With Higher Quality Data, They're Reaching More Members

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Director
IT Health Firm

Goals	Solution	Results
Engage more members about receiving proactive, preventive care through house visits and in-home exams	Profile member data using Informatica Data Quality to identify anomalies or inconsistencies that might interrupt outreach	75 percent faster onboarding time for healthcare payer and insurance customers, improving customer experiences
Onboard health plan customers and their member data faster to improve efficiency and provide a better customer experience	Automatically cleanse, verify, and enrich member email, phone, and address information using IDQ and Informatica Data as a Service (DaaS)	50 percent decrease in resolution time for internal data requests; empowers employees to access, understand, and analyze member data through Salesforce and Tableau dashboards
Respond faster to internal data requests and give business users self-service access to data assets and lineage	Scan over 1.3 million data assets and track their lineage using Informatica Enterprise Data Catalog, and establish a common data dictionary using Informatica Axon Data Governance	Implemented validation steps for email, phone and mailing addresses through the use of Informatica Data Quality, reducing cost implications of poor data, and improving member engagement

Informatica Success Story: IT Health Firm

This IT Health Firm is on a mission to make the healthcare system work better for everyone. One way it contributes to population health is through their house visit program, a service that provides one-on-one time between a clinician and a health plan member, in the convenience of members' own homes. Typically, the visit results in a more complete and accurate identification of a member's health conditions, which helps them manage and improve the quality of care.

To sign up to receive a house visit, health plan members need to know that the service is available at no cost. That means members need to be reached by phone, email, or mail. The quality of their data is key, because any undeliverable mail, email bounces, or wasted call center time represents both a cost and a lost opportunity to improve a member's health.

"We wanted to improve service to members by closing the gaps created by bad data," says a Director at the IT Health Firm. "We also wanted to catalog our data so we could respond faster to internal requests, enable self-service analytics, and onboard our health plan customers and their member data faster."

Improving Data Quality, Governance, and Visibility

To enable its small data team to be more efficient, they selected Informatica Data Quality and Informatica Data as a Service to automate data cleansing and address verification processes.

"We use Informatica Data Quality to profile member data when it's onboarded, and to validate and correct contact information before we reach out to members," says a Manager at the IT Health Firm. "It allows us to maintain a robust, consolidated data platform that's trusted across departments, which is critical to our day-to-day business."

To develop a common data dictionary and easily visualize connections and dependencies between its 1.3 million data assets, the team chose Informatica Axon Data Governance. The team also deployed Informatica Enterprise Data Catalog to help IT and data stewards understand data lineage and how the data is transformed and moves across various platforms. After Enterprise Data Catalog scans data, it can export member and healthcare provider information to Salesforce and to Tableau for reporting. For flexible API integration with Salesforce, they're utilizing Informatica Cloud Data Integration. These solutions not only streamline daily tasks, but support larger digital transformations, such as their migration towards a Snowflake environment.

About IT Health Firm

They're delivering technology-enabled health services that help improve overall population health.

Informatica®

“With Informatica Enterprise Data Catalog and Informatica Axon Data Governance, it's a lot easier for people to know what data is available so they can pull it into their reports,” says the Manager. “If a new employee comes in and wants to find something, they can easily find out where the data is, what it means, and who to contact about it.”

Connecting with More Members for Proactive Healthcare

Working with clean member data, their member outreach department and call center staff have a much higher rate of member engagement. Having clean data not only reduces costs by decreasing the amount of returned mail and email bounce backs, it also helps encourage more members to complete house visits. These visits help to decrease the risk of serious health events for health plan members and help health plans prevent unnecessary hospital admissions improving their bottom line.

“Thanks to Informatica, we're better able to reach members to schedule house visits,” says the Director. “That ultimately helps us to do a better job of improving population health.”

They've also reduced onboarding time for healthcare payer and insurance customers by 75 percent by profiling their data with Informatica Data Quality and making sure the content and structure of the data is sound.

“With Informatica Data Quality, we can profile a health plan customer's member data in just a few hours and make sure there are no issues before we onboard them,” says the Manager. “That agility really helps us build and strengthen customer relationships.”

Responding Faster to Data Requests—and Enabling Self-Service

With automated data cataloging and governance, the data team can respond to internal requests in 50 percent less time. Many employees don't need assistance at all, because they can find the information they need via self-service and use it for analytics.

“Our data analyst team loves Informatica Enterprise Data Catalog because they can track the origins of the data and make sure that when they perform their analysis, they're basing it on how that data was created,” says a Data Analyst. “They know exactly what they're looking at, which reduces the time it takes for them to analyze customer data to a quarter of what it used to be. That's a big win.”

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Manager

IT Health Firm

Inside The Solution:

- Informatica Axon Data Governance
- Informatica Cloud Data Integration
- Informatica Data as a Service
- Informatica Data Quality
- Informatica Enterprise Data Catalog
- Snowflake Data Cloud
- Salesforce
- Tableau

Modernizing Data Warehousing for Clinical Analytics

Enhanced data quality and governance will continue to enable improving access to and quality of healthcare for health plan members, helping them get better care, faster.

"Informatica gives us a bird's eye view into everything, which is important in helping us be efficient and bridge gaps between teams," says the Manager. "It's really powerful and gives us a lot more confidence in our reporting and how we service our members."

To support future use cases around clinical analytics, the IT Health Firm will be moving data assets to the Snowflake Data Cloud for cloud data warehousing. Informatica Data Quality cleanses data prior to loading, and Enterprise Data Catalog helps understand and prioritize datasets for migration into Snowflake. The data quality groundwork established by the data team over the past year will accelerate this transition, ensuring data scientists are equipped with credible and properly curated data.

"Snowflake is how we will access clinical data in the future, and the chief architect for the project was blown away by the ease of use and seamless integration between Informatica and Snowflake tools," says the Director. "That helped us build even more credibility with the business and demonstrated the value of having the right tools to manage our data."

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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