



# Using Person-Centered Health Analytics to Live Longer: Leveraging Engagement, Behavior Change, and Technology for a Healthy Life (FT Press Analytics)

By Dwight McNeill

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The American way of producing health is failing. It continues to rank very low among developed countries on our most vital need...to live a long and healthy life. Despite the well-intentioned actions on the part of government, life sciences, and technology, the most important resource for achieving our full health potential is ourselves.

This book is about how you can do so, and how others can help you. Dwight McNeill introduces person-centered health analytics (pchA) and shows how you can use it to master five everyday behaviors that cause and perpetuate most chronic diseases.

*Using Person-Centered Health Analytics to Live Longer combines deep insight, a comprehensive framework, and practical tools for living longer and healthier lives. It offers a clear path forward for both individuals and stakeholders, including providers, payers, health promotion companies, technology innovators, government, and analytics practitioners.*

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## Editorial Review

### Review

“This book helps readers understand the brave new world of digital health improvement tools and then use that understanding to improve their own lives. Its focused guidance constitutes a bold new entry into the traditional health improvement literature.”

—Michael L. Millenson, author, *Demanding Medical Excellence: Doctors and Accountability in the Information Age*

“This book helped me realize what all the hype about person-centered health analytics means for me. McNeil has blended academic analysis and practical instruction, ensuring that readers can both understand the new technology landscape and take meaningful advantage of it. The result is an important text for anyone looking to take an active role in managing their own health at a reasonable cost in the twenty-first century.”

—Lauren A. Taylor, co-author, *The American Health Care Paradox: Why Spending More Is Getting Us Less*

“Dwight McNeill has integrated a variety of streams of thought and research to make a compelling case that person-centered health technologies and strategies can make a real difference in improving health outcomes.”

—Stuart Altman, Sol C. Chaikin Professor of National Health Policy at the Heller School for Social Policy and Management at Brandeis University

“Dwight McNeill’s book marks a new step in our collective understanding of the relationship between health and the vastly complex health care system that consumes so much of our national attention and wealth. Health care purchasers are looking for a way to link together their efforts to promote wellness and personal engagement with their investment in the hugely expensive medical care system. This book shows that we can focus on the emerging ways to manage our personal well-being while leveraging the health care system for its particular strengths. It is valuable to all of us as patients, consumers, and families—and will outline a new direction for purchasers, payers, and policymakers trying to set a fresh course for U.S. health care.”

—David Lansky, Chief Executive Officer, Pacific Business Group on Health

“The possibilities of data and analytics to change how we live are only understood when translated into human applications. Empowering individuals to participate in, and even shape, their own medical outcomes is among the most compelling and feasible ways that analytics is affecting us all. McNeil has developed the owner’s manual for living a better life, powered by analytics.”

—Jack Phillips, CEO, International Institute for Analytics

“*Using Person-Centered Health Analytics to Live Longer* emphasizes the importance of providing tools to people to equip them to be successfully engaged in improving their own health. It provides these tools and recognizes that people cannot do it alone and that others can make important contributions. Dr. McNeill provides innovative guidance to stakeholders on ways to overcome barriers to make personal analytics more accessible and effective for prevention and treatment.”

—Chris Gibbons, MD, MPH, Chair of the Board of the Center for the Advancement of Health and Professor at Johns Hopkins Schools of Medicine and Public Health

“Fixing today’s issues with health care requires both individual behavior change and a unity of purpose

among all stakeholders—payers, providers, analytics, and regulators. ‘Person-centered’ must progress from its status as a buzzword to an organizing principle for real solutions with data at the core. *Using Person-Centered Analytics to Live Longer* provides important insights for improving population health in the twenty-first century.”

—David Wiggin, Direct of Industry Marketing, Teradata

“Dr. McNeil provides a thought-provoking and timely contribution to the field of health analytics. His approach is novel and pays attention to the important issues surrounding person-centered data and its potential to promote positive changes for the health of populations. A wealthy read for students of analytics and health alike.”

—Robert J. McGrath, Ph.D., Everett B. Sackett Assoc. Professor & Chair, Director of Graduate Programs in Analytics, Department of Health Management & Policy, University of New Hampshire

From the Back Cover

### **Help People Get What They Want Most: Longer, Healthier Lives**

The American way of producing health is failing. It continues to rank very low among developed countries on our most vital need...to live a long and healthy life. Despite the well-intentioned actions on the part of government, life sciences, and technology, the most important resource for achieving our full health potential is ourselves.

This book is about how you can do so, and how others can help you. Dwight McNeill introduces person-centered health analytics (pchA) and shows how you can use it to master five everyday behaviors that cause and perpetuate most chronic diseases.

This book is about action, not talk. McNeill defines a future where you coordinate attainment of your own good health within the context of a person-centered health culture. He explains why pchA is an inevitable solution for what ails U.S. health care, and provides a comprehensive toolkit that equips you to optimize your own health. Additionally, he shows stakeholders how to facilitate pchA’s adoption and support those individual efforts.

*Using Person-Centered Health Analytics to Live Longer* combines deep insight, a comprehensive framework, and practical tools for living longer and healthier lives. It offers a clear path forward for both individuals and stakeholders, including providers, payers, health promotion companies, technology innovators, government, and analytics practitioners.

#### ***Make preventive health work—finally***

*Discover a new vision for people-centric, self-managed, 24/7 behavior change*

#### ***Support individuals as they systematically improve their health trajectories***

*Implement a complete framework for engaging individuals in “coproducing” health*

#### ***Use and share powerful personal health tools that are already here***

*Help people know themselves, protect their health, mind illnesses, and manage their data*

#### ***Overcome five key barriers to person-centered health analytics***

*Address issues related to physicians, payment, proof, pleasing customers, and privacy*

About the Author

**Dwight McNeill**, PhD, MPH, is a teacher, writer, and consultant. He is a Lecturer at Suffolk University where he teaches courses in population health and health policy.

Dwight has published two previous books on health analytics, including *A Framework for Applying Analytics in Healthcare: What Can Be Learned from the Best Practices in Retail, Banking, Politics, and Sports* and (editor) *Analytics in Healthcare and the Life Sciences: Strategies, Implementation Methods, and Best Practices*. He has also published many journal articles, including “Building Organizational Capacity: A Cornerstone of Health System Reform” (with Janet Corrigan) in *Health Affairs*.

Over his 30-year career, he has worked in corporate settings, most recently as Global Leader for Business Analytics and Optimization for the Healthcare Industry for IBM, and previously at GTE; government settings at the federal (Agency for Healthcare Research and Quality) and state (Commonwealth of MA) levels; analytics companies; and provider settings. He consults on analytics innovations to improve population health management and person-centered health.

Dwight earned his PhD from Brandeis University in Health and Social Policy and his MPH from Yale University in Public Health and Epidemiology.

## Users Review

### From reader reviews:

#### **Terry Holmes:**

Do you one among people who can't read satisfying if the sentence chained in the straightway, hold on guys this kind of aren't like that. This Using Person-Centered Health Analytics to Live Longer: Leveraging Engagement, Behavior Change, and Technology for a Healthy Life (FT Press Analytics) book is readable by means of you who hate those straight word style. You will find the information here are arrange for enjoyable studying experience without leaving also decrease the knowledge that want to offer to you. The writer associated with Using Person-Centered Health Analytics to Live Longer: Leveraging Engagement, Behavior Change, and Technology for a Healthy Life (FT Press Analytics) content conveys the idea easily to understand by lots of people. The printed and e-book are not different in the written content but it just different in the form of it. So , do you nevertheless thinking Using Person-Centered Health Analytics to Live Longer: Leveraging Engagement, Behavior Change, and Technology for a Healthy Life (FT Press Analytics) is not loveable to be your top record reading book?

#### **Christopher Henricks:**

Information is provisions for individuals to get better life, information nowadays can get by anyone on everywhere. The information can be a understanding or any news even a concern. What people must be consider when those information which is inside the former life are hard to be find than now is taking seriously which one would work to believe or which one the resource are convinced. If you obtain the unstable resource then you understand it as your main information you will see huge disadvantage for you. All of those possibilities will not happen within you if you take Using Person-Centered Health Analytics to Live Longer: Leveraging Engagement, Behavior Change, and Technology for a Healthy Life (FT Press Analytics) as your daily resource information.

#### **Mabel Maddux:**

Spent a free time for you to be fun activity to do! A lot of people spent their leisure time with their family, or

their particular friends. Usually they doing activity like watching television, going to beach, or picnic inside the park. They actually doing same every week. Do you feel it? Do you need to something different to fill your free time/ holiday? Could possibly be reading a book could be option to fill your no cost time/ holiday. The first thing that you will ask may be what kinds of guide that you should read. If you want to test look for book, may be the book untitled Using Person-Centered Health Analytics to Live Longer: Leveraging Engagement, Behavior Change, and Technology for a Healthy Life (FT Press Analytics) can be great book to read. May be it may be best activity to you.

**Stephanie Hopkins:**

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