



## Iyka dataSpryng's Comprehensive Analytics Empowers Analyst Customer Sentiment: Cancer Treatment Centers of America

*"This is the most significant technology advance in our company's 15-year history: For the first time we were able to see evidence-based results that ended 10 years of performance disputes."*  
~Christopher Lis, Vice President, Market Insight & Chief, Outcomes Research, Cancer Treatment Centers of America

Cancer Treatment Centers of America is the 7th most recognized brand in America. They are a highly sophisticated analytic user and America's most profitable hospital network due to their early adoption and use of analytic innovation in their marketing efforts. They use 27 analytic tools; over 10% of the workforce works directly with data; and they have 100s of disparate data sources. Over time descriptive Big Data became critical to future growth.

CTCA sent out an open RFP to Big Data analytics vendors for assistance. The requirement was to read 12 disparate data sources in order to obtain a rapid unified view of all data-- which must include descriptive data in the form of conversational data. Iyka demonstrated a \$1M implementation savings over the lowest bidder, promised an 8 month earlier completion date, and agreed to not replicate and manipulate CTCA's data. Iyka also guaranteed the interpretation of descriptive data with 100% accuracy—something no one else could promise.

### How We Helped

The Iyka dataSpryng (Iyka dS) Analytic Empowerment platform provides a clear and upfront unified view of all the data's potential, thus accelerating time to revenue and value. Through the platform's ability to share expertise across the enterprise, clients increase insight, knowledge, experience, and collaboration in support of the analytic process, all with 100% accuracy.



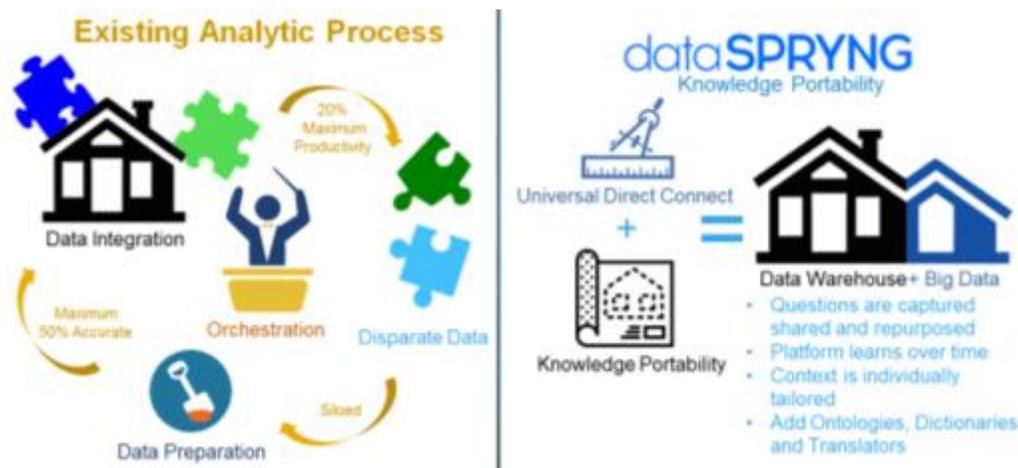
Iyka dS capabilities empowered CTCA subject matter experts with self-service analytics capabilities by combining the power of discovery, of all data types, with simultaneous analytic exploration. In addition, Iyka dS:

- Allowed CTCA to successfully examine and study the Outcomes Information Services (OIS) funnel by utilizing the platform's Big Data analytics capabilities.
- Facilitated the collaborative effort to analyze both structured and unstructured data across a disparate range of sources to discover patterns and predictive factors associated with new patient growth on a real-time basis.
- Identified new insights to enhance approved prospect growth throughout the OIS funnel.
- Converted these insights into actions to grow the enterprise.

## Approach and Process

The lyka team and lyka dS platform worked in partnership with CTCA to analyze the patient journey from prospect to the acceptance of care by pre-approved potential patients. The process included:

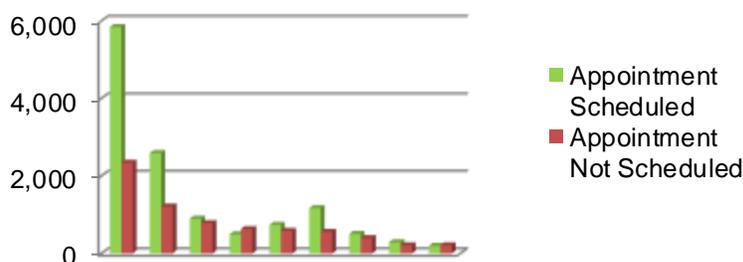
1. Using the lyka dS Universal Direct Connect technology to identify all native sources without the burdens of the traditional analytic process.
2. Identifying all information for interpretation.
3. Empowering subject matter experts to apply user-defined contextual learning.
4. Analyzing results through a unified view, discovering known links and retaining expertise for repurposing with the lyka dS Knowledge Portability technology.
5. Presenting self-service analysis findings to CTCA for further refinement.



## Impact and Advantages

Significant findings from combining Universal Direct Connect, Descriptive Big Data, User Defined Contextual Understanding, Link Discovery, Knowledge Portability, Unified View and Assignable Proximity Values technologies of lyka dS are as follows:

- Identified \$90M in addressable new clients.
- Access to Descriptive Big Data was proven the most impactful missing element.
- lyka dS produced results that proved the direct evidence of productivity for evaluating \$120M in programs, technologies, and services.
- Empowered users with analytic self-service.
- Identified 3 high value sources, 12 sources of lesser value, and 1 redundant source.
- Importantly, evidence provided by lyka dataSpryng answered decade old questions that CTCA was not able to answer with their 27 siloed analytic tools and 12 siloed sources.



Leveraging lyka dS user-defined contextual understanding functionality; describing CTCA using 2 discrete terms more than doubled the likelihood of an appointment being made. This resulted in 5,850 prospects making appointments in the past year compared to the 2,340 who did not.

The entire project took only 3 months from start to finish (including implementation and training time) and used only 56GB of storage and 2 processor cores.

**To Find Out More About lyka dataSpryng Call 630-372-3900**

Or complete the brief contact form: <http://lyka.com/contact-us>