

Humana®

Inside the Solution:

- Informatica Data Integration Hub
- Informatica Data Quality
- Informatica Cloud
- Informatica PowerCenter
- Informatica Test Data Management
- Informatica Professional Services
- Informatica Global Customer Support

Humana

Humana is a consumer-focused health company whose mission is to help people achieve their best health through outstanding clinical capabilities and personalized experiences. The company offers diverse lines of business that serve millions of people across the country including seniors, military members, and self-employed individuals.

Business Need

- Make data from every operating unit of the enterprise readily available for business users in support of the Humana's multi-year, multi-tiered IT strategy, called Niteo.
- Create more personalized plans and programs by leveraging all customer interaction data to gain greater insights into customer needs and behaviors.
- Evolve to being a health company driven to provide customers with excellent experiences across the full spectrum of their lifelong health journey from a transactional insurance company driven by improving operational excellence.

Challenges

- Bring together interaction details from numerous systems—Sales Campaigns, Clinical, Customer Service, and Digital Systems—to provide a complete, comprehensive view of all the interactions.
- Reduce redundant processes for identifying, collecting, and cataloging data by creating standard processes and naming conventions for data sets.
- Provide a service that will publish data to a broad set of users. Transition from transactional data behavior to build new, health outcome-focused plans and programs based upon behavioral data.

Solution and Results

- Reduced costs, complexity and redundancies of data collection and aggregation by centralizing storage and management of 35 data domains.
- Automated delivery of data queries and reports to business users resulting in increased application adoption, trusted analysis, and consistent use of enterprise data.
- Empowered the data governance operations team with applications to monitor enforcement points and better visibility into who receives what data.
- Recommended outcome-based programs for lower costs and increased customer retention based on an integrated view of internal and external customer behavior.
- Increased speed of subscription-based data delivery.

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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