

CLOUD FLEXIBILITY AND SCALE FOR HEALTHCARE WITH DELOITTE AND SNOWFLAKE



The healthcare industry has taken a cautious approach to data modernization and cloud computing, facing regulatory and data security obligations around personal health information. As some cloud platforms have matured to permit tokenization and improved data security, health organizations today are looking at what a move to the cloud could offer for patients, providers, payers, and the bottom line.

Nearly all healthcare organizations anticipate moving their IT infrastructure to the cloud in the coming years, [according to Deloitte's Healthcare Outlook 2023](#), with 96% of surveyed organizations anticipating a move within three years. The data capabilities healthcare organizations are seeking are not only for

operations and delivery of care. Cloud computing is an avenue for reduced costs, increased efficiency, and a basis for automating business activities like billing, payroll, and procurement.

Part of the motivation to shift to the cloud owes to the scale and complexity of healthcare data, from genomics to claims. On-premise infrastructure may be outdated, slow, expensive, and time-consuming to maintain. What is more, it may frustrate AI and machine learning endeavors by complicating and slowing the process of developing and deploying models. What's needed is a modern data platform that provides on-demand scale, reduced costs around data management, improved speed to insight, and a foundation for a future with AI and automation.

Cross-cutting benefits from data modernization to the cloud

The old process of improving on-premise data infrastructure was slow, expensive, and often required upfront investment. Business leaders forecasted current and future needs, and it could take upwards of a year to see infrastructure purchases fully implemented and delivering value. Pressing data needs or demand for deeper insight just had to wait. This is an inefficient use of business funds and does not necessarily permit the flexibility and scale healthcare organizations are seeking.

One goal for data modernization in healthcare is greater performance with more efficient spend on compute. A modern data platform, like Snowflake, can improve cost effectiveness with scale-on-demand, allowing the business to pay for capacity only when it is needed. More than this, a modern data ecosystem enables the connection between first- and third-party data, allowing data scientists and line of business users to access more robust data sets and easily and securely share data between business functions. The potential result is cross-cutting benefits for multiple stakeholders across the enterprise.



Healthcare providers can better serve patients. Patient claims data combined with clinical data can be used to inform decisions or invest resources for value-based care contracts. Providers have enormous datasets available, and the processing power of a cloud platform allows them to extract more insights to support patient care and better health outcomes.



Healthcare payers enjoy a way to expedite claims processing, automate payments, and support program integrity by virtue of automation tools for identifying fraud, waste, and abuse.



Data scientists can capture valuable efficiency and time savings. The time required to transform data and develop models can be significant, and leveraging the cloud, the data science team can increase throughput and performance.



Risk and security professionals enjoy confidence that data is being stored, transferred, and accessed in ways that align with relevant regulations, laws, and industry guidelines.

In addition to these advantages, moving to a modern cloud platform sets the foundation for a future with artificial intelligence (AI), permitting automation, revealing insights, accelerating product development, and offering engaging, human-like digital interactions. The advent of Generative AI opens the door to even more transformational capabilities. The capacity to generate text, images, code, translations, prototypes, and more allows AI applications that constitute powerful productivity enhancers in the healthcare industry.

Fueled by enterprise data and assets in the cloud, providers and payers can take the next step with Generative AI and identify value-driving use cases, such as generating Prior Authorization approval or denial, provider in-basket management, regulatory text processing to support compliance across geographies, and virtual claims assistants to address patient queries. With so much potential value, businesses are racing to identify the technologies, data, and governance that can enable these opportunities. With Snowflake's Data Cloud platform and ecosystem of assets, organizations can find an expedient, flexible platform to develop and deploy AI for business value.

This bold future requires a modern data ecosystem, and just as importantly, the strategy, process changes, and cloud modernization initiatives that help healthcare organizations operate as truly data-driven enterprises.

Accessing a modern data ecosystem with Deloitte and Snowflake

Transforming the organization to use a modern data ecosystem is more than just a technology endeavor. It takes enterprise-wide transformation, with essential adjustments to processes, workflows, change management, security, and compliance. To rapidly access the value and capabilities in modern data platforms, like Snowflake, you need to collaborate with an organization that has both the technical capacity to implement a data modernization effort as well as the industry and domain experience to do so in a way that can limit disruption and orient the business for new ways of working and decision making.

Deloitte offers the rich experience, trained talent, and subject matter experience that can help healthcare organizations confidently and rapidly move to the cloud. We help reduce risk by taking an automation-led approach with our accelerators and Migration Factory offering. We also help you use Snowflake to fuel your AI programs.

Snowflake's Snowpark framework is a foundation for AI and machine learning. Snowpark gives organizations the ability to write and deploy code in their preferred language and training workbook, and because it is native within Snowflake, Deloitte's AI models do not need to be developed in a silo and migrated. Instead, data analytics and applications can leverage the models within the enterprise data warehouse directly on Snowflake. This is both a great starting point for new machine learning endeavors and a simplified transition and consolidation of existing models within Snowflake.

Client success story with Deloitte and Snowflake – As an example of how Snowpark enables AI endeavors, one of the largest health insurance companies in the United States moved to the cloud with Deloitte and Snowflake. The company was struggling with efficiency and speed owing to a complicated array of multiple data platforms, more than 100 downstream applications with code across a variety of languages, 400 APIs, 18,000 tables, and 18 PB of data. Deloitte and Snowflake helped the company migrate to a centralized data lake to not only simplify their technology footprint but also to use Snowpark for writing code and pushing operations directly on Snowflake.

Deloitte holds a deep understanding of end-to-end complexities in the cloud environment, the healthcare industry, and the business realm more broadly. Our clients count on our deep knowledge and advisory services across compliance, cybersecurity, and risk management. It is why we have one of the largest Snowflake practices among professional services firms and why Snowflake named Deloitte the 2023 Global Partner of the Year.

With Deloitte's capabilities across healthcare operations, organizational design, risk, workforces, regulations, and data security, we can help you modernize data and applications in a way that is fast, efficient, and secure.

READY TO GET STARTED?

Please get in touch! Deloitte is eager to learn about your priorities and help you chart your path to a modern data environment with Snowflake.

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