

# Informatica Healthcare Data Management

## BENEFITS

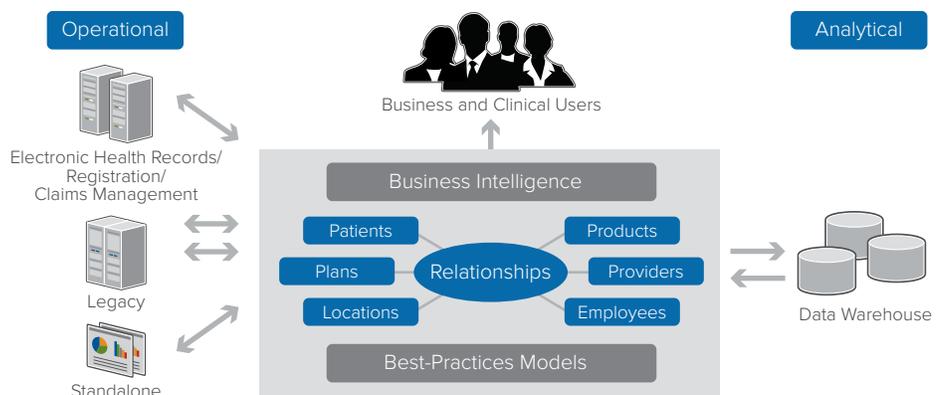
- Improve quality of patient care and coordination with accurate understanding of providers, patients, members, locations, and employees
- Increase revenue with new service offerings and improved marketing effectiveness
- Foster loyalty with trusted customer relationships

## Improve Quality of Care, Increase Revenue, and Enhance Business Agility with Trusted Data

Healthcare organizations in the United States are being challenged to react to a number of external pressures that are changing the industry landscape. Regulatory changes (HIPAA, HITECH, ARRA) and market dynamics (consolidation, divestitures, new contracting models with employers, macroeconomic climate) are adversely affecting the ability of both payers and providers to generate revenue, deliver quality service and care, and respond to unforeseen changes. In this context, now more than ever, healthcare organizations must rely on data to support strategic decision making and drive operational efficiencies. However, all too often the data needed to support analysis and operations is of poor quality and inadequate for analyzing operational use cases. These data quality issues are pervasive, effecting even an organization’s most mission-critical information (otherwise known as master data) such as patient identities, provider identities, and the relationships between patients and providers.

Informatica® Healthcare Data Management helps healthcare organizations to improve the quality of care, increase revenues, and enhance business agility by providing trustworthy, actionable provider, payer, patient, member, and location data. Users can rely on the data to be correct. They can also view the relationships across these data domains to help answer questions such as “which patients are under the care of a primary care physician?” and “who is that primary care physician?” With trusted data and relationships, healthcare organizations can:

- Improve quality of care coordination and services
- Power enhanced strategic analysis across the enterprise
- Reveal opportunities to increase efficiency via evidence-based best practices
- Create a competitive advantage for increased market share and reduced referral leakage
- Adapt to the demands of the Affordable Care Act by eliminating data inconsistencies across systems



## Key Features and Benefits

### Trusted Single View: One accurate view of all relevant healthcare master data

- **Prebuilt healthcare-specific data model includes payers, providers, patients, members, locations, plans, employees, and details about the relationships among them.** Important healthcare data is captured with comprehensive, well-defined attributes to meet the most common needs of healthcare organizations.
- **The flexible data model can be extended to suit unique clinical and business requirements.** The baseline data model has the flexibility to include other types of attributes or healthcare master data. The associated metadata, Web services, and user interface automatically adjust to accommodate data model additions and edits.

### 360-Degree View: Relationships across patients, providers, members, and households

- **Predefined relationships illustrate 360-degree view of patients, providers, members, and more.** Many-to-many relationships across and among patients, providers, members, households, locations, plans, and payers reveal insightful views of complex patient interactions. These relationships help answer common, but frequently vexing, questions such as those about which patients are also employees or which physician is the primary care physician for a patient.
- **Round view of persons encompasses their multiple roles.** The Informatica solution recognizes that an individual person can have multiple roles: she can be a physician working in a healthcare organization, a member who subscribes to a healthcare plan, and a patient. Informatica Healthcare Data Management addresses this complexity with a multifaceted view of the person.

### Complete Solution: Unified data integration, data quality, and master data management

- **Integrated data quality management continuously maintains trustworthiness of data.** Data quality management includes identifying and correcting such data errors as wrong addresses, duplicates, and missing and invalid values. Continuous data quality management ensures that the most trusted data is available anytime and anywhere.
- **Industry-leading enterprise data integration efficiently moves the data from and to healthcare applications.** The Informatica solution supports all latencies and connections to industry applications, databases, and third-party data sources, including support for the National Plan & Provider Enumeration System.
- **The scalable and proven architecture can handle the most demanding healthcare organization.** Our architecture scales to hundreds of millions of data records while maintaining rapid real-time performance. The Informatica Healthcare Data Management solution meets the needs of the most demanding healthcare organization.
- **Users can monitor data quality and view provider, payer, and patient demographics using a dashboard.** The dashboard view provides graphs and charts to monitor ongoing data quality of providers, payers, and patient data. View a breakdown of provider, payer, member, and patient demographics and drill down for deeper understanding.

*Without Informatica Platform, Ochsner would never have been able to create this health information exchange.*

*Jonathan Stevenson, Enterprise Information Architect, Ochsner Health System*

#### LEARN MORE

Learn more about the entire Informatica product platform.

Visit us at [www.informatica.com](http://www.informatica.com) or call (800) 653-3871.

#### ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.



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