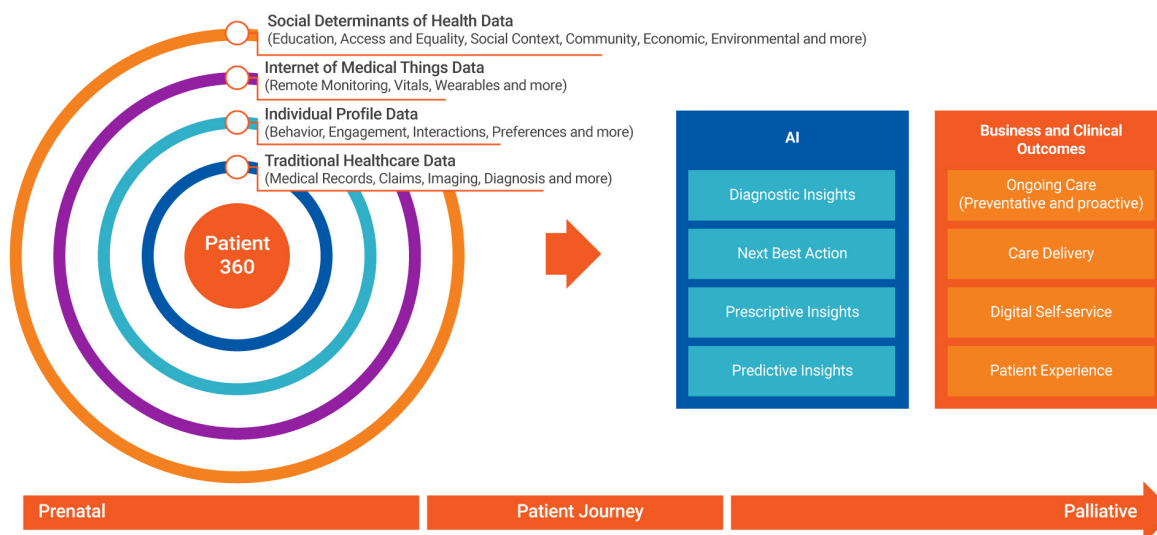# Transform the Patient Journey with Data and AI

Ever considered the impact of a patient's life story on their health journey? Their background, birthplace, education, social interactions, even their shopping habits - all these facets not only shape their healthcare experiences but also provide valuable insights into their preferences and values. These insights can reveal how they might prefer to interact with and receive healthcare, enabling healthcare organizations to craft the most effective engagement strategies tailored to their unique needs.

The concept of the **'patient journey'** goes beyond traditional healthcare data, delving into a comprehensive understanding of an individual's life through the lens of a patient. It's about looking back to understand how the patient arrived at their current health status and using these insights to improve their future health outcomes. This shift in perspective towards a more patient-centric approach could significantly transform healthcare experiences.

## Holistic Patient Journey



**Social Determinants of Health Data**
(Education, Access and Equality, Social Context, Community, Economic, Environmental and more)

**Internet of Medical Things Data**
(Remote Monitoring, Vitals, Wearables and more)

**Individual Profile Data**
(Behavior, Engagement, Interactions, Preferences and more)

**Traditional Healthcare Data**
(Medical Records, Claims, Imaging, Diagnosis and more)

**Patient 360**

**AI**
- Diagnostic Insights
- Next Best Action
- Prescriptive Insights
- Predictive Insights

**Business and Clinical Outcomes**
- Ongoing Care (Preventative and proactive)
- Care Delivery
- Digital Self-service
- Patient Experience

Prenatal → Patient Journey → Palliative

## Seize the Opportunities with Generative AI and Trusted Data

In the fast-evolving landscape of modern healthcare, embracing AI is rapidly becoming a pivotal driver of success for healthcare organizations. As patients demand increase, and resource constraints persist, healthcare organizations should embrace AI to improve patient outcomes. But what about the complexity in integrating, managing, and governing healthcare data? Trusted AI requires data that is accessible, trustworthy and fit-for-purpose:

- **Accessible:** provide a reliable and secure mechanism for sharing and democratizing data among applications and consumers, facilitating interoperability and continuity of care.

- **Trustworthy:** deliver high-quality, timely, reliable, and compliant data with full transparency to effectively support both operations and analytics.

- **Fit-for-purpose:** enable a comprehensive, purpose-driven view of data across disparate sources, understood by users to support day-to-day business functions seamlessly.

## The Informatica Intelligent Data Management Cloud for Healthcare

The Informatica Intelligent Data Management Cloud™ (IDMC) for Healthcare is here to revolutionize your approach to these challenges. This AI-powered cloud data management platform is designed to unify and manage vast amounts of healthcare data, breaking down silos and facilitating effective information sharing. It ensures data accuracy and reliability, crucial for informed decision-making and optimal patient care. With HealthLake integrations and accelerators offering connectivity to various healthcare systems, IDMC enhances interoperability and brings the transformation of the patient journey within your reach.

By leveraging the power of IDMC, healthcare organizations can effectively address their top business imperatives, enabling a truly connected patient experience with unified data.

| Deliver Value-Based Care | Enhance Population | Improve Quality of Care | Ensure privacy and Compliance |
|---|---|---|---|
| Focus on quality of care and patient experience. | Prevent illness, manage chronic conditions and improve member satisfaction. | Deliver high quality care consistently and efficiently while addressing health equity. | Help ensure compliance with global privacy mandates and ensure reliable data protection. |

# Healthcare Organizations Transforming their Patient Journey

Top healthcare leaders are creating seamless patient experiences by harnessing the power of data and AI.

| SSM Health Transforms their Patient Journey with AI and Data-Driven Strategies | Anthem Uses Cloud and AI-Based Data Cataloging to Truly Democratize Data | Valley Health System Enhances Patient Relationship Management |
|---|---|---|
| "Access to high quality, trusted and mastered data is vital for the delivery of world-class experience for our patients. Informatica's Claire AI engine will allow us to get a better understanding of the quality of the data in our platform and answer more intelligent questions with trust and confidence."<br><br>- Joe Nguyen<br>**System VP of Data and Analytics**<br>**SSM Health** | "The partnership with Informatica has really helped improve the data literacy of our employees, who now can consume and analyze all the great data assets we have built using a human-centered design."<br><br>- Ashok Chennuru<br>**Chief Data and Analytics Officer**<br>**Anthem** | "Before, we didn't have a good way to identify patients who needed additional healthcare and who we could help within our own system. With Informatica Intelligent Cloud Services, we can now easily track those patients."<br><br>- Michael Laidlaw<br>**Manager, Application Support**<br>**Valley Health System** |

Ready to **transform your patient journey** with AI-enabled data management? Scan the QR code below to **book a meeting** to learn more about how Informatica can help.

**Where data & AI come to**

# LIFE

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Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes, and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform.

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