CitiusTech: Medictiv
Healthcare Predictive Analytics Platform

Medictiv leverages CitiusTech's data science expertise along with deep knowledge in healthcare data, processes and healthcare workflows to offer an integrated suite of predictive analytics services for organizations to extract clinical insights from large healthcare data sets
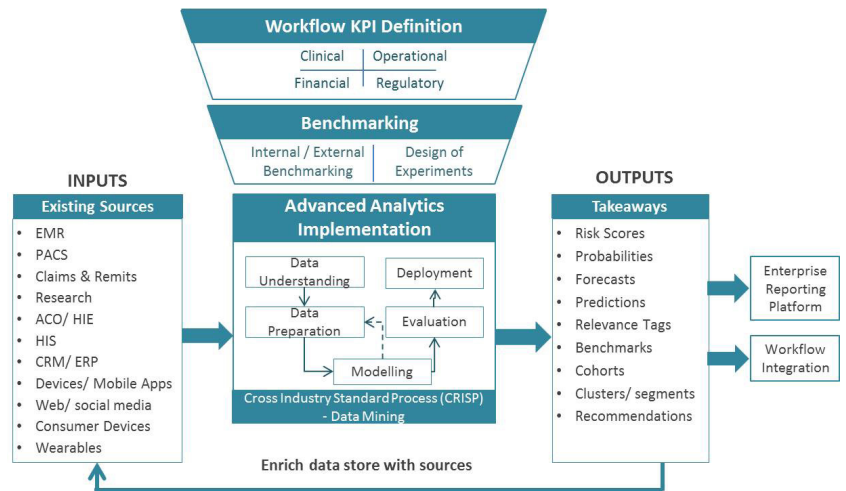
The growing availability of high quality clinical data and genomics data is radically driving healthcare industry. Survival and success of healthcare organizations now depends on their ability to leverage their data to offer meaningful insights. To realize tangible benefits which include improved clinical outcomes, reduced readmissions and the shift towards evidence-based medicine etc., building business-relevant analytics is now a critical success factor.

Medictiv: Overview

CitiusTech's Medictiv is an end-to-end suite of predictive analytics tools and services to assist health systems, payers, ACOs, and life sciences companies in leveraging their data assets to derive actionable insights. Medictiv offers strong capabilities for statistical mining, predictive modeling, machine learning, deep learning, model life cycle management and artificial intelligence techniques, and enables organizations to integrate these techniques into their day-to-day operations and workflows to augment decision-making at point of care. Medictiv provides a cross-functional data analytics team of data scientists, statisticians, business analysts, data architects and clinical informatics professionals with deep healthcare domain expertise.

Key Use Cases

- **Providers:** Value-based care, denials management, resource utilization, at-risk population detection, remote patient monitoring

- **Health Plans and Payers:** Health plans benchmarking, severity prediction, customer lifetime value prediction, geo-spatial segmentation, treatment compliance, accuracy of diagnosis

- **Life Sciences and Pharma:** Pre-post event analysis, comparative effectiveness research, patient identification for clinical trials, safety signal processing

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Medictiv: Key drivers for adopting analytics

- **Providers:** CMS's new value-based payment modifier, patient-centred care, wearable tracking devices and IoT, population health management
- **Health Plans and Payers:** Improved care coordination, cost and price variation management, value-based care, risk management
- **Life Sciences and Pharma:** Evolving regulatory risk and compliances, countering pricing and cost pressure, value chain digitization, increasing cloud-based services and mobility solutions

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