

# Weighing Your Data & Analytics Platform Options

Building Your Own vs. Partnering with a Vendor

Deciding how to build out a data and analytics ecosystem involves answering a lot of questions and having discussions with a team of decision-makers across your organization.

Whether you're facing outdated infrastructure, security concerns, integration challenges, limited capital, or the desire to adopt innovative AI/ML approaches, this guide will help you explore your options and make the right decision.

## Build Your Own Platform

*Staff Up and Increase Resources to Build and Maintain a Complex Ecosystem.*

### Build and Train Models

It takes time to build the right framework and train models on a very large representative data set leading to most projects never realizing their true value.

### Design Your Own Reports

To create meaningful visual outputs, you'll need a new team of analysts, actuaries, clinicians, data scientists, designers and programmers.

### Many Partners to Make Your Data Valuable

Large data storage vendors are not specifically built to manage healthcare data, requiring more partners for data enrichment.

### Maintain a Secure, Adaptable Framework

It takes many technology components and vendors—security, HITRUST, data pipeline and emergency response and operations, which can lead to maintenance stifling innovation.

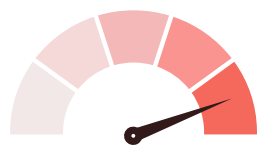
### Time and Cost to Build a Team

This project will require experts who are most likely not on your current team—hiring talent on average can take 60-65 days.

### Many New Cost Centers

Many cost centers for your operations and finance teams to manage—data warehousing to in-house data storage, data and analytic expert salaries, etc.

High



2+ Years

VS.

## Partner with a Data & Analytics Vendor

*Collaborate with a Dedicated, Deep Bench of Experts for a Comprehensive, Easily Deployable Ecosystem.*

### Tested and Trusted AI Modeling

Access to an experienced team, who already has many healthcare-specific models that have been trained on millions of lives.

### Easy Access to Data

Get into the analytics game right away because you can quickly access your data through pre-built reports and dashboards.

### A Dedicated Healthcare Data & Enrichment Platform

Your data is enriched with healthcare-specific data elements from episode grouping, clinical quality measures, and predictive models.

### Secure, Technology Forward Framework

Rest assured all the security and infrastructure boxes have been checked. Plus, new technologies and innovations are always being considered.

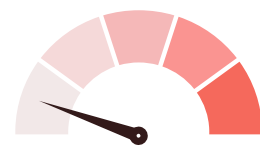
### A Vetted, Experienced Team with Measurable Success

Access to a team of innovative leaders and experts from Day 1 who have created a trusted solution.

### One Cost Center

Costs related to data storage, technology and salaries are built into your annual agreements and are a part of a larger agreement and reduced significantly.

Low



Less than 3 months



AI & Innovation



Analytic Outputs



Data Management



Technology Infrastructure



Resourcing



Cost

Execution Risk

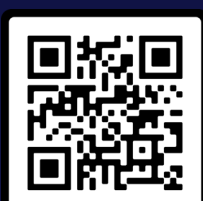
Time to Value

## Interested in Partnering with a Healthcare Data & Analytics Partner?

Certilytics Healthcare Data & Prediction Platform is a comprehensive, AI-driven solution that is supporting some of the country's largest and most important healthcare organizations.

Our healthcare-focused platform was built from the ground up by healthcare, data and technology experts. Using GenAI and deep learning techniques we are helping customers discover the unrealized potential of their data by turning it into a powerful analytic asset.

Schedule time to meet with our team today to learn how we can quickly help you find value in your data.



[www.certilytics.ai](http://www.certilytics.ai)