Transforming Healthcare With Data

The future of healthcare is in your data.
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 transform healthcare by using intelligent data to overcome the following challenges:

- **Ensuring Data Privacy and Protection**
  Healthcare organizations around the world are challenged by ever-increasing volumes of highly sensitive data, which patients, members, and industry regulators expect them to diligently protect.

- **Delivering an Exceptional Consumer Experience**
  Healthcare organizations must meet expectations for engaging experiences across the full spectrum of healthcare consumers and foster high-value relationships between providers, patients, and members.

- **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 Artificial Intelligence**
  Information technology departments are unable to keep up with the exploding volume of data—so they must employ artificial intelligence and machine learning to gain insights from data and manage its scale and complexity.

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

Humana
Modernize Analytics With Cloud Data Warehouses and Data Lakes

Healthcare organizations are moving their analytics platforms 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. Here are three emerging patterns we see in next-generation healthcare analytics.

New Cloud Data Warehouse
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 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.
• Enable self-service business intelligence with an embedded data catalog and data integration capabilities.

Cloud Data Warehouse Migration
Adopt cloud analytics gradually

Healthcare organizations with a cloud-first strategy will migrate their on-premises data warehouse 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 migrate.
• Migrate clean, well-governed data from an on-premises data warehouse to a cloud data warehouse.
• Ingest data from new sources, spanning multi-cloud and on-premises.

Cloud Data Lake Modernization
End-to-end modern data infrastructure for next-gen analytics

Data lakes support data discovery and innovative uses of artificial intelligence and machine learning and enable analytics self-service at a massive scale.

Informatica provides the ability to:
• Catalog data wherever it exists—on-premises, across multi-cloud, inside and outside the lake—for quick and easy access.
• Ingest data into the lake using appropriate integration patterns.
• Leverage Spark for data processing, with no need for time-consuming, difficult-to-maintain hand coding.

“To successfully transition to value-based care and improve population health while supporting our growth strategy as a business, we needed to get more value out of our data, and do it faster. The need to combine different sources of data and make data available for analytics in near real time is vital.”

Intermountain Healthcare
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 data management strategies to deliver the insights needed to provide best-in-class experiences and value-based care.

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.

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.

Managing 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
Manage Data as an Asset Through Enterprise Data Governance and Privacy

Establishing comprehensive data governance capabilities creates a common understanding of data that spans organizational and system silos, and also best practices that help unleash the disruptive power of data. Organizations that manage data as an asset know how the data is being used and for what purpose.

Enterprise Data Governance

Healthcare organizations are focusing their data governance efforts on delivering value from data by creating a common understanding of what data assets are available, identifying data owners, and ensuring there is linkage and transparency into how data is used.

Informatica provides the ability to:
• Make data assets easily discoverable, understood, and consumable.
• Engage data experts throughout the enterprise to create and document their agreement on data definitions, policies, and rules to curate data.
• Employ artificial intelligence and machine learning to catalog data at scale.

Compliance

Complying with international, federal and state regulations will always be an important priority of every data governance program. In addition to government regulations such as HIPAA and GDPR, healthcare organizations also must manage and comply with a multitude of local policies related to data management and access.

Informatica provides the ability to:
• Decompose regulations and policies into component parts that require data management.
• Link compliance requirements to specific data sources, data elements, and data consumers.
• Easily monitor and quickly report on compliance status and respond to Data Subject Access Requests.

Data Privacy

Healthcare organizations rely on sensitive data to manage insurance, deliver care, and pay for services. The challenges of protecting this data have multiplied with the proliferation of new applications and devices, advanced analytics capabilities, and data sharing with third parties.

Informatica provides the ability to:
• Discover and map where sensitive patient data resides.
• Trace how sensitive data proliferates both internally and when shared with third parties.
• Apply artificial intelligence, data cataloging, and a seamless automated platform to enable the holistic management of data privacy.

“With the automation capabilities of Informatica’s Governance solution, we now have ‘on-the-fly’ multi-dimensional data quality rules and metrics that take mere minutes for each data attribute, whereas it took many hours prior to automation.”

L.A. Care Health Plan
The Informatica Intelligent Data Platform

Using machine learning and other artificial intelligence techniques, the Informatica CLAIRE® engine leverages the industry-leading meta-data capabilities of the Informatica Intelligent Data Platform™ to accelerate and automate core data management and governance processes.

Intelligent Cloud Services
Intelligent Data Engineering
Intelligent Data Integration

Intelligent Data Quality
Intelligent Data Privacy
Intelligent MDM

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