



# **THE LITTLE BOOK OF BIG SUCCESS WITH SNOWFLAKE**

**HEALTHCARE AND LIFE SCIENCES EDITION**





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# LEANING INTO THE FUTURE OF DATA-DRIVEN HEALTH

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Data is paving the way for new approaches to care delivery, clinical diagnostics, medical innovation, and therapeutic development. But many healthcare and life sciences organizations still rely on rigid legacy IT infrastructures to make sense of constantly expanding amounts of sensitive health data. In addition, organizational and technical silos still hinder modern health data infrastructures, creating complexity and limiting access to valuable insights.

By moving to the cloud, all health organizations from pharmaceutical manufacturers to hospitals can leverage secure data management capabilities and advanced analytics to generate value from historical and real-time information and to deliver richer insights to internal and external data consumers.



# DRIVING QUALITY HEALTH EXPERIENCES AND OUTCOMES

## **POWER THE NEXT WAVE OF HEALTHCARE INNOVATION**

Centralize all your healthcare data in a secure, single location and unlock insights to improve outcomes, deliver quality customer and patient experiences, and streamline inefficiencies.

## **SUPPORT CLINICAL AND OPERATIONAL DECISION-MAKING**

Satisfy different reporting and analytics needs across your organization with a simple and scalable solution that provides consistent performance for all users and workload sizes.

## **EXCHANGE SENSITIVE DATA SECURELY**

Share sensitive data internally and externally with built-in security that supports HIPAA, SOC 1 and 2 Type 2, and PCI DSS requirements.

Snowflake Cloud Data Platform is a cornerstone technology for organizations intent on getting the most value from their data. By ingesting structured and semi-structured data from any data source, Snowflake serves as a centralized data repository. Snowflake's elastic architecture automatically scales up and down, so all workloads have dedicated, appropriate compute resources to ensure better performance and shorten query times. Snowflake is ANSI SQL compliant, so it works with essentially any data loading or analytical product.

## ALL YOUR DATA QUICKLY ACCESSIBLE TO ALL YOUR USERS



## HOW ORGANIZATIONS ARE USING SNOWFLAKE ACROSS HEALTHCARE AND LIFE SCIENCES

### Healthcare analytics

- Improve sales, marketing, supply chain, and inventory analytics.
- Inform drug and gene therapy development with insights from large-scale genomic data analysis.

### Providers and healthcare systems

- Improve patient experiences, support clinical decision-making, and minimize medical waste.
- Reduce fraud and tap into new revenue streams.
- Improve patients' well-being by providing insight into their health data, fitness metrics, and care options.

### Pharmaceuticals, biotechnology, and medical devices

- Deliver lifesaving treatments and devices to new markets quicker through clinical trial analysis.
- Support collaborative research with partner institutions by securely exchanging data.

### Health payers and insurance

- Optimize policy and program design with a better understanding of patient journeys from claims to payout.
- Improve the alignment of reimbursements and care outcomes.

# CUSTOMER STORIES

- > nib Group
- > 8fit
- > McKesson





**nib**

## **EMPOWERING DATA CONSUMERS BY DEMOCRATIZING DATA**

Australian-based nib Group provides health and medical insurance for approximately 1.4 million customers. Using Snowflake with Tableau enables teams across the organization to quickly process huge volumes of data.



**Snowflake had everything we wanted out of the box, so we didn't have to embark on a large DevOps project to configure or customize in any way, and it complemented the rest of our cloud IT infrastructure.”**

**LUKE STAPLETON**  
Manager,  
Analytical Platforms  
at nib Group

## GOAL

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Use a cloud-based data warehouse to complement Tableau, nib Group's data visualization platform of choice, to calculate KPIs in Tableau and provide metrics for claims, sales, policies, and customer behavior.

## PAIN POINT BEFORE SNOWFLAKE

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Tableau was constrained by the company's infrastructure and could not handle increasing volumes of data.

## SCENARIO BEFORE SNOWFLAKE

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- The company's legacy BI platform was very challenging to use, especially for generating end-of-month reports.
- There was a lot of competition among teams for CPU resources to process data.

## RESULTS WITH SNOWFLAKE

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- nib Group's cloud IT infrastructure is future-proof, because Snowflake scales out to handle any number of concurrent users and scales up to provide more resources for Tableau.
- Processing times have been reduced from days to hours.
- Concurrent users can quickly calculate KPIs in Tableau by querying live data in Snowflake.
- The organization is more focused on making data-driven decisions.



## **ENABLING DATA-DRIVEN MOBILE APP DEVELOPMENT**

8fit, whose parent company is Urbanite Inc., develops mobile apps that help more than 25 million people live healthier and happier lives. Using Snowflake, it collects and analyzes large volumes of user interaction and relationship data to ensure an optimal user experience and elevate its decision-making.



**Snowflake accelerates time to data at 8fit and enables stakeholders to use more data in their decision-making.”**

**NORMAN ROSNER**  
Head of Data at 8fit

## **GOAL**

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**Accelerate time to insight for business intelligence users.**

## **PAIN POINT BEFORE SNOWFLAKE**

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Rapid user growth and new data integrations led to long wait times for Looker reports.

## **SCENARIO BEFORE SNOWFLAKE**

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- 8fit's legacy data warehouse required constant workload and query optimization to prevent reporting delays.
- Lack of support for semi-structured data prevented the company from increasing analytics and adding personalization features to its apps.

## **RESULTS WITH SNOWFLAKE**

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- Performance of 8fit's Looker reports has been boosted for a fraction of the cost of a system that runs 24/7.
- On-demand reporting enables stakeholders across the organization to rapidly understand user behavior, identify business trends, and develop innovative features and campaigns that elevate customer loyalty.
- Integration with Amazon Simple Storage Service (Amazon S3) simplifies 8fit's data pipeline, yielding richer insights with less glue code.
- Native support for semi-structured data and bulk loading from Amazon S3 make Snowflake the central source of truth.



**McKESSON**

## **TAKING DATA AND ANALYTICS TO THE NEXT LEVEL TO TRANSFORM A FORTUNE 7 COMPANY**

McKesson, a Fortune 7 distribution company, ships about a third of the pharmaceuticals used in North America and serves about 2 million customers per day in Europe. Using Snowflake enabled it to speed its journey to the cloud and more effectively leverage its data.



**We decided to use Snowflake to migrate one of our largest data warehouses to the cloud, and we completed that migration in 90 days.”**

**BRIAN DUMMANN**  
Chief Data and  
Analytics Officer  
at McKesson

## **GOAL**

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Partner with companies that provide managed services so McKesson doesn't have to run its own software and can effectively leverage data and analytics for its growth initiatives.

## **PAIN POINT BEFORE SNOWFLAKE**

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Managing its own infrastructure while trying to migrate to the cloud over the past four years had yielded few benefits.

## **SCENARIO BEFORE SNOWFLAKE**

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- McKesson had a large internal data warehouse that was nearing end-of-life.
- Having data in 60 different silos prevented distributed analytics teams from collaborating and using all the company's data.

## **RESULTS WITH SNOWFLAKE**

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- The company migrated to the cloud in 90 days and already has 3,500 users running in the new environment.
- Snowflake's fully managed service enables analytics teams to focus on analytics rather than on doing "plumbing work" for the data.



# THE DATA-DRIVEN FUTURE OF HEALTHCARE AND LIFE SCIENCES

Digital innovation across healthcare and life sciences organizations is just beginning. Pioneering organizations are taking advantage of secure, flexible, and scalable technologies such as Snowflake to reimagine their legacy IT infrastructures. With this transformation comes new opportunities to put advanced analytics to work, including new and innovative ways to improve care delivery models, personalize treatment and therapy options, and drive quality patient care and experiences. Using Snowflake, every health organization can find data-driven approaches to age-old challenges and begin building a data-driven future.





## ABOUT SNOWFLAKE

Snowflake's cloud data platform shatters the barriers that have prevented organizations of all sizes from unleashing the true value from their data. Thousands of customers deploy Snowflake to advance their organizations beyond what was possible by deriving all the insights from all their data by all their business users. Snowflake equips organizations with a single, integrated platform that offers the only data warehouse built for the cloud; instant, secure, and governed access to their entire network of data; and a core architecture to enable many types of data workloads, including a single platform for developing modern data applications. Snowflake: Data without limits. [Find out more at Snowflake.com](https://www.snowflake.com).



