

Unhealthy Levels of Data?

One healthcare company provides a look at the numbers for second quarter

Information Overload.

Around 55,000 athenahealth healthcare providers delivered \$3.7 billion of patient care across the network, seeing 13.9 million patients, and raising the total number of medical records in the online network athenaNet to 56.7 million in the second quarter. Its network executed over 470 million electronic exchanges of clinical information between its clients and the rest of the healthcare supply chain, and the operations team had to shepherd 13.2 million faxes, up from 9 million a year ago. And they moved 79.6 tons of mail up from 67.2 tons a year ago.

Global Travel. Some 18 percent all hotel rooms under construction globally are Hilton properties. At the end of June, Hilton has 694,000 rooms in 93 countries and territories. By the end of this year, guests will be able to check-in using their



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Hilton managed account on a mobile device, tablet or computer and choose their exact room from digital floor plans before arriving at their hotel at more than 4,000 properties in 80 plus countries.

Instant Refill. Procter & Gamble's new distribution centers will enable 80 percent of P&G's business to be within one day or less of store shelves and shoppers. All of new distribution

centers will be up and running by early 2015.

Home Away. Around 50 percent people staying at Extended Stay America hotels stay more than 30 nights and then the other 50 percent people stay less. 60 percent of its hotel traffic is business travelers, versus 40 percent leisure. The hotel industry, by comparison, is roughly 60 percent leisure, 40 percent business.

Virus Control. Clorox is fighting more than germs. The company obtained soft surface sanitation claims for hydrogen peroxide sprays. Soon, the Clorox Optimal UV system will become the first consumer product goods company that focuses on healthcare to provide both a surface disinfected as well as UV technology.

Bankers Outburst. The financial crisis has put bankers on the defensive. "No, I can't overemphasize this, we do not

run the company for quarterly profits," says JP Morgan's Jamie Dimon. "I honestly I mean I don't care whether the FICC was up 10 percent or 15 percent or down 10 percent the next quarter. I actually think it's complete waste of time." Still, "The big weak spot which we'll acknowledge is mortgage and we're going to put, we got great people there, we're going to put elbow to the metal there, we're going to invest some more money in their systems."

Going Online. Eighty percent of Keds are sold in the U.S; In North America, women's Sperry Top-Siders' boat style comprises 50 percent of their business. Now, parent company Wolverine World Wide is closing 140 Stride-Rite brick-and-mortar retail locations over the next 18 months to focus on e-commerce and mobile opportunities: 25 percent of its e-commerce activity is via mobile.

Up In Smoke. Two of the largest tobacco companies are merging. Reynolds American will acquire Lorillard for \$27.4 billion. As part of this transaction, Imperial Tobacco will be purchasing the KOOL, Salem, Winston, Maverick and blu assets of R.J. Reynolds and Lorillard. Imperial is the fourth-largest tobacco company in the world by market share. Today their U.S. cigarette brands include USA Gold and Sonoma, and now the addition of KOOL, Salem, Winston, and Maverick to their portfolio is expected to more than triple their U.S. market share and they are also purchasing the current e-cigarette category leader blu.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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