



Keeping Data Healthy:

Streamlining Regulatory Compliance and Customer Analytics at CDPHP



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Jeff Habiniak

Senior Enterprise Architect, Capital District Physicians' Health Plan

Goals

Improve ability to integrate data from healthcare partners, government agencies, multi-cloud sources, and enterprise systems for reporting and analytics

Promote organizational adherence to federal law, state law, and private payer healthcare requirements while adopting new cloud services such as Amazon Web Services (AWS)

Help data scientists achieve greater insights and fuel business initiatives by streamlining the process of feeding and drawing from a cloud data lake

Solution

Use Informatica Intelligent Cloud Services for iPaaS (integration platform as a service), providing a single cloud-based platform built on AWS for data and application integration

Bring Salesforce CRM data into an on-premises data warehouse for regulatory reporting using Informatica Cloud Data Integration

Leverage pre-built Informatica Cloud Connectors for Amazon Redshift, Amazon S3, and Salesforce to quickly and easily move data wherever it needs to go

Results

Enables developers to quickly connect to new data sources and easily solve hybrid data management challenges

Helps gather the data needed to comply with reporting deadlines for Medicare and Medicaid, avoiding HIPAA-associated violations

Provides data scientists with easier access to more timely and reliable data, helping generate insights and enable more effective marketing campaigns

Business Requirements:

- Report on data no matter where it resides
- Meet a tight deadline for regulatory reporting
- Accelerate cloud journey for cost savings and agility

About Capital District Physicians' Health Plan (CDPHP)

Capital District Physicians' Health Plan (CDPHP) is a physician-founded and guided health plan, with a mission of offering quality health coverage at an affordable cost. CDPHP and its affiliates serve 24 counties throughout eastern and central New York state.

Informatica Success Story: Capital District Physicians' Health Plan (CDPHP)

As a nonprofit, physician-founded health insurance provider, Capital District Physicians' Health Plan is focused on making high-quality health care affordable and easily accessible. It offers free preventative care and patient-centric primary care that rewards care providers for quality, not quantity. As a result, CDPHP maintains a high rate of satisfaction among its approximately 350,000 members and is frequently recognized as one of the best insurance providers to work with for Medicare Advantage and other popular health plans.

CDPHP administers benefits for both the federal government and the State of New York through its Medicaid and Medicare products. As such, it must integrate and analyze a growing amount of data from healthcare providers and partners, government organizations, and its own internal systems. To remain HIPAA-compliant, it also must provide cost reporting and other data to Centers for Medicare & Medicaid Services (CMS) to help the agency give healthcare consumers accurate information about quality and costs.

Starting the day fresh with operational reporting

To comply with quarterly reporting deadlines and provide CMS with the most accurate and up-to-date information, CDPHP's data scientists and analytics teams must begin working with fresh data every morning at 8 a.m. As the company began a major cloud customer relationship management (CRM) modernization initiative using Salesforce, it needed to get data from Salesforce into its on-premises, Oracle-based data warehouse each night in time for the next day's operational reporting.

Once customer data is analyzed and reported on, CDPHP pushes it to Amazon Web Services (AWS), where it is available in an Amazon Simple Storage Service (Amazon S3) data lake and Amazon Redshift data warehouse. To inform marketing campaigns and member outreach efforts, CDPHP needed a reliable way to get the data from AWS into Salesforce Marketing Cloud.

"We had no way to access and replicate our Salesforce CRM data into a relational database with our existing toolset, and no easy way to get data to inform our campaigns," says Jeff Habiniak, Senior Enterprise Architect at CDPHP. "Our next quarterly reporting deadline was only three months away, so we needed to move fast."

Moving a lot of CRM data, every night with cloud integration

After considering several data integration solutions, including native Salesforce tools, CDPHP decided to use Informatica Intelligent Cloud Services (IICS). A cloud-native iPaaS solution, IICS includes Informatica Cloud Data Integration for high-performance batch integration of large datasets.





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Jeff Habiniak

Senior Enterprise Architect

Capital District Physicians' Health Plan



"We've been an Informatica customer for a long time, and our developers are used to the workflows and mappings in Informatica PowerCenter," says Habiniak. "Informatica Intelligent Cloud Services is very similar, so we knew it would be intuitive and easy for them to learn. Also, we're moving a lot of Salesforce CRM data at once, and we knew that Informatica would be able to handle the nightly batch volume."

Informatica worked with CDPHP's Shared Data Services team to understand the desired business outcomes and objectives for the company's compliance use case. Through an Adoption Services engagement with Informatica, CDPHP quickly put the solution into production after a successful proof of concept. Informatica Cloud Data Integration enabled Salesforce CRM to be integrated with Oracle without using any data transformations, simply by creating the same tables in the destination data warehouse and using the Informatica Cloud Connector for Salesforce to move data over.

"Informatica Cloud Data Integration was the easiest way for us to meet a three-month deadline for CMS reporting on our Salesforce CRM data," says Habiniak. "I don't think we would have been able to do that with any other tool. Everything was really easy to set up and get going."

Enhancing compliance reporting and customer analytics

The speed of implementation and adoption improved CDPHP's overall compliance posture, helping it gather the data necessary for regulatory reporting to avoid HIPAA associated violations and adhere to federal, state, and private payer healthcare requirements.

"Our Salesforce CRM data needs to be available for audit and our CMS reports need to run on time, or else we would face major compliance issues," says Habiniak. "With Informatica Cloud Data Integration, we can easily provide the transparency that regulators are looking for without creating operational headaches for ourselves."

CDPHP also uses Informatica Cloud Connectors for Amazon Redshift, Amazon S3, and Salesforce Marketing Cloud to move data between cloud platforms and applications, providing its data scientists with easier access to timely and reliable data. By storing and querying customer data on AWS and moving it into Salesforce Marketing Cloud as needed, CDPHP can better target marketing campaigns toward patients with certain conditions such as diabetes. That helps the nonprofit make a bigger impact on the health of its members by keeping them informed about new therapies and services that can improve their quality of life.

"Informatica Cloud Data Integration allowed us to successfully take data from AWS and push it to Salesforce Marketing Cloud, which was a big win," says Habiniak. "Using Informatica Cloud Connectors, it was very fast. There was hardly anything to set up."



Inside The Solution:

- Informatica Intelligent Cloud Services
 - Informatica Cloud Data Integration

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Accelerating the multi-cloud journey

As CDPHP realizes more cost and agility benefits from cloud solutions such as Salesforce, it plans to further modernize data warehousing with cloud-native tools such as Snowflake, using Informatica Intelligent Cloud Services as the integration layer.

“As cloud solutions become more and more critical to our business, having Informatica Intelligent Cloud Services will save us a lot of time and hassle by getting our data where it needs to go,” says Habiniak. “Informatica is helping accelerate our cloud journey, allowing us to adopt new solutions at the pace that our business demands.”

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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