

# The Informatica Platform for Data Driven Healthcare

*Solutions for Healthcare Providers*

SOLUTIONS BROCHURE



# Informatica Solutions For Healthcare Providers

The healthcare market in the United States is in the midst of fundamental transformation. Nowhere is this more evident than healthcare providers being tasked with the wholesale adoption of electronic health records, while simultaneously dealing with re-orienting their business models and care delivery to support accountable care reimbursement scenarios. This transformation will touch every aspect of your business, and while the future is largely unknown, one thing is certain: a healthcare provider's ability to gain value and insight from the vast amounts of clinical data generated by their electronic systems will be key to their future competitiveness. This is exactly where Informatica can help healthcare providers, 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 healthcare providers 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 healthcare provider 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

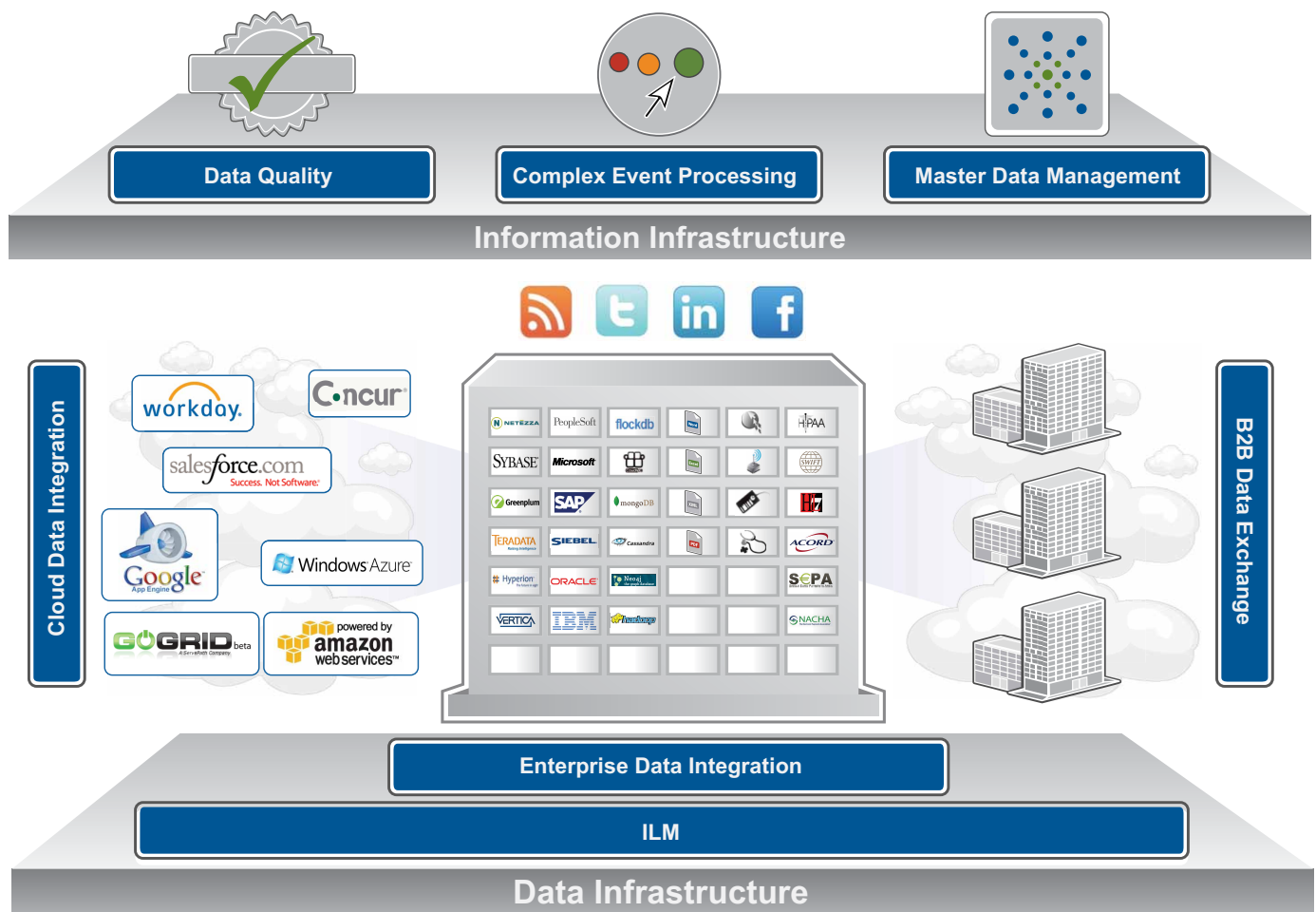
Chief Financial Officers are always looking for opportunities to save money, and Informatica’s application retirement solution is one of the quickest and lowest risk ways to reduce the cost of operating and maintaining legacy applications. Virtually every organization performs a return on investment 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 healthcare provider 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

Healthcare providers 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).



## SUCCESS STORY

# Taking Cancer Care and Research into a New Dimension with Informatica

**Timely access to quality data helps leading cancer care institute strengthen cancer research capability and improve cost control**

### BUSINESS INITIATIVES

- Improve budget oversight and cost controls
- Increase operational efficiency while ensuring compliance with regulatory standards

### TECHNOLOGY STRATEGY

Implemented the Informatica Platform, in this instance consisting of Informatica PowerCenter®, Informatica PowerExchange® for PeopleSoft, and Informatica Data Explorer™ to provide timely access to quality data. This next-generation integration platform is changing how the Institute manages patient care, conducts cancer research, and handles its daily operations.

### BENEFITS

- Provided managers with access to daily operating expense reports in support of their day-to-day financial decision making
- Will reduce the volume of support calls for finance
- Will improve the Institute's budget management process
- Introduced one common platform for enterprise reporting and analytic purposes
- Reduced the time required to prepare research funding reports from six days to one and a half days
- Will ultimately transform clinical operations and patient management
- Will eventually help clinical teams quickly identify trends in patient care

“Managing the integration of multiple source systems required a sophisticated and flexible data integration platform. The Informatica Platform provides this, and it can be expanded to address our future integration challenges.”

— Rob Sutfin, data warehouse program manager, Dana-Farber Cancer Institute

## Picture the Dana-Farber Cancer Institute Dilemma

Like other academic medical centers that have a joint mission of providing clinical care and conducting research, Dana-Farber Cancer Institute experienced challenges in quickly tracking how many patients were in its waiting rooms; how many patients were typically treated in a day by each physician; and its research funding budget expenditures. Because data resided in disparate departmental systems, managers and decision makers experienced challenges in analyzing their budgets and expenditures over a period of time.

By standardizing on the Informatica® Platform, Dana-Farber now can integrate vast volumes of different types of clinical and financial data into a format that's more valuable for end users. The open, scalable, and flexible integration platform assists in the way Dana-Farber manages patient care, conducts cancer research, and oversees its day-to-day operations. Managers now have daily operating expense reports in support of their day-to-day financial decision making, which is greatly improving Dana-Farber's budget process. Informatica has already reduced the time required to prepare operating expense reports from 6 hrs for 1 FTE. This is expected to lead to a reduction in the volume of support calls. In the longer term, Informatica will also support an integrated clinical care platform, which will transform clinical operations and patient management.



## BUSINESS INITIATIVES

- Deliver efficient, high-quality, safe, patient- and family-centered care
- Focus on cost control, productivity, and implementing value-based processes
- Develop and execute comprehensive referral management strategy
- Grow patient population by partnering with other community health care providers and by investing in selected services

## TECHNOLOGY STRATEGY

Deployed the Informatica Platform—in particular, Informatica PowerCenter and Informatica Data Quality—to harness clinical, financial, and administrative data regardless of location, format, or volume and introduce pervasive data quality across the entire reach of UMass Memorial's campuses, projects, and applications.

## BENEFITS

- Improves decision making and clinical outcomes
- Helps grow the patient population
- Transforms UMass Memorial's previously fragmented group of hospitals, clinics, and programs into one unified, agile, and data-centric healthcare organization
- Increases administrative and operational efficiency, eliminating majority of previous report creation time
- Resolves patient, provider and encounter data quality problems across 11 source systems to allow aggregation and analysis of data not previously possible
- Deployed primary care patient population report in only seven weeks
- Enhances relationships with referring physicians/providers

# UMass Memorial Health Care Unlocks Trustworthy, Actionable, Authoritative Information Assets to Grow Patient Population with Informatica

Central Massachusetts's largest not-for-profit healthcare delivery system relies on Informatica Platform to help steer journey to becoming one unified, agile, and data-centric healthcare organization—and maximize return on data

“Using the Informatica Platform, we will know who our primary care patients are and how many there are of them... This data will be vital in the development of the strategy to improve clinical outcomes, grow the patient population, and increase efficiency.”

— George Brenckle, SVP and CIO, UMass Memorial Health Care

## Executive Summary

UMass Memorial Health Care, the largest not-for-profit healthcare delivery system in central Massachusetts, consists of an academic medical center, four community hospitals, and more than 60 outpatient clinics. Four independent patient registration systems support the operations of the health system, with each of these having its own means of identifying patients, assigning medical record numbers, and recording patient care and encounter information. As a result, UMass Memorial lacked an accurate, reliable, and trustworthy picture of how many unique patients were being treated by its health system.

The organization also lacked a reliable view of the relationships between individual patients and the providers that made up the patient's care team. For example, the health system could not accurately measure the patient care population as a metric for growing market share and considering becoming an accountable care organization (ACO). This hindered the health system's ability to make strategic market decisions and drive key business and clinical imperatives.

In response, UMass Memorial is deploying the Informatica® Platform to introduce an integrated view of patient information, encounters, providers, and UMass Memorial locations to support improved decision making. Moreover, the technology is being used to compute the number of primary care physicians cared for by the enterprise as a way of gauging its position with respect to being an ACO. The project requires that encounter and master data be merged from the core hospital information system applications and processed to derive the primary care patient count.



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