

Informatica Care Management Data Foundation

Improve Health Outcomes with Complete Accurate Data



BENEFITS:

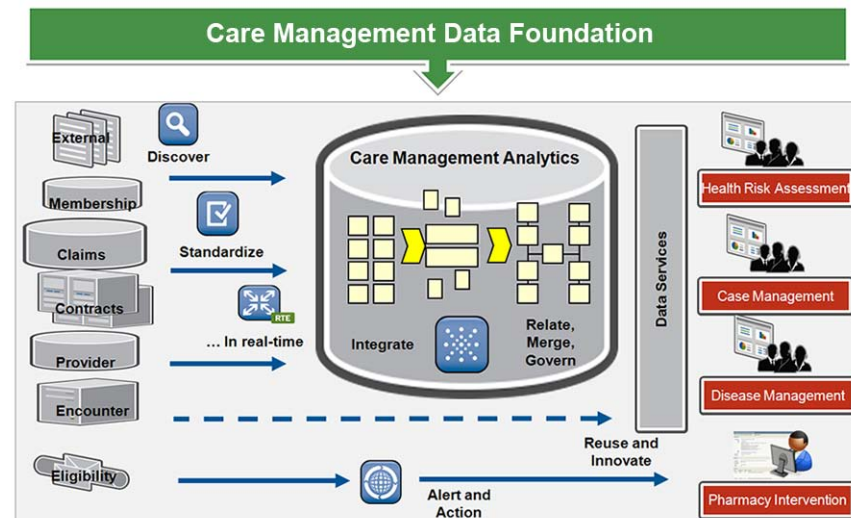
- Identify care gaps by matching members across disparate information sources
- Improve health risk assessment by enforcing data consistency
- Reduce time-to-action by integrating new information when it arrives
- Improve member outreach and satisfaction with accurate and complete information
- Combine HP Business Intelligence methodology, data models, and talent with a comprehensive, flexible data management platform

The Patient Protection and Affordable Care Act (PPACA) sent shockwaves throughout the Health Insurance industry, promising to transform the business through medical loss ratios, elimination of coverage exclusions, and health insurance exchanges. Innovative insurers realize that to improve their member's health and lower costs, effective care management must proactively monitor and improve outcomes. However, this poses a challenge, as many care management applications today struggle from the same weaknesses: departmental and uncoordinated care applications create silos, incomplete and inconsistent data create care gaps and degrade the value of risk assessment tools, and immature methods of identifying members across contracts and insurance products create inaccurate guidance and erode customer loyalty.

The **Informatica Care Management Data Foundation** avoids these risks by ensuring data is available, consistent, and fit-for-purpose for care management applications. By providing enterprise-wide data access to the care management application in any latency, regardless of system or platform, case managers can act more quickly to member episodes and quickly outreach to improve health outcomes and reduce the high costs of care.

The Informatica Care Management Data Foundation can fill care gaps by identifying members uniquely across systems. By leveraging member demographic information and a best-in-class identity management technology, the solution can automatically identify, merge, relate, and govern multiple member records into a single golden record. This relationship creates a comprehensive longitudinal picture of a member's health.

The Informatica Care Management Data Foundation leverages the full breadth of the Informatica Platform to create a flexible and dynamic foundation that supports all care management data needs. With the Informatica Platform, you can leverage your existing resources and skill sets to get started quickly and grow over time.



Build a complete historical view of your members by leveraging ALL data at the Right time to improve outcomes

Key Features

Access Data Anywhere

- Source data from all core systems regardless of platform or data type
- Incorporate eligibility requests, encounters, and other time-sensitive data feeds as the data becomes available
- Eliminate the need for custom data feeds with native access in a consistent user interface

Identify, Manage, and Govern Members

- Track members as they shift across insurance products and contracts due to employment changes, diversified plans, and insurance exchanges
- Build a trust framework to determine the right information is associated with the right member
- Model and create relationships with other key domains, such as Provider and Product

Consolidate, Cleanse, and Standardize

- Empower analysts with a web interface that automates data discovery in its raw format and at every transformation step
- Ensure data consistency to optimize and ensure health risk assessment analytics
- Build an enterprise integration architecture supporting all lines of business
- Virtualize or persist data integration to optimize time to results

Care Control Monitoring

- Reduce time required to find care problems by automating the complex relationships amongst different event streams
- Empower care managers with easy-to-use templates to specify or adapt complex event alerts

Benefits

Minimize Care Gaps

The Care Management Data Foundation minimizes care gaps by eliminating data gaps due to incomplete, incorrect, or misaligned member information. This allows you to save time by automatically identifying members even if they switch jobs, move locations, change names, or jump to new products. You can quickly and confidently integrate new information feeds such as behavioral or mental health feeds.

Improve Health Risk Assessment Accuracy

Without accurate data, predictive analytics can do more damage than good. With the Care Management Data Foundation, you can gain confidence that health risk assessments are valid because the data is consistent and clean. A complete member view helps find issues that may go unnoticed when pieces of information are missing.

Take Action Quickly Before Episodes Increase

The Care Management Data Foundation reduces the risk of a member advancing into expensive and dangerous acute episodes without taking quick action. By complementing Business Intelligence and Analytics with event correlation and alerting, you can incorporate actionable alerts faster. An easy-to-use interface and templates empower users to create and edit new rules.

Increase Member Satisfaction and Improve Outreach

With Health Insurance Exchanges on the horizon, creating deeper relationships with your members is essential. By increasing completeness and accuracy of information presented to care managers, you can improve member outreach and interactions. This improved information reduces frustration and increases chances of changing member behavior and outcomes.

Realize Time to Value Faster

Solution success is defined by the quality of the results and how quickly you are able to achieve them. With HP Business Intelligence Solutions and Informatica working together, you can meet your care objectives more quickly. The partnership brings well-defined methodology, reusable assets, and healthcare experience to deliver the care management platform quickly and at low cost.

Learn More

Learn more about the Informatica Care Management Data Foundation and the entire Informatica Platform by visiting us at www.informatica.com/solutions/healthcare or call (800) 653-3871.

About Informatica

Informatica Corporation is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,100 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.



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