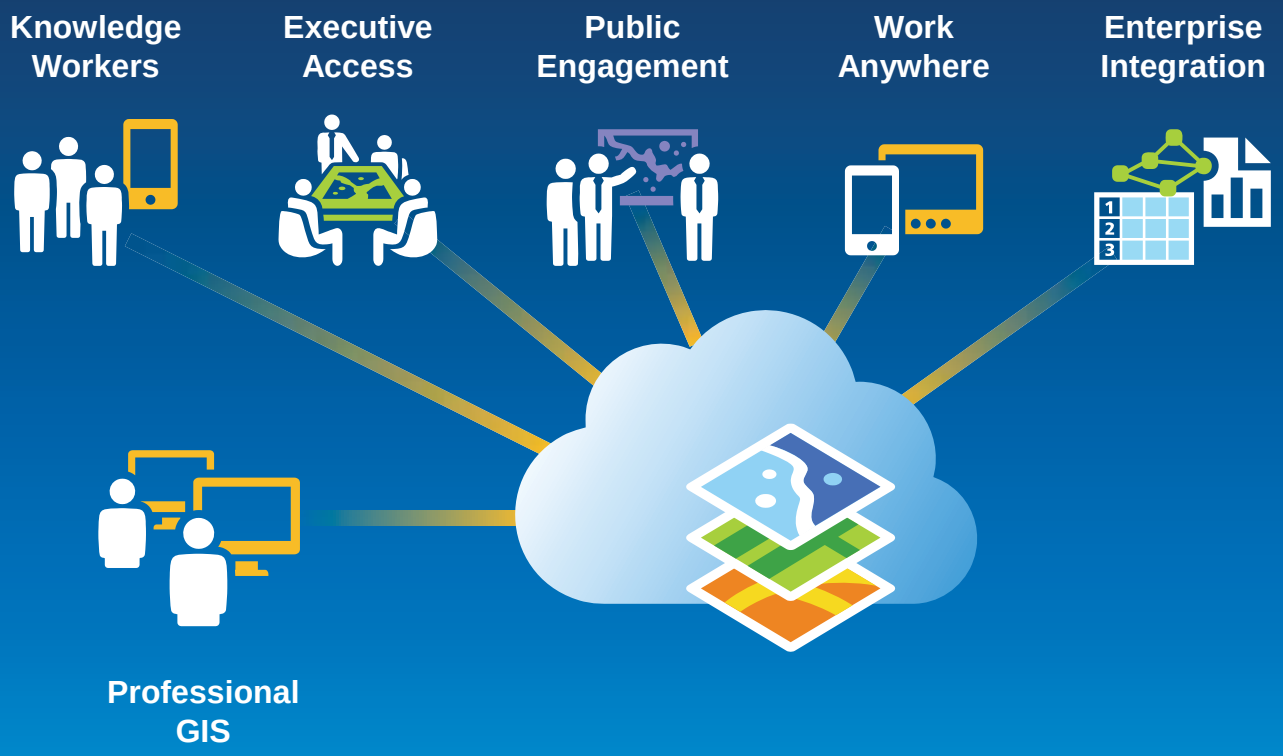
Implementing Location Across The Enterprise

Requires More Than Technology

- Vision and Leadership
- Understanding How Location Contributes
- Planning and Governance
- Apps That Are Engaging
- Good People



- Ensure that location is included in your data set
- Create dashboards using Web or Desktop
- Register for 30 day free trial for Esri data
  - ArcGIS Online (arcgis.com)
  - Esri Maps for Office
- Implement Esri Maps for
  - SAP Business Objects, IBM Cognos , MicroStrategy, SalesForce, Microsoft Dynamics CRM
  - Easy to install plug-in
  - Take advantage of the 4 imperatives of Location Analytics!

Leveraging Location Analytics

How do I start to demonstrate the value to my organization?

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Don’t forget to complete a session evaluation form!

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Print your customized Certificate of Attendance!

Printing stations located in Hall B
and the 140/150 Room Concourse.

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Networking Reception

Smithsonian National Museum of Natural History

Tuesday, 6:30 PM–9:30 PM

Bus Pickup located on L Street

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Interested in diving deeper into Esri technology?

Add a day to your Fed GIS experience and register to attend the Esri DevSummit Washington DC. Stop by the registration counter to sign up.

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