



# A new reality: Analytics and AI at the heart of the clinical workflow

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# Population Health



Use **historical** and **current data** to understand what factors are driving poor outcomes in different population groups.



**Stopping** people becoming unwell in the first place.



Use **data insights** to take swift, targeted action at population, community and person level.



**Identify groups of vulnerable people** who would benefit most from proactive care and target limited resources to where they are needed most.



**Risk stratification** uses a mix of objective and subjective data to assign risk levels to patients.









# Atrial Fibrillation

Atrial Fibrillation (AF) is the most common form of heart rhythm disorder, affecting approximately 900,000 people in England (1.74% of the population), and national data suggests that it is the **cause of 20% of strokes**.

- NHS Digital estimates that there are more than 147,000 people in England with AF and at risk of stroke who are not receiving anticoagulation.
- Half of all people with known AF who suffer a stroke have not received anticoagulants before their stroke.



# Challenges faced by Clinical Research Trials



50% of studies start late or fail because they cannot recruit the required patients on time



On average it can **cost £4,792** to recruit just one patient into a clinical research study and cost millions if a study fails



Barriers to entry for new GPs wanting to participate in research



Lack of incentives



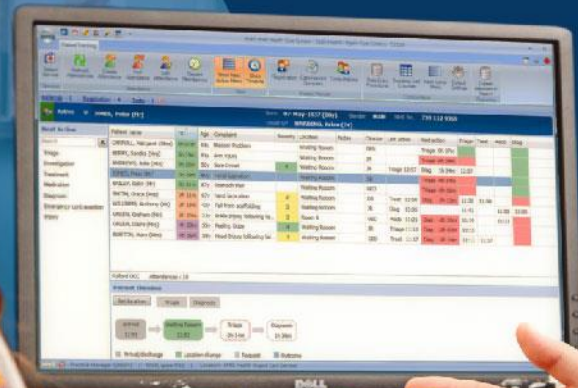
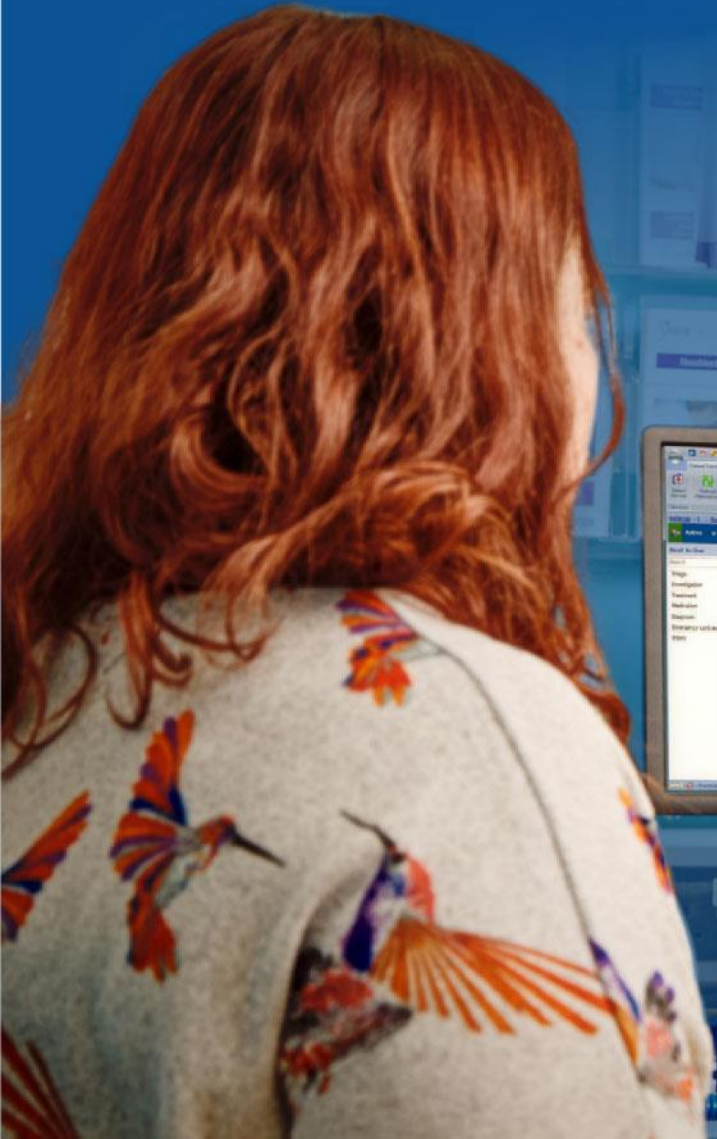
Lack of Awareness



Ability of patients to get to Study Sites



# EMIS Recruit - Improving GP participation in clinical research and connecting patients with relevant studies and trials



Thank you

