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# “Trends in Government Health Information Technology”

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## ABSTRACT

SAS' "Federal Health" customer base represents a collection of diverse requirements and creative information delivery applications. Trends in the last 5 years are pushing traditional data warehousing architecture to support near real time data quality and cleansing within an environment of Master Data Management. As data and end-users continue to increase, the demands for faster data retrieval continue to scale upwards, requiring data to be stored in ways that support timely retrieval on a "need to know" basis. End-user skills for performing analysis are broad so applications are designed to support multiple levels of use, often within a Services Oriented Architecture. Finally, within the last 5 years, no longer is the analytical environment limited to structured data! The world of unstructured data analysis is proving that textual content can be analyzed and married to structured data analysis in ways that improve the ability to understand and better predict outcomes and behavior.

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