Retail Innovation Shout Out: Walgreens Clinicians Leverage Data Analytics to Make a Diagnosis

by Sonia Parekh

Leveraging data to make better merchandising, marketing and distribution decisions has become a common - and essential - tactic for retailers. But Walgreens has found yet another way to utilize data to better serve its customers.

The company began equipping its clinicians with a predictive software called ePass, which guides health care providers through checkups by prompting them with questions or requests for lab tests depending on the patient’s history. The software then accesses data from more than 100 million patients and uses predictive algorithms to suggest potential health conditions the patient might have. At the end of the appointment, ePass compiles a summary report of the check up and suggested treatment, and that report becomes a part of the patient’s electronic health care records.

Beyond that, the system also tracks patient behavior, flagging those who have not followed up to get prescribed tests or come back for regular check ups and alerting the clinician as necessary.

While it is an incredibly powerful tool, ePass is not meant to replace an actual health care provider, but rather to arm them with an accurate and complete set of facts. It’s an innovative use of customer data to improve the customer experience, and in this case, optimize overall patient care.

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Sonia brings over 15 years of industry experience. She has deep retail industry knowledge having worked as a consultant and in operating roles with many large, national retailers.