# Informatica Proactive Healthcare Decision Management

## BENEFITS

- Reduce costs by impacting behaviors at the point of interaction

- Increase productivity through comprehensive real-time alerting and self-service capabilities

- Enhance agility and decision making through operational intelligence based on relevant, timely data

- Improve care by interrupting default behaviors at the point of greatest impact

## Enhance Care Coordination with Operational Intelligence and Real-Time Alerting

Healthcare payment reform is driving new accountable care delivery models. The focus has switched from traditional models that center on **quantity of care** to new models that focus on **quality of care**. To ensure quality outcomes, health systems must expand quality initiatives to address the continuum of care across service lines, facilities, and even organizations.

### The Need for Behavioral Change

Influencing and changing front-line staff behavior during interactions with patients is critical to enhancing patient safety and improving quality of care. Sending a report a week (or even a day or an hour) after patient interaction is insufficient. The time to identify opportunities for changing behavior is when the patient is in front of the service provider.

### The Role of Technology

Technology has a major role to play in coordinating care across applications, facilities, and organizations. Healthcare organizations need technology solutions that go beyond traditional electronic health record (EHR) decision support and data warehousing/business intelligence solutions. EHR offers real-time decision support, but it's limited to data in the EHR alone. Data warehousing/business intelligence solutions deliver a more comprehensive, multisystem view of data, but that view is retrospective.

Healthcare organizations need to alert service providers as events occur, in real time. They need a cross-system view to realize the potential of data. They need a proactive event-driven technology solution to encourage behavior change.

### The Informatica Solution

Informatica Proactive Healthcare Decision Management is a revolutionary new approach to care coordination. This solution complements enterprise data warehouse and analytics initiatives with tactical operational intelligence. It delivers real-time alerts and insight into the events and information used to increase efficiency and improve the quality of care.

With this versatile solution, healthcare organizations can:

- Facilitate communication among patients and providers

- Alert front-line staff that an event is occurring in real time, such as a "frequent flyer" being admitted to the emergency room

- Reduce costs and increase efficiency by interrupting default behaviors at the point of greatest impact

- Foster loyalty by making sure service providers have the right information at the right time

- Respond more quickly to changing regulatory requirements and competitive dynamics

# Key Capabilities

## Real-time Alerts and Rules

The solution delivers real-time alerts directly to front-line staff through email, text messages, dashboards, or virtually any other communication channel. It monitors diverse and disparate data or event sources—including event streams, sensors, communications systems, message queues, web services, RSS feeds, databases, and flat files—for robust operational intelligence.

## End User Self-Service

With this solution, you don't have to be a programmer to customize or implement an alerting rule. Unlike typical EHR solutions whose alerting and decision-support capabilities must be configured by highly technical staff, the Informatica solution empowers clinical and business users to create alerting rules on their own using intuitive wizards and templates. Clinical and business analysts can use these self-service capabilities to quickly create, administer, and maintain personalized alerting rules. As a result, they can avoid the organizational bottleneck associated with limited IT resources and respond quickly to new requirements.

## Alert on Data-in-Motion

Healthcare organizations expose much of their most important clinical and financial data within HL7 messages. This solution uses this readily available for alerting without requiring that the data first be stored in an enterprise data warehouse. Because the solution accesses all data sources to enrich notification alerts, it can trigger an alert from HL7 or EDI data while it's still in motion. Operational process improvements can be made without having to wait until an enterprise data warehouse is implemented.
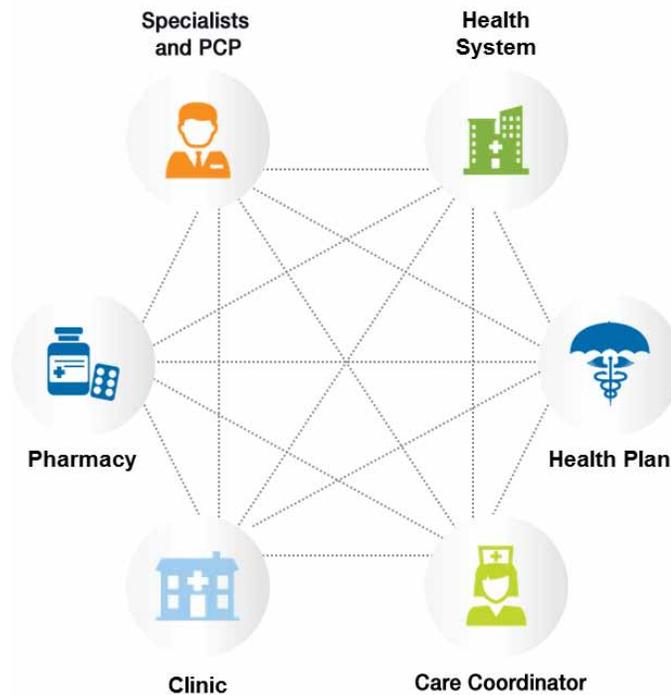
### Organization

- Fragmented service delivery
- Higher costs and more errors
- Misaligned incentives

### Process

- Lack awareness of events in time to encourage new behavior
- Decision support is tied to one event or a single application

### Technology

- Silos of information systems create islands of data
- IT is overwhelmed; no bandwidth for one more project

Organization, process, and technology limitations that act on the data in the whitespace between care team participants prevent behavior change that healthcare organizations must implement to improve care.

## Superior, Actionable Decision Support

Gaining insight into what to do—and actually encouraging the behavior of doing it—is a key difference between traditional business intelligence and this new proactive monitoring solution. Informatica Proactive Healthcare Decision Management complements analytics initiatives by transforming insight from analysis into action. With a sophisticated rules engine, users can define rules to gain valuable operational intelligence.

The solution consumes data from existing messaging sources, including HL7 messages, EDI messages, and an enterprise data warehouses. It provides actionable decision support and alerts to front-line staff in near-real time to enhance the quality and efficiency of service at the point of delivery. With the ability to consume data from within and outside the healthcare system, robust decision support can be rapidly implemented.

The solution's decision support is different from EHR solutions, such as those provided by Epic, Cerner, or Allscripts. Vendor-specific solutions do not provide alerting capabilities outside the context of an application's user interface. In contrast, the Informatica solution's real-time alerting is application agnostic—it is not focused on clinical decision support and it spans systems and applications. This means that alerts are based on all the data from disparate sources across the enterprise, rather than being restricted to clinical decision support alone or to a single system or application.
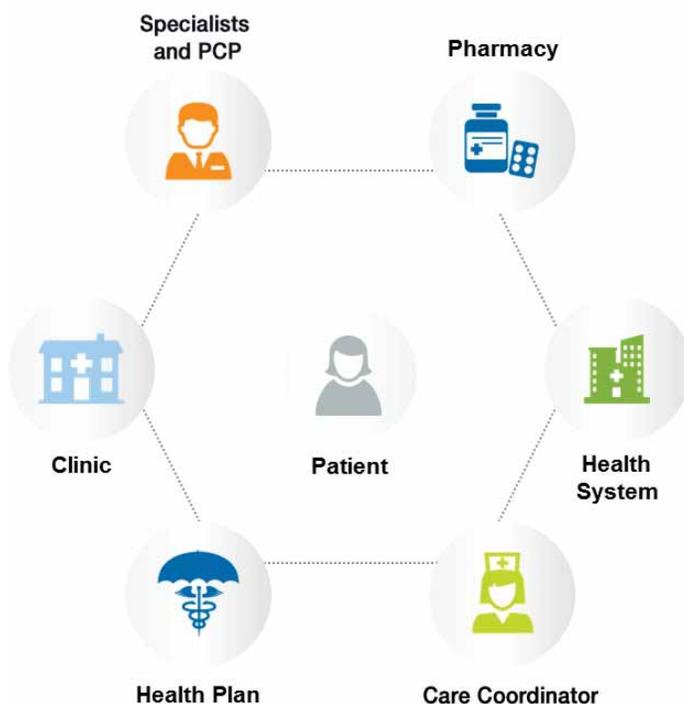


### Organization

- Rules act on events across venues of care and over time
- Business-driven rule definition

### Process

- Real-time alerting encourages behavior change
- Cross-application decision support

### Technology

- Access disparate and diverse data sources
- End user self-service

Informatica Proactive Event Management for Healthcare is a revolutionary new approach to care coordination based on operational intelligence. The solution acts on information in the whitespace, alerting service providers as events occur, in real time, so behavior can be changed with a bias toward efficiency and quality of care.

# Key Benefits

## Reduce Costs

This solution reduces costs by impacting front-line behaviors at the point of interaction. The sooner service providers are notified and the more context they have the more proactive they can be in applying best practices and avoiding unnecessary steps that drive up costs.

## Increase Productivity

Contacting providers and patients after an event has occurred is inefficient, costly, and frequently ineffective. Informatica Proactive Healthcare Decision Management delivers real-time alerts to clinicians and front-line staff at the point of interaction so that action can be taken immediately.

The solution quickly delivers data to people who need it. Staff and clinicians no longer have to waste time searching for information; key information is delivered as part of the alert. Productivity increases immediately because customized decision support rules aren't limited to a single system or application; HL7 messages and data from other applications and data warehouses are included and can be built upon production messages and interfaces. A user-friendly interface enables clinical and business analysts to build and maintain these alerts without help from IT.

## Enhance Agility and Decision Making

This solution does not replace educated judgment or expertise. Rather, the solution provides proactive, operational intelligence through relevant, timely data. For example, instead of mandating a manual chart review at every patient discharge, rules can be defined that combine any variety of data to determine if a particular patient requires a predischarge review.

These rules operate in the background, constantly monitoring and evaluating all sources of data for events "that just don't look right," to inform clinicians and front-line staff immediately. The solution empowers healthcare organizations to adapt quickly to changing circumstances, such as evolving regulatory requirements, and make more informed care decisions.

## Improve Care

By leveraging data that has already been captured as soon as it's available, Informatica Proactive Healthcare Decision Management empowers healthcare organizations to improve care by interrupting default behaviors at the point of greatest impact. The solution reduces individual variation and puts guardrails around processes by streamlining and standardizing them for unparalleled quality of service across the care continuum.

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