



Case Study: Healthcare

Today's healthcare payers face a rapidly changing & market intense competition—both driven by consumers who are demanding more flexible products, increased transparency, and better service. To survive and succeed, payers find themselves forced to adopt new business models and develop competencies in areas such as member empowerment and provider collaboration.

With dCode, you can meet these challenges. In fact, they're an opportunity to separate to your organization from the pack. Our social and mobile capabilities, and our ability to integrate with industry standard systems such as McKesson, EPIC, and PICIS, mean you can deliver on the promise of [demand driven healthcare](#).

Clustering of Gene Expression Data

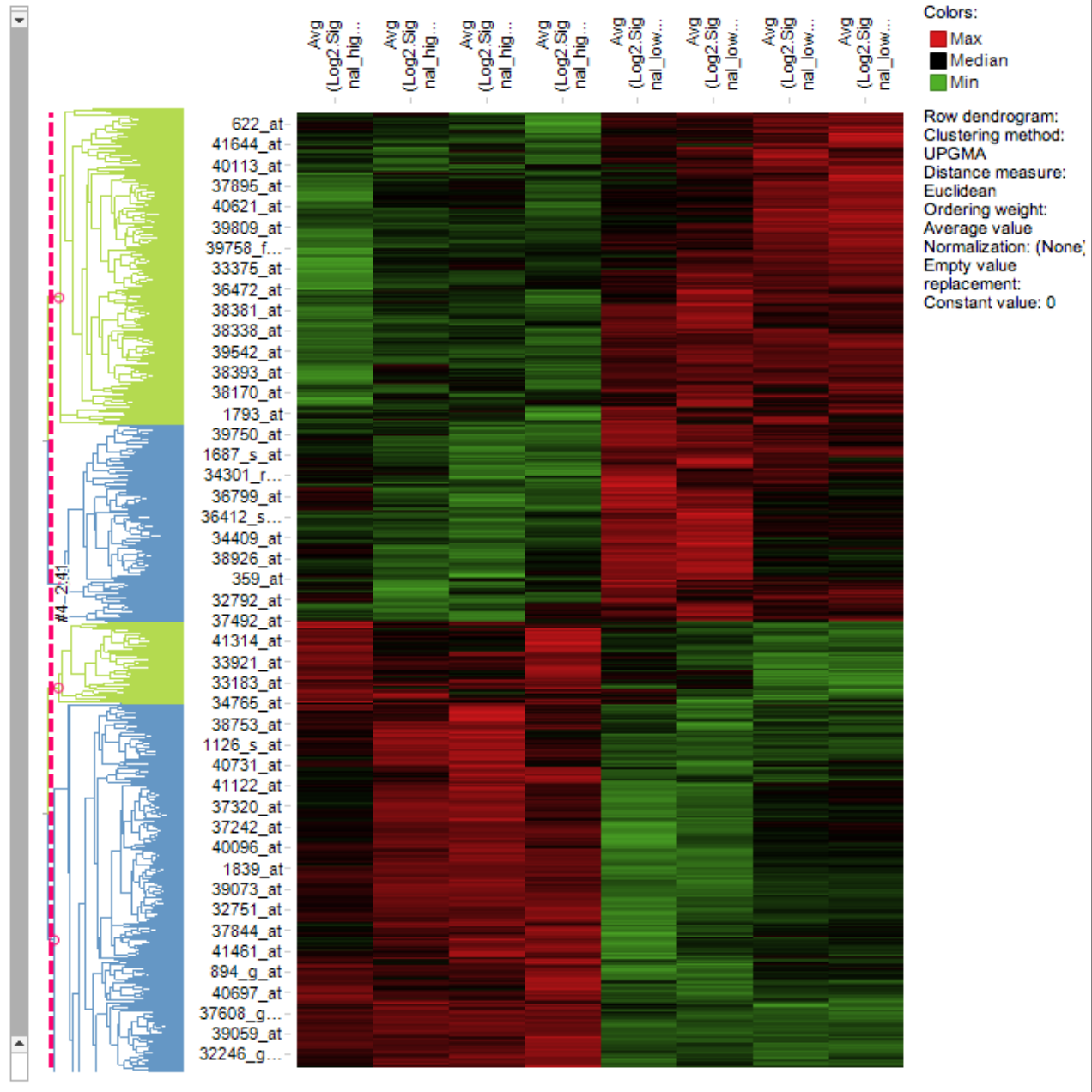
The Heat Map is a new visualization that lets users compare very large numbers of measurements across several variables, and to organize those values in such a way that subtle relationships can be identified visually. This is useful in comparing customer profiles across multiple demographics, in grouping patient response in a clinical drug trial and many other situations.

This visualization shows how genes (rows) in eight different patients respond to a particular treatment. Some genes in some patients show strong response (red), others show weak or negative response (green).

Statistical tools* enable these measurements (here, the genes) to be clustered into groups of like measurements (clusters). These can be visualized individually below. This allows non-expert users to very quickly identify particular groups or trends which would be otherwise difficult to find.

Probeset Expression

Probeset Expression



Probeset Expression Profiles

Probeset Expression Profiles

