

(54) Title of the invention : BIG DATA ANALYTICS SUPPORTS TO REDUCE RISK FACTORS IN HEALTHCARE INDUSTRY

(51) International classification :G16H0010600000, G16H0050200000, G16H0050700000, G16H0050300000, G16H0010200000

(86) International Application No :NA  
Filing Date :NA

(87) International Publication No : NA

(61) Patent of Addition to Application Number :NA  
Filing Date :NA

(62) Divisional to Application Number :NA  
Filing Date :NA

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(57) Abstract :  
 Big data analytics supports to reduce risk factors in Healthcare Industry Abstract: Consider wearing a device that informs you if your everyday routine increases your chance of developing diabetes. Consider a smartphone app that offers individualised medical recommendations based on your DNA. The use of data collecting and analysis tools is revolutionising healthcare delivery and enhancing patient outcomes. In the not-too-distant future, such cutting-edge technical advances will be readily available. Big data refers to a significant quantity of data about a single subject. Big data refers to data sets that are too huge for typical storage and processing methods. This category contains both structured and unstructured information. The fast development of new medical technologies and the recent effort to digitise patient data have paved the way for big data to contribute significantly to the field of healthcare. These contributions are now feasible due to these developments. Businesses are utilising big data to understand more about their customers and customise their products to boost client loyalty and retention. Patient records, hospital data, medical test results, and data from diagnostic equipment are all examples of major data sources in healthcare. Moreover, biomedical research on public health generates a substantial amount of big data, which, if handled and processed correctly, might give patients, medical experts, administrative staff, and researchers with useful and actionable information. Public health researchers, for instance, can accumulate vast quantities of data for use in detecting and averting future pandemics.

No. of Pages : 9 No. of Claims : 8