



4i Co-Founder Lana Klein featured in Predictive Analytics Times

Analysis of health care industry changes and demands presented by a pre-eminent voice in management consulting and forensic analytics

DEERFIELD, IL, USA, September 18, 2014 /EINPresswire.com/ -- Changes in the business model and regulatory environment are top of mind when contemplating the role of predictive analytics in the global delivery of health care services – and [Lana Klein](#), co-founder of [4i Consulting](#) and a pioneer in growth foresight analytics, has once again delivered the goods in her latest article for [Predictive Analytics Times](#). Klein's discussion of the kind of robust analytical tools now required in the health care sector and key insights for their strategic application, called "Predictive Analytics in Health Care: Helping to Navigate Uncertainties and Change," is now available online.

Klein's focus on health care is informed by her years of major consultancy work and combines real-world experience with a unique approach to foresight and predictability, as she seeks to illuminate the realities that attach to some of the industry's most compelling questions: With an aging population and the demands of the Affordable Care Act, what do the numbers look like for both providers and populations?

How will ACA affect related pharmaceutical and medical supply companies? What are the implications for R&D, in all facets through new product launch? How can we treat more people with less resources?

"Forecasting future demand for different types of healthcare services and pharmaceutical products is the first step," explains Klein. "Advanced forecasting methods identify and take into account a multitude of factors that are relevant to a specific service or product, such as aging, expanded coverage, incidence of specific conditions, insurance coverage levels, out of pocket payments, pricing, competing or substitute products. Some of these factors, such as aging, are highly predictable and stable." Other factors are far more dynamic, and decision-makers need good forecasting models that allow them to view predictive models, and accurately estimate impacts, that range from optimizing delivery-system practices at healthcare facilities, to supply-chain management concerns or insurance cost efficiencies.

Klein, an expert in CPG and healthcare industries, draws on more than 20 years of experience as she explores how the big-data revolution is poised to change all aspects of medicine and life sciences.

About 4i

4i's forward-looking, predictive foresight analytics driven approach helps clients uncover future growth opportunities, size future demand, develop successful growth strategies, and identify new innovations to succeed in tomorrow's marketplace. The company's foresight analytics have been proven over time to deliver consistently accurate results that help clients realize unparalleled growth opportunities. For more information on 4i, please visit <http://4igrowth.com> or contact Eugene Roytburg, Managing Partner at 630 640-3496.

David Schutzman
4i Inc.

203 550-8551
email us here

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