



Availity Using Informatica Crosswalk Solution for Greater Customer Satisfaction During Transition to HIPAA 5010A

Premier health information network relies on the Informatica Crosswalk Solution for adherence, testing and delivery against 5010A format compliance mandates in the processing of more than one billion transactions per year

FAST FACTS

BUSINESS INITIATIVES

- Ensure compliance with new HIPAA 5010A healthcare legislation
- Reduce risk involved in move to HIPAA 5010A
- Improve customer loyalty and satisfaction
- Increase operational efficiency

TECHNOLOGY STRATEGY

Implemented Informatica B2B Data Transformation™ enabling flexible support for customer data leveraging universal data transformation

Implemented Informatica HIPAA 5010A Crosswalk Solution to confidently meet the HIPAA 5010A deadlines with a prebuilt bidirectional crosswalk and a user-friendly Microsoft Excel accelerator between the 4010 and 5010A transaction formats

“Thanks to the Informatica HIPAA 5010A Crosswalk Solution and the visionary approach of the Informatica team, Availity is ahead in the journey to HIPAA 5010A compliance.”

— Trent Gavazzi, Executive Vice President and Chief Technology Officer, Availity

Executive Summary

Version 5010A of the Health Insurance Portability and Accountability Act (HIPAA) paves the way for healthcare plans, providers, clearinghouses, government agencies, and third-party billing services to improve compliance and derive greater business efficiency from tighter integration of trading partners. Availity, one of the largest health information exchanges in the country, has standardized on the Informatica® HIPAA 5010A Crosswalk Solution, a component of the Informatica Platform, to provide the ultimate flexibility to its physician, trading partner, and health plan customers during the transition to the 5010A rules. The company is already automatically converting incoming, previous-version 4010 transactions in order to deliver outbound 5010A transactions for exchange with those organizations ready to receive them. Conversely, Availity is also converting incoming 5010A transactions to the 4010 format for exchange with partners that have not yet achieved readiness. These conversions ensure that all interested Availity parties can submit and receive transactions in the format preferred by their organizations. The Informatica solution enables Availity to exchange more than one billion annual customer transactions in either HIPAA format, during and beyond the 4010 to 5010A transition period.

¹ HIPAA regulates the availability and breadth of group health plans and certain individual health insurance policies. Recent Administrative Simplification provisions address the security and privacy of health data.

BENEFITS

- Provided flexibility to handle HIPAA 4010 and HIPAA 5010A transaction formats simultaneously during transition
- Reduced development and compliance costs by leveraging out-of-the-box solution with predefined packaged HIPAA, HL7, and NCPDP transformations
- Protected against risks and costs of noncompliance and business interruption
- Enabled Availity to engage in a phased migration, on a partner-by-partner basis
- Decreased impact to business operations by insulating core administrative systems
- Reduced risk of non-compliance by handling partner customizations quickly
- Leveraged HIPAA transaction experts with flexible user-friendly tools

NUTS AND BOLTS

- Solution: Informatica HIPAA 5010A Crosswalk Solution
- Products: Informatica B2B Data Transformation, HIPAA format library, and Informatica PowerCenter
- Services: Informatica Professional Services
- Source: Physicians, health plans, hospitals, and healthcare technology partners
- Target: Health information exchange Web portal

Patients, Not Paperwork®

Ten years ago, as regulatory changes in healthcare administration began to affect health plans and the millions of physicians associated with them, a team of forward-thinking professionals at Humana and Blue Cross and Blue Shield of Florida asked a simple question: shouldn't doctors focus on patients and not paperwork? The outcome was the launch of a pioneering health information exchange: Availity. The company exchanges data from health plans, pharmacies, laboratories, and other healthcare information sources through a single, secure Web portal and via electronic data interchange. The Availity Health Information Network encompasses business and clinical services, supporting both real-time and batch electronic data interchange (EDI) via the Web and through business-to-business (B2B) integration. In less than 10 years, Availity has become one of the largest medical clearinghouses in the country—processing more than one billion transactions annually.

With growing complexity and increasing regulatory demands in the health care market place, Availity faces daunting new challenges. Among the most pressing is preparing its physician customers' organizations and trading partners for implications of business change associated with version 5010A of HIPAA. Healthcare plans, providers, clearinghouses, government agencies, and third-party billing services covered by HIPAA have traditionally exchanged data using the HIPAA 4010 transaction format. In 1999, the U.S. Secretary of Health and Human Services issued new legislation mandating industry-wide migration from the current 4010 health information transaction record standard to a newly established 5010A version.

This latest version overcomes many of the limitations of the regulation's earlier versions. It also represents an opportunity for healthcare plans to move beyond HIPAA as simply a compliance challenge and begin to derive business efficiencies from enhanced B2B integration with trading partners. The legislation became effective on January 1, 2011, and it accommodates a one-year testing period in which organizations such as Availity must continue business operations with 4010 and also test the new 5010A format. As of January 2012, they must then adapt and comply fully with the more rigorous HIPAA 5010A format.



Figure 1. The timeline for adopting HIPAA 5010A.

² Health Level Seven (HL7) is a nonprofit organization involved in the development of international healthcare informatics interoperability standards.

³ NCPDP creates and promotes the transfer of data related to medications, supplies, and services within the healthcare system through the development of standards and industry guidance.

⁴ Extensible Markup Language (XML) is a set of rules for encoding documents in machine-readable form.

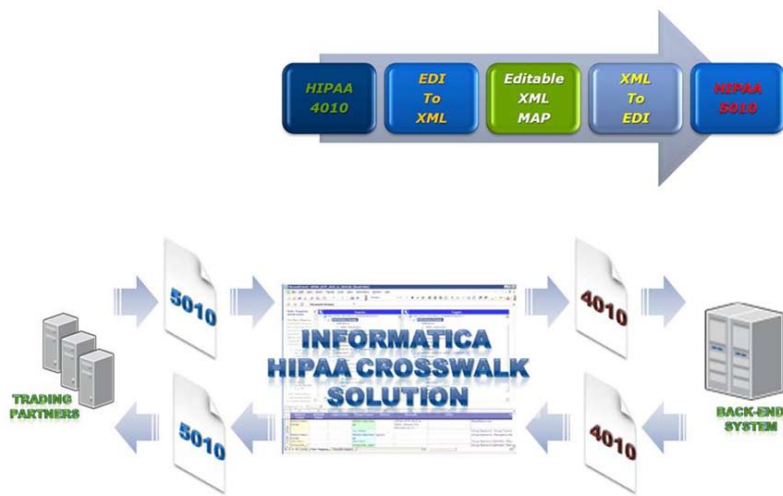


Figure 2: The InformatICA HIPAA 5010 Crosswalk Solution enables organizations to run both versions of HIPAA transactions during the transition period. That allows Availity clients, who may be using either HIPAA format, a seamless transition during the conversion period.

According to Trent Gavazzi, senior vice president and chief technology officer of Availity, the company's aim is to achieve 5010A migration quickly and cost-effectively, without disruption. "We want to insulate partners, customers, and other stakeholders from massive system-wide changes that could ensue from HIPAA 5010A," he explains. "Availity customers want the confidence of knowing their business transactions will be completed—regardless of the originator's or recipient's own format or 5010A readiness. We want any data conversion to occur seamlessly and behind the scenes, so customer workflow is not interrupted. The best way forward was to couple our own subject matter expertise and partner it with a high-performance, highly scalable data integration and data transformation vendor. We concluded that the best qualified partner to help us in that quest was InformatICA."

InformatICA Technology Ensures Adherence to HIPAA 5010A Deadlines

Availity has implemented the InformatICA HIPAA 5010A Crosswalk Solution, a component of the InformatICA Platform, to meet all the deadlines associated with

HIPAA 5010A compliance, testing, and full production. Built on InformatICA B2B technology, the solution ensures Availity is effectively positioned to support future business and clinical information exchange among its 200,000 physicians, 1,300 health plans, more than 1,000 hospitals, and more than 450 healthcare technology partners. The InformatICA HIPAA 5010A Crosswalk Solution provides complete bidirectional HIPAA 4010/5010A transaction transformations in real time, allowing Availity to exchange more than one billion annual transactions in either HIPAA format—during and beyond the 4010 to 5010A transition period.

During the transition to 5010A, Availity must remain compliant while continuing to provide and bill for services. To this end, the organization is using the InformatICA technology to automatically convert incoming 4010 transactions and deliver outbound 5010A transactions to organizations that are 5010A-ready. Simultaneously, the company is converting incoming 5010A transactions to the 4010 format for delivery to partners that are not yet 5010A-ready. "One of the great advantages of the InformatICA HIPAA 5010A Crosswalk Solution is that it lets Availity run both versions of HIPAA transactions before, during and after the transition

period, protecting the company from the risk of missed deadlines and ensuring total compliance," says Gavazzi. "The ability to both up-convert and down-convert concurrently in real time also underscores Availity's extensive flexibility in accommodating the needs of all information exchange partners."

Gavazzi's team relies on user-friendly tools built into the HIPAA 5010A Crosswalk Solution to help HIPAA transaction analysts engage thoroughly and consistently with one another—and with the compliance process. For example, the technology enables them to increase IT productivity and cut costs by delivering out-of-the-box HIPAA transformations for all versions and all messages, decreasing repetitive coding and mapping, streamlining management, and minimizing errors. By sharing and reusing work and results, Availity also processes transactions more quickly. "The InformatICA solution allows the business analysts and HIPAA experts to quickly create and validate HIPAA rules and mappings using Excel®," Gavazzi says. "This minimizes the back-and-forth communication between analysts and IT, significantly reducing the time devoted to this complex task."

The HIPAA 5010A-focused InformatICA solution also enables Availity to adapt with greater agility to the needs of its partners, inspiring a higher degree of customer satisfaction and brand loyalty. For example, Availity now has a near universal data transformation solution not only to meet 5010A compliance obligations but also to serve as a platform for handling additional data exchange formats, such as HL7, the National Council for Prescription Drug Programs, and XML, that could affect customer operations. Moreover, Availity is able to test format translations before transactions with partners, thus alleviating potential integration problems and reducing the risk of business interruptions.

Powering Predictive Analytics Throughout the Business

All of these capabilities rely on an already successful deployment of Informatica PowerCenter® elsewhere in the organization. The high-availability, high-performance data integration technology is being used to accelerate informed, timely decision making for health care professionals. Informatica Professional ServicesSM has also provided the insight necessary to help reduce risks in such projects as the HIPAA 5010A migration and maximize the value of the overall Informatica investment.

Gavazzi believes Availity made the right decision when it chose Informatica to support its HIPAA 5010A compliance program. “Informatica has been responsive and reliable, and we’ve seen tremendous value throughout our work together. They’ve absolutely been there for us when we needed them—and I know they’ll continue to be with us throughout this process. The move to 5010A is immensely complex, but we have no doubt that the Informatica technology will help us facilitate that transition. With them as our partner, we’re more available to pursue higher-value solutions for our stakeholders—and focus less on table-stakes like performance and scalability. Thanks to the Informatica HIPAA 5010A Crosswalk Solution and the Informatica team, Availity is well-positioned for the journey to HIPAA 5010A compliance.”

Learn More

Learn more about the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world’s number one independent leader in data integration software. The Informatica Platform provides organizations with a comprehensive, unified, open, and economical approach to lower IT costs and gain competitive advantage from their information assets. More than 3,700 enterprises worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise and in the Internet cloud.



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