



## Dean Health Plan Provides Best-in-Class, Consumer-Directed Health Plans and Claims Processing with Informatica

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### FAST FACTS

#### BUSINESS INITIATIVES

- Accelerate and streamline medical claims administration
- Optimize operational efficiency

#### TECHNOLOGY STRATEGY

Informatica PowerCenter is the standard platform for converting DHP data, transforming it, reconciling the different datatypes, and then delivering that data to target systems.

#### NUTS AND BOLTS

- Products: Informatica PowerCenter Standard Edition
- Solutions: Data migration, enterprise data warehouse
- Sources: Mainframe environment
- Targets: EDS Metavance claims system and others

### Consider the Dean Health Plan Dilemma

The healthcare world is undergoing drastic, fundamental changes. Providers are faced with growing competition from financial and retail firms expanding into the health plan market, heightened sensitivity to healthcare costs, and growing customer demand for new products and improved services. For Dean Health Plan (DHP)—one of the largest and most diversified health maintenance organizations (HMOs) in the Midwest—that means being more agile, delivering innovative services quicker than competitors, and putting right-time information in the hands of the people who need it.

Challenged by a variety of disparate and unlinked applications—ranging from a healthcare provider portal to eligibility, referral, provider, and other healthcare sources of information—DHP has standardized on the Informatica® Platform to increase healthcare provider efficiency and reduce information management costs. One example of this best practice data integration shines through: DHP’s new EDS Metavance claims system, which upon completion will provide the company with HIPAA-ready support for consumer-directed health plans, medical management, and claims processing. Ultimately, by standardizing on Informatica technology, DHP has reduced data latency from weeks to a day, allowing the business to react more quickly and effectively to claims trends.

Dean Health Plan (DHP) is one of the largest and most diversified health maintenance organizations (HMOs) in the Midwest. The firm maintains a position of leadership in insurance services in south central Wisconsin through a physician-led, integrated health system that supports the health status of its members. DHP offers its customers an extensive network of more than 2,000 practitioners, 80 clinic sites, and 26 plan hospitals.

A mid-sized organization, DHP has traditionally shied away from building its own applications, preferring instead to deploy cost-effective, prepackaged, off-the-shelf solutions. It's an effective low-risk strategy, but one that results in a variety of disparate and unconnected applications, ranging from a healthcare provider portal to an employer and member portal, rating engine, subrogation, fraud detection, financial, and other healthcare sources of information. One of the other main systems—currently being migrated from the mainframe environment—is DHP's new EDS (HP's Enterprise Services business unit) Metavance claims system, a HIPAA-ready system that supports consumer-directed health plans, medical management, and claims processing.

As an insurance company, DHP is required to provide utilization data confidentially and securely to both the federal and state governments for regulatory compliance purposes, and to meet Medicare and Medicaid payment system requirements. The company's strategy is to adhere to as many common data standards as possible—for example, the emerging ICD-10, an international statistical classification of diseases and related health problems.

"The squeeze is on our healthcare systems to provide more effective services while holding the line on costs," explains Jenny Mangasarian, information technology project manager at Dean Health Plan. "Our main challenges are to synchronize the data moving between each of our systems, streamline the information-access process to enhance physician effectiveness, and analyze all available data on patients, treatments, outcomes, and research."

### **Informatica PowerCenter Offers a Single Platform for All Enterprise Data Integration Needs**

DHP originally deployed Informatica technology to help build a new data warehouse. According to Mangasarian, this innovative, proven data integration technology quickly became the tool of choice whenever a data movement project was needed. "If we thought Informatica was a flexible data integration tool back in 2000, that's nothing compared to how good it is now," she says. "The rich functionality of Informatica PowerCenter supports multiple environments and offers one, single platform for all our enterprise data integration needs. When you factor in Informatica's continual R&D development of the technology, and their vision for the future of data integration, it quickly becomes the only choice you need to consider."

One of the tasks for Informatica right now is to support the migration of healthcare data from the incumbent mainframe environment to DHP's new EDS Metavance system. PowerCenter provides a platform for converting the data, transforming it, reconciling the different datatypes, and then delivering that data to the new claims system. Consisting of a high-performance data integration server and a metadata infrastructure, plus visual tools for development and centralized administration, PowerCenter is helping DHP decrease the risk and minimize the errors associated with the Metavance data migration project. When the new system goes live, DHP will benefit from one integrated claims administration system that supports everything from membership, pricing management, and medical management to customer service correspondence, claims adjudication, and reporting.

"Informatica PowerCenter is Dean Health Plan's integration tool of choice—it drives our business," says Denny Conway, data warehouse and integration manager. "Most of our IT staff are Informatica developers and that allows us to standardize on one platform. The other great advantage of Informatica is the speed with which we can make changes. Often, regulatory change requests from the federal government have to be actioned quickly, and thanks to the ease of use and automation in PowerCenter we can consistently respond within the mandated time frame."

### **PowerCenter Underpins Migration to Critical Metavance Claims System**

Although current efforts are concentrated on the critical Metavance claims system migration, the productive environment in PowerCenter means the team has also been able to turn their attention to other projects. For example, a .NET project to support DHP's Subrogation Department, which works with third parties to settle claims outside of DHP's responsibility, was completed "extremely quickly," according to Conway. Elsewhere, PowerCenter was recently used to help coordinate the integration of an interface between the Stepwise rating engine and Metavance. And the data integration platform underpins DHP's healthcare provider portal, furnishing more than 1,000 providers with access to timely, consolidated views of patient eligibility and claim information. It also results in a faster and more efficient method for submitting requests for prior authorization.

"The payback we've received from the Informatica platform has been immense, particularly in terms of enhanced practitioner efficiency," says Mangasarian. "Although each of these projects required the integration of complex data from multiple disparate systems, and a very aggressive data delivery schedule, we were able to complete the data extraction process quickly and efficiently. Not only is PowerCenter saving Dean Health Plan multiple months of effort, it is helping us very quickly and inexpensively respond to requests for new types of information."

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Dean Health Plan

## BENEFITS

- Supported migration of healthcare claims data from mainframe to EDS Metavance claims system and reduced risk and errors associated with data migration
- Will result in one integrated claims administration system, supporting membership, pricing management, medical management, claims adjudication, and reporting
- Coordinated integration of an interface for the Metavance rating engine
- Underpinned the healthcare provider portal, providing access to timely, consolidated views of patient eligibility and claim information
- Resulted in a faster and more efficient method for submitting requests for prior authorization
- Provided a standard platform for converting, transforming, and delivering data to target systems
- Ensured that regulatory change requests from the federal government are integrated within the mandated time frame

## LEARN MORE

Learn more about PowerCenter and the entire Informatica Platform.

Visit us at [www.informatica.com](http://www.informatica.com) or call 800.653.3871.

## ABOUT INFORMATICA

Informatica enables organizations to operate more efficiently in today's global information economy by empowering them to access, integrate, and trust all their information assets. As the independent data integration leader, Informatica has a proven track record of success helping the world's leading companies leverage all their information assets to grow revenues, improve profitability, and increase customer loyalty.



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