

# The Informatica Platform for Data Driven Healthcare

*Solutions for Health Insurers*

SOLUTIONS BROCHURE



# Informatica Solutions For Health Insurers

The healthcare market in the United States is in the midst of fundamental transformation, with health insurers at the epicenter. This transformation will touch every aspect of your business, and while the future is largely unknown, one thing is certain: a health insurer's ability to quickly adapt to changing market conditions, federal regulations, member behavior patterns, and new business opportunities will be essential to success. This is exactly where Informatica can help health insurers, just as we have helped 84 of the Fortune 100, and more than 4,100 customers worldwide.

## Data Foundation for Analytics & Business Intelligence

Data from electronic health records and other new applications will create unprecedented opportunity for health insurers to analyze, understand and optimize business operations and clinical care. IT leaders must support these information demands in a manner that meets current needs, is responsive to new requirements, while also being cost-effective. Informatica provides a comprehensive platform for data integration to access data from new and legacy applications; transforms and combines disparate data for use in analytic applications or data warehouses; and applies powerful data quality processes and logic to ensure the data are accurate and trustworthy at every step. Informatica's self-service data access tools can greatly enhance the productivity of business and clinical analysts through the ready availability of timely, trustworthy data, while letting IT focus on more complex data task.

## Master Data Foundation

CEO's and other health insurer executives are tasked with making strategic decisions that affect the very future of the business. All too often, some of the most basic information required to make these decisions is not available in a timely manner, or the data are of suspect quality. Nowhere is this more evident than inconsistencies between systems for core data such as patient information, provider information, and service locations. The Informatica Master Data Foundation for Healthcare solves this problem by managing each of these data domains to be unique, trustworthy, and reliable, and then maintaining the relationships between the entities as master data. Executives get their answers about patient referral patterns, market share, and primary care relationships more quickly, and can trust the answers more, since business analysts do not need to perform their own ad hoc data cleansing that is time consuming and can be prone to unknown errors.

## Test Data Management & Data Masking

Ask Chief Information Officers and Chief Information Security Officers what keeps them up at night, and high on the list is the risk of a HITECH data breach -- and the associated fines, penalties and loss of public confidence that result. Informatica makes production data “useful, but worthless” by masking it for testing purposes while also minimizing data storage costs by moving only the slice of data that is needed instead of a full production copy. This is critical since every copy of production data used for development, testing, or training within an organization unnecessarily multiplies the risk of a breach. Privacy and compliance officers define the masking rules and policies, and IT can rest easy that the rules are implemented using the enterprise scalability of the Informatica platform.

## Application Archiving & Data Retention

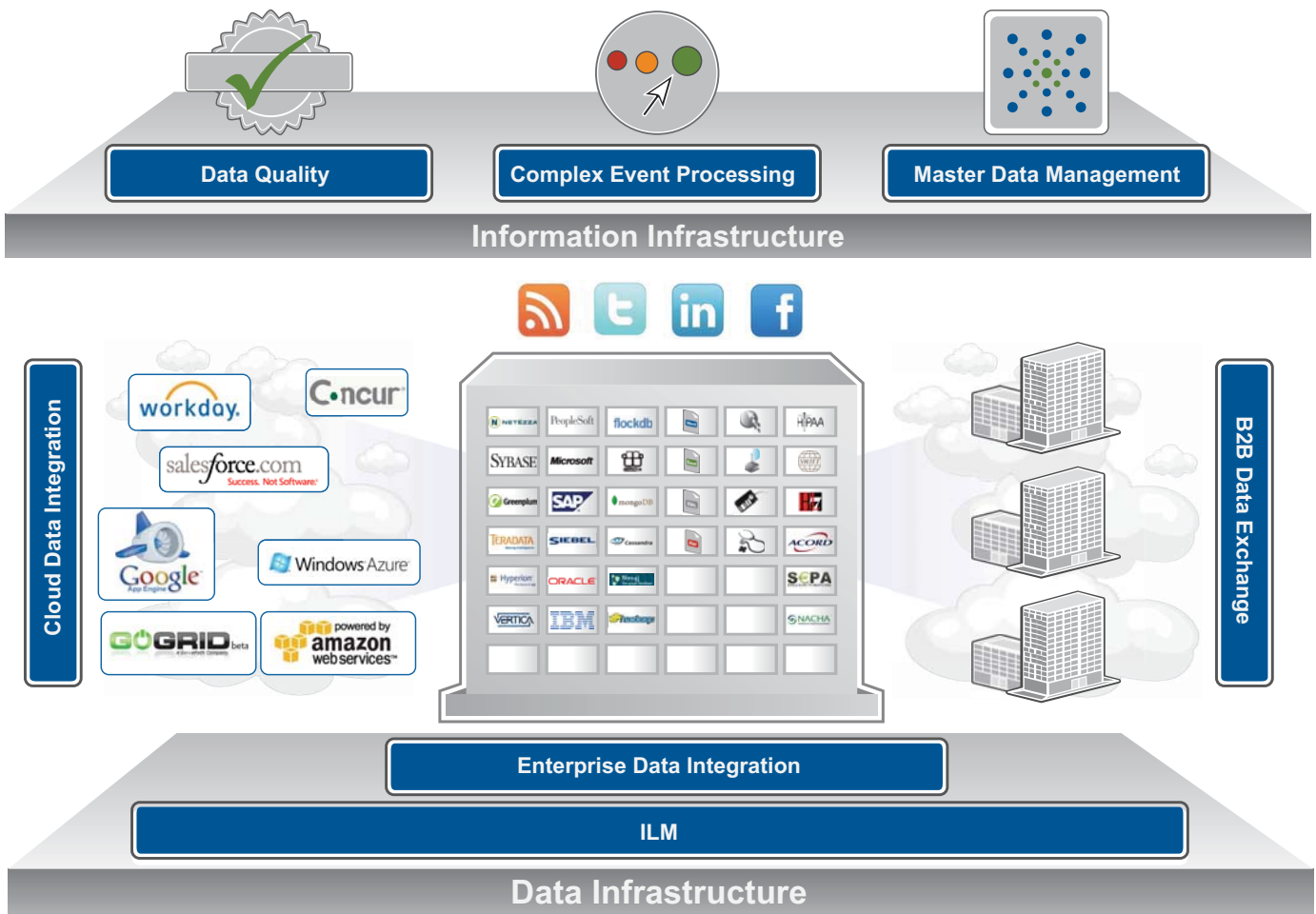
Chief Financial Officers are always looking for opportunities to save money, and Informatica's application retirement solution is one of the quickest and lowest risk ways to reduce the cost of operating and maintaining legacy applications. Virtually every organization performs a return on investment analysis for new applications that assumes one or more legacy applications will be turned off. In reality, this almost never happens as the data in the legacy application needs to remain accessible for either business or regulatory reasons. Informatica enables you to extract, compress, and secure the data from a legacy application into a low-cost file archive. Data remains completely accessible for read-only access through standard ODBC, and policy-based retention and destruction rules can be applied to data in the archive. With the application shut down, organizations quickly realize significant bottom line cost savings while ensuring business functions that require the data get what they need.

## ICD-9 to ICD-10 Migration

The move to ICD-10 affects virtually every area of health insurer operations, offering new opportunities for medical management and analytics, but also representing a significant risk to revenue. Consistent translations of ICD codes increase the chances of revenue neutrality and accuracy of new revenue cycle processes, while a sound architectural approach offers IT the opportunity to centralize governance and lower the total cost and impact of massive remediation. With Informatica's ICD-10 solution, business teams can search, use, and manage ICD translations in one place. The solution leverages the Informatica Master Data Management platform setting it apart from other solutions by reusing skills, competencies, and technologies to quickly extend to other data domains.

# The Informatica Platform for Data Driven Healthcare

Business Value through Trustworthy, Actionable, Authoritative Information Assets



## Complex Event Processing

Informatica RulePoint automates the analysis of data and delivers relevant operational intelligence and response actions to individuals and business process systems. For organizations in the early stages of implementing a data warehouse, RulePoint greatly accelerates the ability to provide the comprehensive and timely decision support and alerts urgently needed by business and clinical teams. This solution empowers end users, including clinicians and hospital executives, to quickly set up, detect, and analyze the information they need to take timely and relevant action.

## Master Data Management

Informatica MDM delivers consolidated and reliable business-critical data to improve business operations and answer fundamental analytic questions about business operations. This software is designed to make your master data management (MDM) initiative successful. Its flexible multi-domain MDM technology and a unique trust framework enable rapid deployments and extensibility across the enterprise with faster time-to-value.

## Cloud Data Integration

With the Informatica Platform, you don't have to worry about losing control of your data, even if it resides outside your corporate firewall. The Informatica Platform accesses and integrates all cloud data easily, securely, and cost-effectively. Non-technical business users can take advantage of prebuilt cloud services to load, synchronize, or cleanse data in cloud applications on a self-service basis.

## Data Quality

Health insurers are constantly challenged with issues of poor quality data. Informatica Data Quality finds and fixes data quality problems—wherever they are—that cost organizations millions and introduces unnecessary risk. This software delivers pervasive data quality to all stakeholders, projects, and data domains for all projects and applications—on premise or in the cloud—using a single, unified platform.

## Information Lifecycle Management

Informatica Data Archive safely archives application data, provides seamless access to archived data, and delivers this archived data to the business as needed. This software helps IT organizations manage growing data volumes, improve application performance, and reduce IT costs. Informatica Persistent and Dynamic Data Masking helps automate organization-wide data privacy policies across production systems by blocking or masking data without interrupting application behavior, and in non-production systems by permanently altering test data without losing meaning.

## Business-to-Business Data Exchange

Informatica B2B Data Exchange automates and optimizes relationships with trading partners by increasing visibility into all enterprise data, including cross-enterprise data. This solution empowers business users to configure end-to-end processes themselves. It enables true any-to-any data transformation and extends existing integration, SOA, and portal technology with an open B2B and application integration infrastructure.

## Enterprise Data Integration

Enterprise data integration capabilities are the keystone of the Informatica Platform, which accesses, integrates, and delivers data of any volume, for any application, from almost any source, in any format to include HL7 and CDA, in real-time and batch, both virtually and physically. Armed with these capabilities, your IT organization can break down the silos where data is held.

## ABOUT INFORMATICA

Informatica Corporation is the leading independent provider of enterprise data integration software and services. Using Informatica solutions, healthcare organizations can access, discover, cleanse, integrate, and deliver all enterprise data to improve health outcomes, meet compliance mandates, streamline operations, increase agility, and refocus energy on the consumer. More than 4,100 companies worldwide and hundreds of healthcare companies rely on Informatica for their end-to-end enterprise data integration needs. For more information visit [www.informatica.com](http://www.informatica.com).



# Empowering Member-Centric Healthcare with Integrated Data

## Major Healthcare Insurer Sharpens Focus on Members, Unifies Business with Informatica Data Integration Platform

### BUSINESS INITIATIVES

- Minimize the pain/impact of mergers and acquisitions
- Improve member health outcomes and lower medical costs
- Attract and retain customers and members
- Enhance ability to meet regulatory and audit reporting requirements
- Reduce operating costs and optimize profitability

### TECHNOLOGY STRATEGY

Implemented the Informatica Platform to integrate operational, clinical and external data spread across multiple data warehouses and data feeds. By establishing a single data warehouse platform, Highmark empowered clinicians, financial managers, and members with timely, trustworthy data to improve outcomes, control costs, and boost member satisfaction.

### BENEFITS

- Provided a single trusted source of business and clinical information by creating a central enterprise data warehouse, thereby lowering risk and operational costs
- Responded faster to business questions on claims utilization and financial performance
- Improved ability to respond to audits and meet regulatory reporting requirements
- Empowered members with information and tools to manage their health and access services

“With our Teradata enterprise data warehouse and the Informatica Platform, we are able to provide members with a complete, integrated picture of their health situation and the services available to them. This pays off by promoting a smart lifestyle via usable health and wellness advice that helps members to maintain or improve their health.”

— Sue Jones, Director of Business Information Applications, Highmark

### Executive Summary

Created in 1996 with the merger of two of Pennsylvania’s top health insurers, Highmark is one of the largest health plans in the United States, providing coverage to more than 4.7 million people. Highmark prides itself on its commitment to affordable, quality healthcare and its unwavering focus on the members and communities it serves. Highmark has backed its commitment with strategic investments in new information technologies that are helping providers deliver timely, cost-effective treatments while also helping members become more proactive and smarter about managing their healthcare through Highmark’s health and wellness programs.

To arrive at where it is today—a leader in consumer-centric healthcare—Highmark first needed to consolidate and modernize its information systems, including several data warehouses it inherited from prior mergers and acquisitions. Highmark relies on the Informatica Platform to transform the data and load it into the data warehouse, where business and clinical users access it to help run everything from claims adjudication and wellness programs to supplying information to member portals and government agencies. “There are myriad data transformations and movements that are needed, especially for running claims processing,” says Sue Jones, Highmark’s director of business information applications. “We are modernizing our internal claims systems, integrating externally adjudicated claims, and acting as a third-party administrator for smaller, specialized health plans. The Informatica Platform is in the middle of the whole process, retrieving data, transforming it, and loading it to targets.” Jones says that adopting the Informatica Platform was absolutely essential to building and maintaining the new BI warehouse. “We could not have done this the traditional way, by hand coding the data integration,” she says. “There is simply no way we could have kept up with the rate of change, our growing data volumes, and the scale of operations we have now.”

Since launching the enterprise data warehouse several years ago, Highmark has put it to work supporting almost every facet of the business, contributing to improved decisions and regulatory compliance and helping attract and retain customers.

*The full Highmark Success Story is available at [www.informatica.com/customers](http://www.informatica.com/customers)*



## BUSINESS INITIATIVES

- Improve health outcomes of members to lower costs
- Shift business processes to comply with health insurance reform and mandates
- Increase operational efficiency and profitability
- Ensure information privacy and security requirements are met

## TECHNOLOGY STRATEGY

Deployed the Informatica Platform, including Informatica Data Services, to manage access to customer and risk data spread across 16 legacy systems and thousands of local databases, and shorten development times down to days. HealthNow now has a much more flexible IT architecture that is helping the company quickly adapt to evolving healthcare legislation and trends.

## BENEFITS

- Rapidly delivered single, trusted view of data across diverse enterprise data sources
- Enabled business users to quickly access plan rate and claims information from a single service
- Shortened time to access new, critical data for pricing and risk analysis, from months to days
- Improved data governance and reduced compliance risk
- Accelerated analysis and certification of data quality for ensuring trusted data
- Helped the company quickly adapt to evolving healthcare trends and legislation

# Agile Healthcare Now: How HealthNow New York Now Ensures Rapid Access to New, Business Critical Data in Days, Not Months, with Informatica

**Innovative data integration strategy transforms one of New York's leading healthcare companies into a more data-driven, agile, and responsive organization.**

“I see Informatica Data Services as both an evolutionary and revolutionary capability for us; it looks and feels like the rest of the Informatica Platform and this is a skill set we already have; it is revolutionary for us in that I am actually creating data services for the organization.”

— Rob Myers, Enterprise Data Warehouse Solution Architect/Manager, HealthNow New York

## Executive Summary

With healthcare reform and its uncertainties looming, HealthNow New York looked to implement a unified data integration environment that would support its huge range of data integration use cases and service oriented architecture (SOA) strategy. Simultaneously, the New York healthcare company needed to accelerate development, lower operational costs, and foster business involvement. Using the Informatica® Platform including Informatica Data Services, HealthNow can today develop new data services and provide access to customer and risk data on its legacy systems and thousands of local databases much faster than before. Today, up to 30,000 claims a day are already processed through the Informatica Platform. The company has developed approximately 4,000 workflows, and it will soon support nearly 10,000 unique requests. The performance more than meets the needs of the business. HealthNow is able to rapidly process more than 10 million rows from Sybase/SQL Server to cache 100,000 rows with a subsecond response time from Web services. HealthNow is also able to build-out a flexible IT architecture that is helping the company quickly adapt to evolving healthcare trends and legislation. Instead of taking six months to deploy new functionality, the healthcare company can now do it in days. This aggressive data integration strategy has transformed HealthNow into a more data-driven, agile, and responsive organization.



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