



MIGHTYHIVE HELPS NORTHWELL HEALTH ADDRESS PANDEMIC CRISIS WITH MARKETING DATA

PROBLEM

Northwell Health, New York's largest healthcare provider and private employer, faced an unexpected crisis when COVID-19 cases began to rise in the USA. In order to address this public health crisis and anticipate future waves of the disease, Northwell Health needed innovative data sources to detect and predict surges in COVID-19 patients earlier.

APPROACH

Before the COVID-19 pandemic, Northwell Health worked with MightyHive to set up a tagging strategy and data architecture to give them the flexibility to analyze vast amounts of site data as needed, while still protecting visitor and patient privacy.

As hospitals became overwhelmed by COVID-19 cases, Northwell Health used its centralized, anonymous digital data in Google Cloud Platform in conjunction with Google Analytics data and BigQuery Machine Learning applications, to analyze marketing data. Using data like overall page views to the system's website, wait times at the emergency department, and directions to a hospital, Northwell Health used its marketing analytics data to develop a predictive model to anticipate the next wave of the virus.



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“Working with MightyHive to build out our analytics infrastructure allowed us to pivot quickly during a crisis, discovering a new use case for our marketing data that helped us stay weeks ahead of the curve, support public health, and save lives.”

— PAUL LAMBSON,
CORPORATE DIRECTOR, CUSTOMER
INSIGHTS AND ANALYTICS,
NORTHWELL HEALTH

RESULTS

Using advanced Google Cloud Platform and Google Marketing Platform technologies, MightyHive equipped Northwell Health with a compliant analytics toolbox that provides insights far beyond digital marketing. Northwell Health has now developed invaluable predictive capabilities, allowing its hospitals to proactively allocate resources and staff to serve their patients, support public health, and respond with greater agility to the COVID-19 pandemic.