

Decisions to Support Health Care and Patients

Decision support systems can provide many benefits and efficiencies for operational and tactical decision making. From marketing to employees during open enrollment for health insurance to the delivery of quality patient care, decision support tools can add value to health care.

The cost of delivering health care in the U.S. is a topic receiving a lot of attention and national dialogue. This issue is complex and widespread, both economically and personally. It affects every individual, family, and business in the U.S. and probably will require many solutions and approaches to address the problem. The effect of “consumerism” has influenced the debate associated with the costs and delivery of health care.

In some industries such as education and health care, the word “sales” has never been a term used in operations and management, probably because the connotation would not be appropriate to identify with customers and their transfer of funds. However, revenue into a business organization still remains as a sale. In an increasingly competitive marketplace for many industries, it is important to attract and retain customers in a long-term, profitable relationship. The integration of business process management (BPM) methodologies and decision support systems can provide the methods for developing relationships with customers.

When businesses offer their employees the selection of benefits alternatives during open