Weather matters to healthcare organizations

Weather often has a negative impact on business:
- Number of catastrophic weather events globally in 2017: 330
- Number of billion-dollar weather events globally in 2017: 31

But weather insights can turn the lows into highs:
Here’s what we learned from surveying 1,000 C-level executives representing 15 countries and 53 industries—including 50 executives in the healthcare industry.

- 86% of healthcare executives expect improved weather insights could lead to annual revenue growth of up to 2% or more.
- 92% of healthcare executives say weather insights could reduce annual operating costs by up to 2% or more.

So what’s stopping executives from gaining better weather insights?

**Business**

- Challenge: Understand how weather data creates value
  - 69% (54%)
- Challenge: Difficulty integrating weather data into operational processes
  - 60% (54%)
- Challenge: Unnecessary or weather data impacts decision making
  - 57% (51%)
- Challenge: Insufficient data or innovation in organizational structures
  - 39% (14%)
- Challenge: Lack of confidence in weather data accuracy
  - 31% (24%)
- Challenge: Costs to perform analytics
  - 21% (24%)
- Challenge: Lack of skills or technical know-how
  - 24% (13%)

**Technical**

- Challenge: Inaccurate weather data
  - 69% (54%)
- Challenge: Lack of data quality
  - 54% (54%)
- Challenge: Incomplete data
  - 51% (51%)
- Challenge: Difficulty translating weather insights into actionable strategies
  - 44% (44%)
- Challenge: Lack of data security or a variety of data sources
  - 41% (41%)
- Challenge: Lack of software or tools
  - 24% (24%)
- Challenge: Problems with data keeping or comprehensive deployments
  - 13% (24%)

Find out how your healthcare organization can overcome these obstacles.

1. In what ways are weather-related insights influencing decision-making in your organization?
2. How could weather insights improve your operational planning?
3. How can you access the capabilities necessary to leverage weather insights?

Stop wondering if a hard rain’s going to fall and learn how to put weather to work.
Visit: ibm.biz/justaddweather