



CLINICAL BUSINESS INTELLIGENCE NETWORK

## WHO WE ARE

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The Clinical Business Intelligence Network unites healthcare leaders who are responsible for the content, flow and access of information to support and accelerate their organizations journey to become a high value delivery system.

Our members develop peer to peer relationships, share knowledge, conduct real world experiments and access the best Clinical Analytics, Business Intelligence and Lean IT leaders in the industry to enhance their organization's transformation.

## Clinical Analytics: A Strategic Imperative

While manufacturing and service industries have been using business intelligence for decades, this strategy has struggled to take hold in healthcare until very recently. The push provided by the Affordable Care Act to adopt electronic medical record systems and link to health information exchanges sets the stage for transparency in healthcare – one of the cornerstones to transformation of the larger healthcare system. The concept of sharing information across the enterprise in a meaningful way is a real challenge.

### Fast Track the Clinical Business Intelligence Journey

In an environment of increased competition and declining revenues, effective and efficient information sharing processes are vital. The cost and complexity of creating such a robust clinical business intelligence environment, however, is significant. While there are no short cuts, it is possible to learn from other healthcare organizations that are further along the CBI journey and to leverage their experience to build meaningful information flow faster, with less expense and less wasted experience.

### Peer-to-Peer: All Teach, All Learn, All Improve

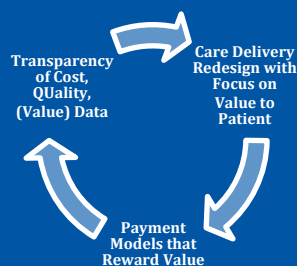
Accelerate your CBI journey by joining the Clinical Business Intelligence Network.

- Learn from your peers what it takes to plan, implement, study and refine clinical business intelligence processes.
- Realize the value of your data and the insights it can offer to your organization sooner.
- Share your experience to help others fast track their CBI work.

## Proven Leadership

The Clinical Business Intelligence Network is an initiative of the ThedaCare Center for Healthcare Value.

**Our mission:** To redesign the three interdependent components of the healthcare industry, including care **Delivery**, **Transparency** of performance, and **Payment** systems.



The Center acts as the hub for CBIN, providing organization, facilitation and administration of the network.

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### Benefits of Network Membership:

- Multiple opportunities throughout the year to learn, share, and connect with other Network Members at organized events, affinity groups or informal consults
- Work side by side with other healthcare information management leaders dedicated to break-through innovation in clinical analytics
- Participate in experiments that accelerate and spread the use of clinical analytics to advance value in healthcare
- Draw on expert assistance to develop a Clinical Business Intelligence road map for your organization
- Access thought leaders in IT, CBI and Lean healthcare methodologies through the CBIN Thought Leaders group
- One free registration to the annual Lean Healthcare Transformation Summit or a two day Lean IT/CBI workshop
- A Network Gemba visit to ThedaCare to learn from IT, CBI and Clinical Operations leaders about how they have used data as an asset and strategically integrated it into the management system
- The opportunity to continuously drive Network programming through participation in Network Planning events and via the annual CBIN Member Survey

### Join Us!

To learn more about the Network and becoming a member, contact:

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