Helping More Patients. Faster.

How Amgen Personalizes Care with Master Data Driven Insights

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Adi Rapaka
Director Master Data Management
Amgen

Goals	Solution	Results
Reach more patients with the right treatments and enhance patient outcomes by notifying care providers with reliable data	Use multidomain capabilities of Informatica Master Data Management (MDM) to create a trusted view of providers, payers and products	Enables mastering of large datasets for new product launches in less time, helping Amgen reach more patients
Create strategic advantage out of provider, product, and payer data as biologic datasets grow	Understand the relationships between patients using Amgen's medicines, their providers, payers and other entities involved in the patient journey	Helps enhance patient outcomes by identifying the possibility of secondary health events and notifying care providers
Fuel data science, artificial intelligence (AI), and advanced analytics with great data to improve patient care	Automate batch and real-time integrations and data quality checks with Informatica MDM and Informatica Data Quality	Allows quick identification of patient relationships to products, providers and payers, enabling better patient support services
Deliver innovative therapeutics for patients suffering from serious illnesses	Support the business's data science, AI, and analytics goals by fueling clean data from MDM to analytic environments	Reduces data management efforts significantly, empowering Master Data Management team to work more efficiently using fewer manual tasks

Business Requirements:

- Create the foundation to become a true healthcare data sciences organization

- Real-time exchange of mastered data with CRM systems and other applications

- Master new domains as the business grows

About Amgen
Amgen is a multinational biopharmaceutical company headquartered in Thousand Oaks, California. Amgen is a values-based company, deeply rooted in science and innovation to transform new ideas and discoveries into medicines for patients with serious illnesses.

Amgen has reached millions of patients around the world since the company was founded in 1980, unlocking the potential of biology to meet unmet medical needs. Today, Amgen is one of the world's leading biotechnology companies, committed to discovering, developing, manufacturing, and delivering innovative therapeutics for patients suffering from serious illnesses. Its achievements in cardiovascular therapeutics have improved the lives of patients suffering from cardiovascular diseases, the leading cause of morbidity and mortality worldwide.
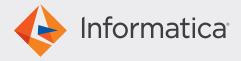
As Amgen develops its pipeline of innovative medicines, it must understand the relationships between patients using its medicines, its partners, such as care providers, suppliers and wholesalers, and products, as well as publicly available information about its competitors' products, to reach more patients with the right treatments. Data was collected in spreadsheets, databases, and other information silos, making it difficult to track, so Amgen developed an internal solution to help it master data.

As Amgen grew both organically and through acquisitions, its internally developed master data management (MDM) system became unstable and difficult to scale. A team of full-time employees supported the system with assistance from external consultants, often using manual workarounds to avoid downtime while bringing in needed data. Even so, as cardiovascular and other medical datasets grew, preparing for new product launches took three to four months, which could bottleneck the product pipeline.

"Every time we got a large dataset for a product launch, it took a lot of time and money to master the data," says Vishnu Maddileti, Director Data Sciences and Analytics at Amgen. "Our provider and product data was becoming a disadvantage to the commercial side of the business, and we needed to turn it into an advantage."

Amgen also wanted to use AI and advanced analytics to help improve patient outcomes. For example, by mining huge datasets, Amgen can share insights with care providers in cases where a particular therapy could prevent or decrease the likelihood of secondary health events in certain patients.

"We wanted to lay the foundation to become a true healthcare data sciences organization," says Maddileti. "Advanced analytics has the power to save lives, especially for cardiovascular patients, and it's critical for us to continually mature in this area."

A stable, scalable MDM platform

Amgen went through a complete digital transformation, moving its core systems and data warehouse to the cloud. It then began looking for a better way to master data, evaluating MDM solutions methodically using a scorecard approach. In the end, Amgen chose Informatica MDM, using multidomain MDM to master provider, product, and payer domains. The solution includes embedded data quality, business process management, and data security capabilities, as well as both real-time and batch data integration.

"We selected Informatica MDM because of the stability and scalability of the platform, and because we consider Informatica to be the market leader," says Maddileti. "Informatica provided us with the best MDM platform for our needs. It's flexible enough to support our digital transformation, yet standardized enough to keep us from falling into the home-grown mentality where we customize everything and eventually make it too complex to maintain."
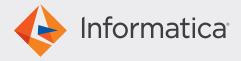
Mastering data in weeks, not months

Amgen now uses Informatica MDM to master data on providers, products and payers. With the ability to quickly master these domains and relationships, Amgen can support the data science, AI, and analytics goals of the commercial business without expanding its MDM team. This helps Amgen reduce operating costs while freeing up resources for new roles, new projects, and more strategic responsibilities.

"Informatica MDM helps us reduce the time to market for new product launches and reach more patients who are in need of care," says Adi Rapaka, Director of Master Data Management at Amgen. "It used to take us at least three to four months, and now we can turn around all mastering of a new dataset within four to six weeks."

Better patient support services

With a solid foundation for mastering complex, business-critical data, Amgen is providing a single source of truth for all applications on the commercial side of its business, integrating with customer relationship management (CRM), patient support services , and marketing applications, often in real time. This visibility has a direct impact on patient support. For example, when patients call in to Amgen's contact center, representatives immediately know who the patients are and which products, care providers, and prescribing physicians are associated with their current and past treatment.
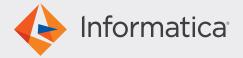
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"For everything we do on the commercial side of the business, Informatica MDM is integral," says Maddileti. "We are enabling better patient support services with our cutting-edge MDM solution and real-time data integration. Without it, we would not be able to serve patients as quickly."

Treating and saving more patients

Using data science enabled by MDM, Amgen can target hospitals and clinics with lower prescription rates, helping it increase market share and reach more patients with potentially life-saving therapies. It's also helping enhance Amgen's relationship with care providers, allowing the company to add more value and augment its products with timely, individualized insights into potential secondary health events based on the large volume of data it collects.

"The analytics we provide enabled by Informatica MDM could help us to notify a care provider to provide preventive treatment to a patient before a health incident occurs, which is much more powerful than treating after the event," concludes Rapaka.

Inside The Solution:

- Informatica Multidomain MDM

- Informatica Data Quality

- Informatica Data Integration Hub

Informatica®