



Informatica®

Healthcare Provider

Improving Patient Outcomes:

Healthcare Provider Masters Patient Data Across 23 Hospitals



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Vice President

Business Intelligence, Healthcare Provider

Goals

Reconcile patient data from multiple electronic medical record (EMR) systems due to rapid growth through mergers and acquisitions (M&A)

Enable better continuity of care by identifying which services were provided to every patient throughout a network of 23 hospitals

Enhance healthcare analytics capabilities by group to determine which patients might benefit from wellness visits or be at risk for certain conditions

Solution

Master patient data from 3 EMR systems spanning 23 hospitals and rehabilitation centers and 5 payer enrollment files using Informatica Multidomain MDM

Leverage MDM matching engine to identify 80,000+ duplicates as M&A hospitals are on-boarded into the enterprise EMR

Create patient insurance group hierarchy to identify relationships between patients on the same insurance plan

Results

Consolidates the total number of patient records to ease growing pains, reducing the number of records by 49 percent, from 6.5 million to 3.2 million

Improves outcomes by connecting patient data across the entire episode of care, including doctors seen, lab tests, hospital procedures, and follow-up visits

Provides a stronger foundation for research and analytics of patient outcomes within insurance groups and by location

Business Requirements:

- Master multiple data domains, including patients, providers, and locations
- Provide patient geo-coding for all patient addresses
- Standardize patient demographics across sources

About Healthcare Provider

This healthcare provider is a leading not-for-profit health care organization, offering a complete range of medical services, innovative research, and life-enhancing care.



Informatica Success Story: Healthcare Provider

This healthcare provider is a large health system in the northeast region of the U.S. It is a distinguished leader in healthcare philanthropy, earning national recognition for its high-performing fundraising and charitable foundations.

This organization is growing quickly through mergers and acquisitions, with a mission of creating and sustaining healthy and vibrant communities. Each time it acquires a new healthcare provider, it inherits a new electronic medical record (EMR) system along with different physician credentialing systems. Although the goal is to get all the hospitals onto a centralized EMR system, the healthcare provider needed a way to reconcile patient data to move to a standardized system. In the interim, it needed to fill the gap by creating a trusted source of patient data that would enable better continuity of care throughout its network of existing EMR systems.

Instead of building point-to-point, application-specific data feeds, the healthcare provider wanted to master its patient data across its facilities and services in order to identify and view the entire episode of care—the set of services provided to treat a clinical condition—for each patient.

“Our primary goal is to take care of the patient,” says the Vice President of Business Intelligence at the Healthcare Provider. “As a large, disparate healthcare organization with multiple EMRs, we wanted to master the data for our patient population so we can identify each individual patient across the network, recognize prior and ongoing treatments, and provide the best possible outcomes.”

Mastering 6.5 million patient records in four months

A long-time Informatica PowerCenter user, the healthcare provider chose Informatica Multidomain MDM to consolidate all its different silos of patient data into a centralized repository. To accelerate time to value, it engaged Infoverity, an experienced Informatica partner, to manage the deployment.

“We chose to augment our team with MDM experts from Infoverity, and they turned out to be a very effective partner for us,” says the VP. “They helped us understand all the features of Informatica Multidomain MDM that we can take advantage of and allowed us to realize value much faster. We mastered our entire patient domain in just four months, consolidating 6.5 million records down to 3.2 million.”

Once patient data from disparate EMR systems and physician credentialing systems is standardized, deduplicated, and subjected to embedded data quality checks in Informatica Multidomain MDM, it is routed



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back to all of the EMR systems, enabling them to display an identical and consistent view of each patient across the network.

"Mastering our patient domain with Informatica Multidomain MDM allows us to identify and view the entire episode of care for a patient across our disparate healthcare delivery network," says the VP. "We can see all the doctors that a patient went to, what they had done, which lab tests and hospital procedures they had, and what their follow-ups were."

With a unique view of each patient and a complete record of their care, the healthcare provider can track patients and view relationships among patient data to gain insights into individuals requiring wellness visits or who might be at risk for certain conditions, as well as population health trends. Informatica Multidomain MDM also helps make data accessible for analytics; for example, the organization can identify services needed by a certain patient population, such as within a specific zip code, and expand the services it provides in that area.

Cataloging data to save time and resources

To scan, classify, and organize its data assets, the healthcare provider also deployed Informatica Enterprise Data Catalog (EDC), which provides complete tracking of data movement and end-to-end visibility into data lineage. It's also deploying Informatica Axon Data Governance to automate governance processes and serve as a repository for those standards and definitions.

"Informatica Enterprise Data Catalog is one of our favorite tools," the VP says. "When we're trying to build a new data service or put out any type of on-demand tools for analytics, it used to be very difficult for us to understand the data lineage. The time it took could be overwhelming. EDC helps us succeed because it allows employees to locate the data they need faster and understand exactly where it came from, saving precious time and resources."

The healthcare provider also leverages Informatica Data Quality to cleanse data from source systems and validate match attributes, along with Informatica Data as a Service to verify patient addresses. Combined with Multidomain MDM, this helps display an accurate hierarchy view of family and household patient relationships to support population health analytics. Studying patient outcomes at the family level opens up opportunities to apply different patient attribution methods operationally, leading to more efficient and accurate care for chronically ill patients.





Inside The Solution:

- Informatica Multidomain MDM
- Informatica PowerCenter
- Informatica Enterprise Data Catalog
- Informatica Axon Data Governance
- Informatica Data Quality
- Informatica Data as a Service

Enabling a complete continuum of care

Moving forward, the healthcare provider will use Informatica Multidomain MDM to master provider and location domains, making it easier to manage its provider population alongside patient needs. By linking and mastering providers, locations, and patients in a single system, the healthcare provider will be able to deliver care wherever it is needed, and by the right practitioner.

The VP explains, “We want to provide information to each of the physician practices and their patients, and to have that attribution running so they know exactly who their patients are. Informatica Multidomain MDM is helping us get to that place.”

For instance, if busy hospital emergency room staff enter incorrect patient data into the EMR, embedded data quality rules correct the data so that a patient can be associated with an existing record instead of creating a new patient record in the system. The solution also provides a stronger foundation for healthcare analytics to improve preventative care and uncover opportunities to provide better care for patients and populations with chronic conditions.

The VP concludes, “Informatica Multidomain MDM has truly been a life-saving initiative for us. It helps enable the entire continuum of care, allowing us to take care of our patients and their families the best way we can.”

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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