Accelerating Healthcare Innovation:

Leading Health Technology Company Promotes Healthy Living Using Predictive Modeling

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Global Head of Insights & Analytics
Leading Health Technology Company

Goals	Solution	Results
Transform healthcare-focused business with digital capabilities to accelerate people-centric innovation	Establish a data foundation for digital transformation using Informatica Master Data Management (MDM)	Enables new customer behavior insights and predictive modeling to sharpen competitive edge
Enable data-driven decision-making to gain an advantage over healthcare technology competitors	Use Informatica Data Integration Hub to unify, govern, and share data across the enterprise, with controlled delivery of master data	Improves time to market and reduces costs associated with the development of new business applications
Simplify data reconciliation and alignment efforts to improve development efficiency	Gain a 360-degree view of master data across multiple applications using a single platform for all MDM domains	Enhances revenue by building loyalty among consumers and healthcare professionals with innovative solutions and services

Business Requirements:

- Use proven technology to gain greater insight into healthcare data across applications

- Avoid extensive customization in developing new consumer health applications

- Standardize business processes for healthcare solutions

About Leading Health Technology Company

Headquartered in the Netherlands, this Health Technology Company is a leader in diagnostic imaging, image-guided therapy, patient monitoring, and health informatics, as well as in consumer health. The company is focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention to diagnosis, treatment, and home care.

Informatica Success Story: Leading Health Technology Company

Founded in 1891 to manufacture incandescent lamps and other electrical products, this Leading Health Technology Company is today a powerhouse of technology innovation focused on healthcare. More than 8,000 researchers, developers, and entrepreneurs work closely together at the company's high-tech campus in The Netherlands, to deliver innovative products and services. From Sonicare toothbrushes to connected care and health informatics, the Health Technology Company delivers people-centric solutions to its customers, helping people be healthy, live well, and enjoy life.

The Health Technology Company is constantly evolving its business and solutions to meet new and changing requirements. Advancements in connected medical devices and the Internet of Things (IoT) are ushering in a new age of information management, in which new data capabilities and domains are needed to compete. Much of this data will be read by machines instead of people, yielding deep clinical and consumer insights much faster than ever before. By leveraging these digital insights through timely reporting and advanced analytics services, the Health Technology Company can accelerate innovation and gain an advantage over healthcare technology competitors.

"Our company is transforming from a traditional business into a more focused and nimble company that is all about healthcare," says the Global Head of Insights and Analytics at the Health Technology Company. "To be successful, we must enable data-driven decision-making for all our business markets and functions to help our managers make better decisions."

Leading a data-driven digital transformation

In the days of manual, spreadsheet-based decision-making, data and insights were often slow to reach the business decision-makers who needed them. To deliver meaningful innovation to customers ahead of the competition, the Health Technology Company launched its Accelerate! program to help drive digital transformation. Enabling data-driven decision-making required master data management (MDM) capabilities to provide one place to master all the company's data domains: clinical/health, consumer, vendor, product, financial, employee, and machine-readable data. They also wanted to simplify its data reconciliation and alignment efforts to improve application development efficiency and reduce costs.

The Health Technology Company has more than 6,000 employee-, product-, and vendor-based applications, many of which contain data that needs to be mastered. At first, the Health Technology Company tried to implement its enterprise data warehouse without using a specific MDM tool, but found that approach required too much customization of workflow and user interface components. Undeterred, the company

began looking for a proven, end-to-end solution. After evaluating several options, they chose Informatica MDM along with Informatica Data Integration Hub (DIH) to unify, govern, and share data across the enterprise. Once the mastered data is added to DIH, other applications can subscribe and consume the data as needed.

"Informatica MDM gave us the modular foundation we needed, alongside a modern data integration hub architecture to power a single-insights platform for our company," says the Global Head of Insights and Analytics. "We can provide all those insights from one environment, where we all speak one common business performance language, and where we all can be calibrated based on the same message."

The Health Technology Company selected Informatica to provide a single platform for all data domains and business processes. This simplifies IT and business governance as well as providing a 360-degree view of high-quality master data across multiple applications. Informatica Data Quality enforces data quality rules at the point of creation, while automated alerts and notifications help to keep the company's stakeholders informed. Additionally, the MDM Data Director enables every key user to help govern master data through an intuitive web-based interface.

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Driving insights at scale

With a single platform for end-to-end master data lifecycle management, the Health Technology Company is increasing revenue by improving the timeliness and quality of business decisions and gaining competitive advantage by enabling predictive modeling and gaining new insights into customer behavior.

"Having all our data coming from Informatica MDM saves everyone a lot of time," says the Global Head of Insights and Analytics. "It has improved the way we work because we all have the same understanding of the data. Instead of making phone calls to understand the data, our employees can get to work immediately to help drive insights at scale."

Informatica MDM also reduces the substantial and ongoing cost of manual master data reconciliation, alignment efforts, and error correction. Data redundancy and its associated costs are eliminated by identifying and consolidating duplicate masters. Application development costs are likewise reduced because developers can easily access the data they need to bring needed business applications to market faster.

Developing tomorrow's healthcare technology

Now that the Health Technology Company has reached the end of its Accelerate! program, it is shifting into continuous improvement mode, using Informatica solutions to support new product offerings that will help build customer loyalty and further their leadership in the global healthcare technology marketplace.

"Informatica gives us the data foundation we need to offer more advanced capabilities such as advanced analytics, connected medical devices, machine learning for earlier detection of diseases, or whatever else is needed to make sure we can drive our business performance further," says the Global Head of Insights and Analytics. "We'll be able to link more digital services to our products and become more of a trusted advisor to healthcare professionals and consumers alike."

Inside The Solution:

- Informatica Multidomain MDM
- Informatica Data Integration Hub
- Informatica Data Quality
- Informatica PowerCenter

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Global Head of Insights & Analytics

Leading Health Technology Company

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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