



2020

# Health Innovation Summit

March 28<sup>th</sup>, 2018

**@niknanos**

Executive Chair, Nanos Research

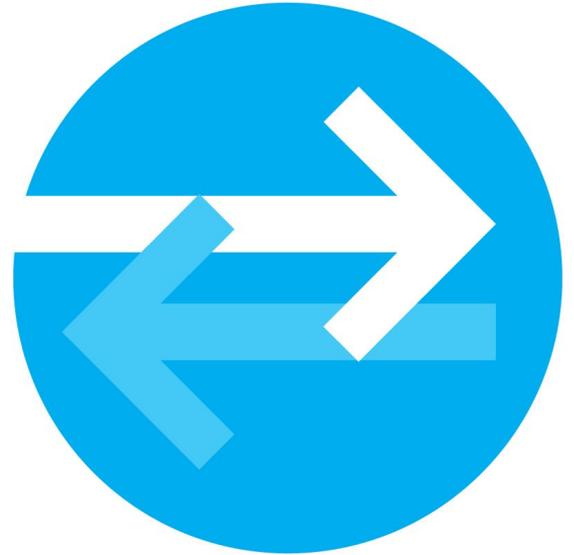
Research Associate Professor, State  
University of New York, Buffalo

# The Public Environment

**Data Cautionary Tales**

**Healthcare in the Policy  
Mind Map**

**Moving Forward**

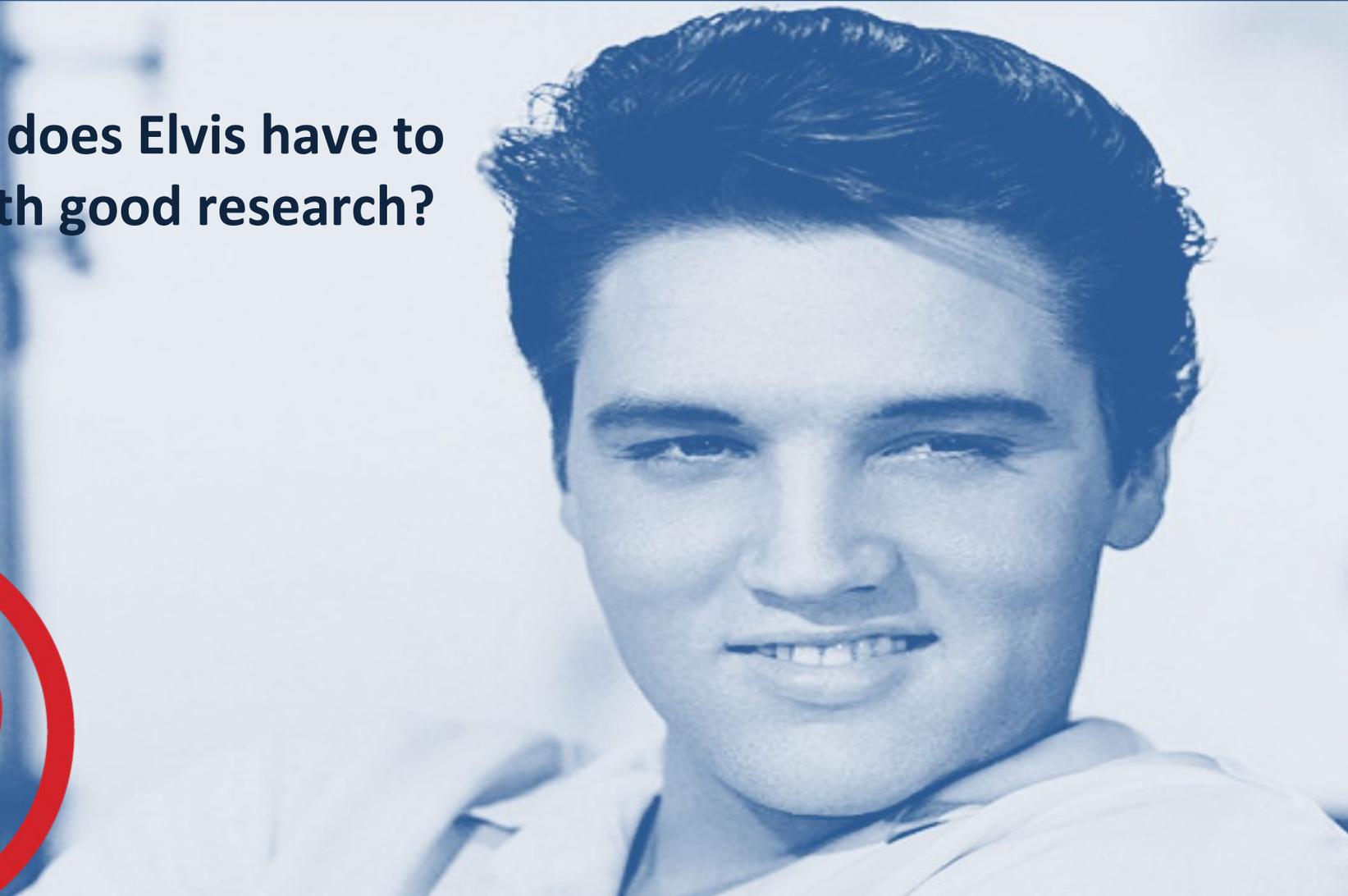


**MISTRUST**

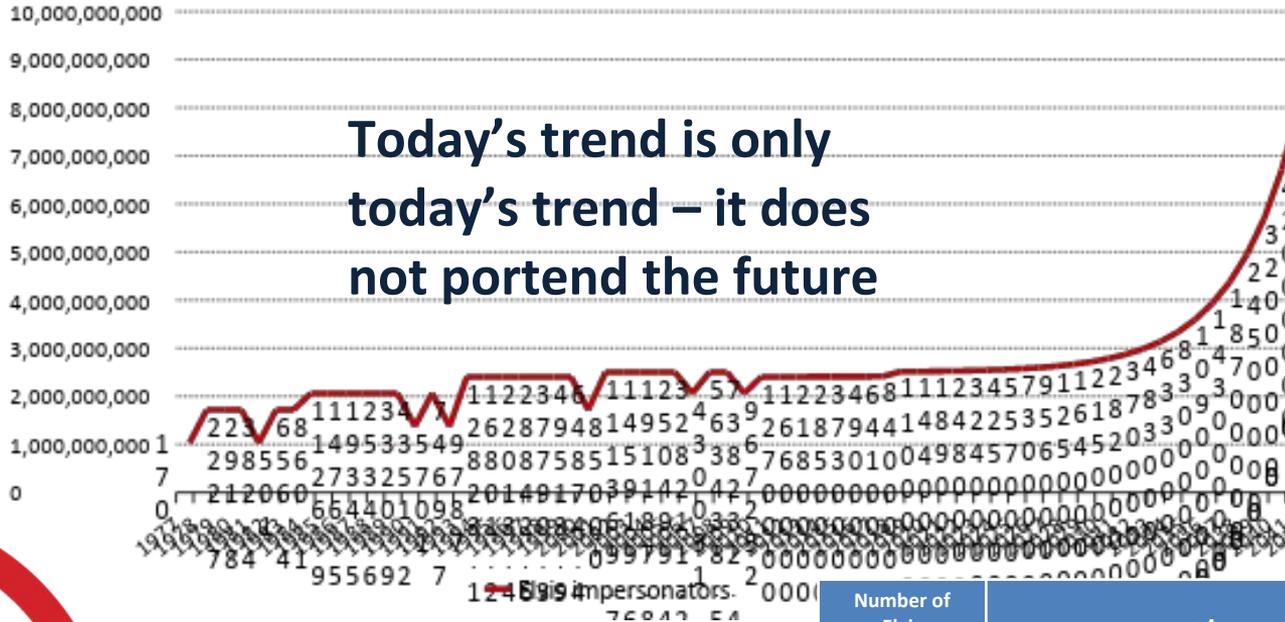
**WE**

**TRUST**

**What does Elvis have to  
do with good research?**



# How about those predictive models



There were an estimated 170 Elvis impersonators when he passed away in 1977. This number reached approximately 85,000 in the year 2000.

According to the growth formulas, the entire world population will be Elvis impersonators by the year 2043.

Number of Elvis impersonators =	$pe^{rt}$
$p =$	the number of Elvis impersonators in 1977
$e =$	the growth constant which is 2.71828182...
$r =$	the growth factor (0.2702005)
$t =$	the number of years since 1977

# How much should we trust big data?



DAILY NEWS 13 March 2014

## Google Flu Trends gets it wrong three years running

[Google Flu Trends](#), which launched in 2008, monitors web searches across the US to find terms associated with flu activity such as “cough” or “fever”. It uses those searches to predict up to nine weeks in advance the number of flu-related doctors’ visits that are likely to be made. The system has consistently overestimated flu-related visits over the past three years, and was especially inaccurate around the peak of flu season – when such data is most useful. **In the 2012/2013 season, it predicted twice as many doctors’ visits as the US Centers for Disease Control and Prevention (CDC) eventually recorded. In 2011/2012 it overestimated by more than 50 per cent.**

**Why? Lack of validation/human intervention > where’s the doctor in all of this?**

Forbes / Pharma & Healthcare

MAR 23, 2014 @ 09:00 AM 52,715 VIEWS

## Why Google Flu Is A Failure

# Where is the complete picture?

**A** - Would you vote for the Liberal Party of Canada?

– Yes or No

**C** - During the last 12 months, was there a time when you did not fill or collect a prescription for your medicine, or you skipped doses of your medicine because of the cost?

– Yes or No

**B** - Which party would you vote for?

– Open-ended

**D** - What was the one reason for not filling/stopping early/taking a smaller dose of your personal prescription on any occasion?

– Open-ended



***Healthcare and the  
policy mind map***





## Issue importance and confidence in finding solutions

For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future [RANDOMIZE]

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

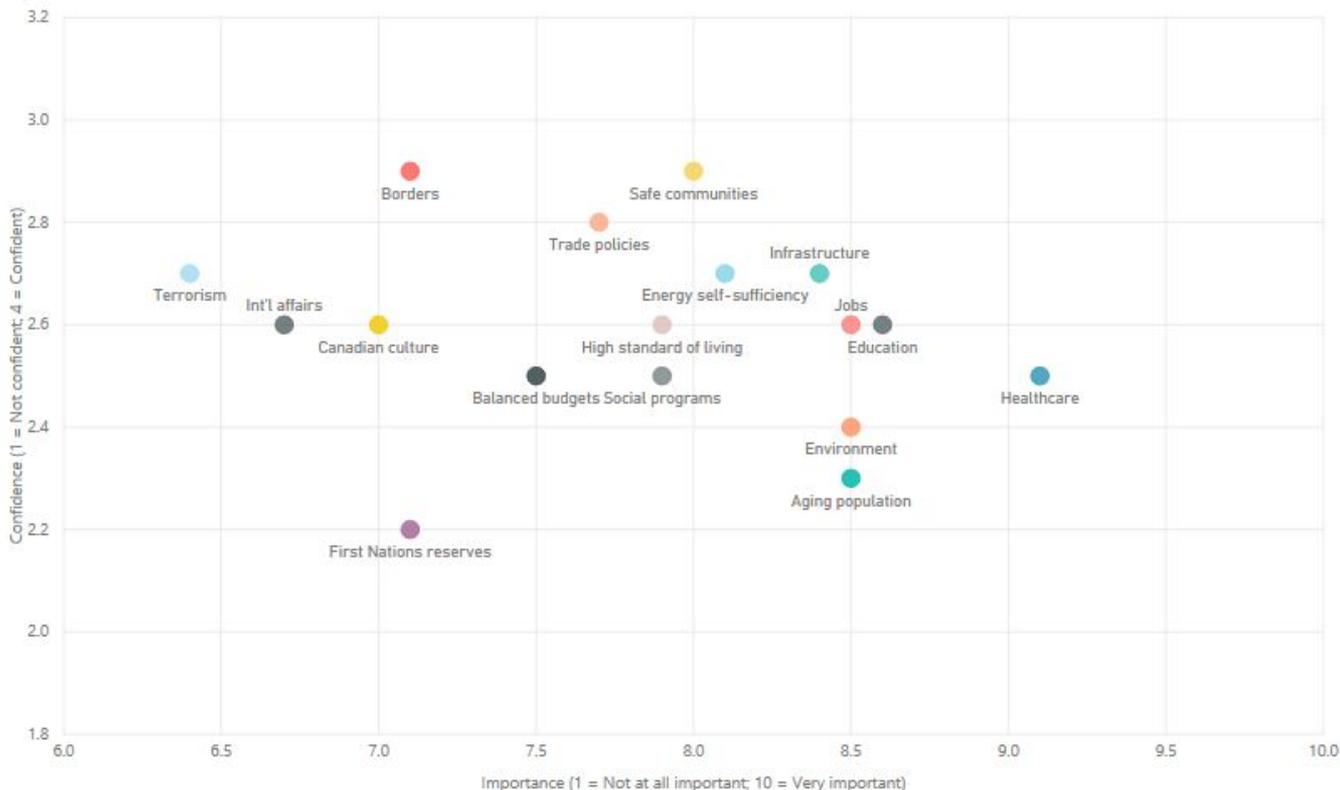
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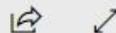
[www.nanos.co/method](http://www.nanos.co/method)

- 2017 - Trudeau
- 2016 - Trudeau
- 2015 - Harper



Microsoft Power BI

< 1 of 19 >



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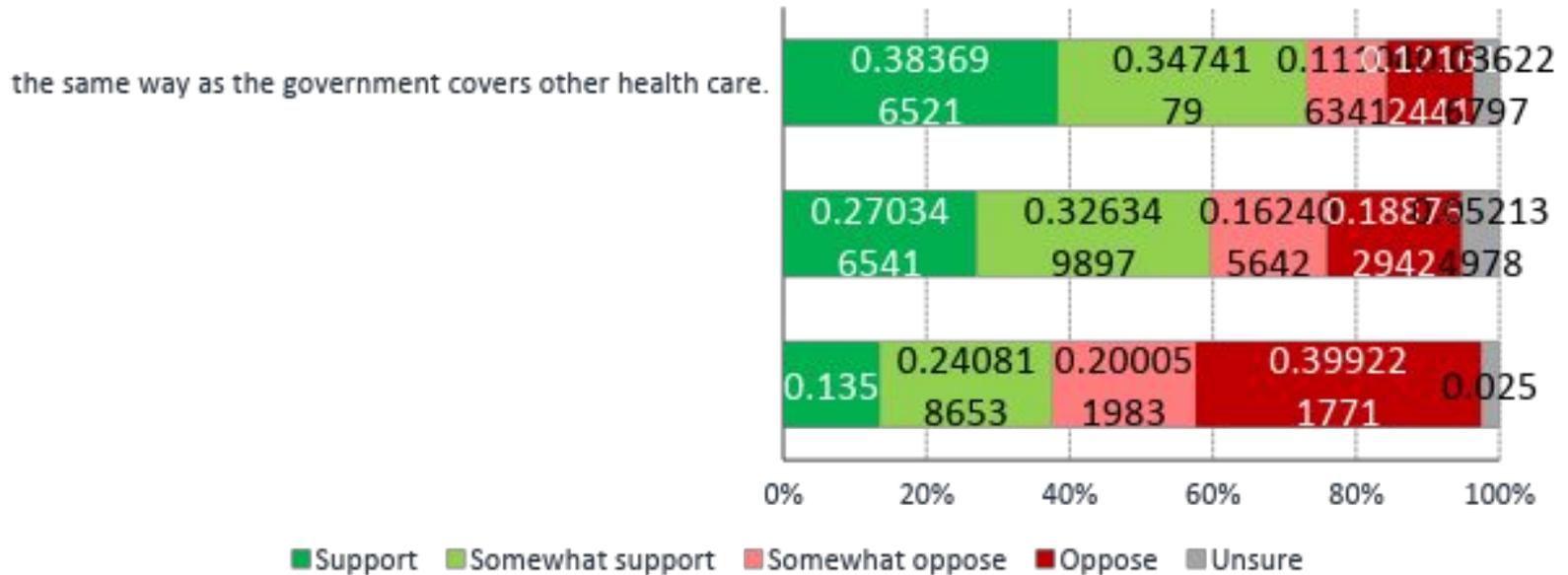
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# Think about choices

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 7<sup>th</sup> to 12<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



**QUESTION** – Do you support, somewhat support, somewhat oppose or oppose each of the following?  
[RANDOMIZE]

## Be ecumenical and evidence-based

Health Canada using all the research available to create a Healthy Eating Strategy for Canadians

- 73% Important/ 18% Somewhat important
- 5% Unimportant/ 3% somewhat unimportant



# IDEAS

- ✓ Big data is just big data – use common sense to question and contextualize
- ✓ When we think of solutions – think of policy choices not just popularity
- ✓ Think of triangulation and being an ecumenical evidence based decision-maker