Transforming Healthcare With Data

The future of healthcare is in your data.
Accelerating Data-Driven Disruption in Healthcare

By getting timely access to reliable, accurate, and trusted data—and the resulting insights delivered—healthcare industry leaders can boost productivity and transform efficiency, quality of care, and patient, member, and provider engagement. We believe it’s time to fix our ailing healthcare system by using intelligent data management and governance to address the following business and clinical initiatives:

- **Ensuring Population Health**
  Healthcare organizations need to address underlying causes of chronic diseases, focusing on the prevention of illness. They also need to control the increase in healthcare spending, improving outcomes for specific patient populations.

- **Advancing Health Equity**
  By identifying and segmenting populations using clinical and social determinants of health and other data, healthcare organizations can identify disparities in access, care, and outcomes and the underlying root causes. They can then design and implement solutions that enhance equity by delivering high-quality, safe, and affordable care for all.

- **Enabling Interoperability**
  Sharing sensitive member data as required by the CMS Interoperability and Patient Access Rule requires rigorous data management to mitigate risk.

- **Delivering an Exceptional Patient Experience**
  Healthcare organizations need to deliver exceptional patient experiences that are highly personalized and lead to patients that are more knowledgeable, engaged participants in their wellness and healthcare decisions.

- **Accelerating Time to Value From Mergers and Acquisitions**
  Mission-critical business and clinical data must be harmonized across newly joined entities to drive the creation of new products, cost-savings, and a seamless patient and member experience.

- **Shifting to Value-Based Reimbursement**
  Healthcare providers are striving to deliver the highest quality care more efficiently, while healthcare payers are seeking to fairly reward high-quality, cost-effective care. These analytics-intensive undertakings are fueled by trustworthy and reliable data.

- **Driving Innovation With Data and AI**
  Information technology departments are unable to keep up with the exploding volume of data—so they must employ artificial intelligence (AI) and machine learning to gain insights from data and manage its scale and complexity.

- **Propelling Digital Transformation**
  Decisively embrace digital healthcare and patient/member engagement solutions, clinical technologies, internet of things, and other digital solutions integrated with traditional care activities and processes.

“"There is no aspect of life that can’t be affected in a positive manner with data.”

Humana
Modernize Analytics and Applications With the Cloud

Healthcare organizations are moving their analytics platforms and applications to the cloud to realize faster time-to-insight, the flexibility to innovate more quickly, and the operational benefits of consuming cloud-based services. Strategic partnerships with Amazon Web Services (AWS), Microsoft Azure, and Google Cloud mean Informatica® has a breadth of experience to help manage and deploy a modern, agile analytics platform that delivers high-value financial and clinical analysis. We can also help you build a modern foundation to transition legacy applications to the cloud, enabling you to make trusted data available to everyone in the organization that needs it.

Here are three emerging patterns we see in next-generation healthcare analytics and application modernization.

Build a New Cloud Data Warehouse and Data Lake

Start small and fast, then grow as needed

Often the fastest way to meet a focused business intelligence, departmental reporting, or self-service analytics initiative is to implement a new stand-alone data warehouse or data lake in the cloud. Informatica provides the ability to:

• Discover data to ingest
• Ingest data to a landing zone
• Integrate and cleanse data into any cloud data warehouse or data lake
• Enable self-service business intelligence with an embedded data catalog and data integration capabilities

Modernize to a Cloud Data Warehouse or Data Lake

Adopt cloud analytics gradually

Healthcare organizations with a cloud-first strategy will move their on-premises data warehouse and data lake to the cloud—while redesigning their architecture to take advantage of powerful cloud-native capabilities and services. Informatica provides the ability to:

• Discover and prioritize data that needs to be migrated
• Migrate clean, well-governed data from an on-premises data warehouse or data lake to a cloud data warehouse or data lake
• Ingest data from new sources, spanning multi-cloud and on-premises

Modernize Applications

Prioritize simplicity, productivity, and scale

Take existing legacy applications—typically monolithic, on-premises systems—and strategically modernize their infrastructures, architectures, and features. Rebuilding and rewriting all your applications aren’t required—and may not always be desirable. Informatica provides the ability to:

• Perform no-code, no-build application, process, and data integration
• Automate business and data API monitoring and policy reinforcement
• Enable serverless deployment, commercial-grade trust certification, high availability and business continuity, and advanced security

“Informatica solutions allowed us to deliver rapid data marts—a single source of truth—to meet business needs during the COVID-19 pandemic. Specifically, our SMEs can [now] standardize metrics definitions across the enterprise, helping our business users make informed decisions.”

Franciscan Alliance
Deliver Exceptional Patient, Member, and Provider Experiences

Healthcare organizations must be able to quickly assemble a reliable, trustworthy, and accurate view of data from providers, employees, facilities, supply chains, and even medical devices. They need a capable partner to help them implement cloud-native data management strategies to quickly deliver at scale the insights needed to provide best-in-class experiences and value-based care.

Provide A Holistic Patient or Member Experience

Healthcare organizations strive to create exceptional patient and member experiences, and these are increasingly digital, multi-channel, and built on a foundation of robust, reliable, trustworthy data.

Informatica provides the ability to:
• Provide a comprehensive repository of transaction, interaction, device, and other master data about a patient or member
• Create and manage golden records across domains (e.g., patient, member, provider, or location) and manage these relationships
• Make reliable, trustworthy, and governed data available across enterprise applications—creating a foundation for analytics

Ensure Reliable and Trustworthy Provider Data

Providers are at the nexus of care delivery. Ensuring provider data is correct and used consistently is essential to a high-quality patient and member experience.

Informatica provides the ability to:
• Quickly implement a comprehensive repository of reliable, trustworthy provider data that can be used to support operations and analytics
• Synthesize third-party and enterprise data sources to create a golden provider record
• Extend master data to additional domains such as patient, member, or location while managing the relationships between these entities

Manage Reference Data

Reference data are the clinical and financial code sets used to standardize data in applications and analytics solutions.

Informatica provides the ability to:
• Create a centralized repository where reference data can be governed, managed, and distributed as an enterprise standard
• Conform data at the point-of-entry in applications using reliable, trustworthy reference data to enhance efficiency
• Rationalize the import and consumption of third-party data such as billing and clinical code sets—creating a uniform, consistent, single source of truth while eliminating redundant spending

“Our data management strategy enables Sutter Health to understand the relationships between individuals and locations right across the care delivery network. This all contributes to outstanding care delivery, affordability, and patient satisfaction.”

Sutter Health
Increased data sharing enables greater collaboration and coordination between the care delivery and health insurance portions of our business, which improves the quality of care.

Highmark Health
The Informatica Intelligent Data Management Cloud

Powered by a metadata-based artificial intelligence engine, the Informatica Intelligent Data Management Cloud™ is a cloud-native data management platform that accelerates and automates core data management and governance processes, promoting agility, reducing costs, and improving operational efficiencies.

Next Steps

To learn more about Informatica’s healthcare solutions, please visit informatica.com/healthcare.