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Real Life Applications of Big Data Analytics in Healthcare Industry

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The overview of Big Data Analytics (BDA) in healthcare will permit new knowledges to be used in patient treatment, health management and clinic run. The objective of this paper is to analyse the potentials of Real Life Applications of Big Data Analytics in Healthcare Industry. The study is based on a critical review of the literature. Direct research was also carried out by questionnaires and was conducted on a sample of 97 medical facilities in India. Literary studies have shown that the use of Big Data analytics can bring many benefits to medical facilities, while direct research has shown that medical facilities in India are moving towards data-based healthcare as they are able to integrate both structured and unstructured data. The study has assured that medical facilities are using both structured data and unstructured data in its Real Life applications. However, the use of data from social media is found a lesser amount of because in their activity they reach for analysis not only in the administrative and business but also in the clinical field. This indicates that the decisions related to medical facilities are being made vastly based on data. The results of this study confirm that medical facilities are moving towards data-driven healthcare with applying their benefits in Real-life transactions.

Biography

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