



Informatica®

State Healthcare Agency

Location Is Everything:

Delivering More Efficient, Integrated Health Care using Improved Data Quality



"They're our business partners in creating a healthier state, and by using Informatica, we can help to keep them focused on patients and integrated care rather than administrative tasks."

Data Governance Manager
State Healthcare Agency

Goals

Drive provider participation in their program, designed to increase efficiencies in health care service delivery statewide

Improve provider and member communications to build better relationships and minimize returned mail

Implement data quality and governance initiatives with automated tools

Solution

Use Informatica solutions to enable more accurate, smooth, and effective communications about their program to providers

Validate providers' servicing addresses with Informatica Address Verification, with plans to expand verification to member addresses

Automate data quality checks with Informatica Data Quality

Results

Helps increase provider participation in their program, resulting in more integration between acute care and behavioral health care

Reclaims one FTE and helps improve relationships with care providers

Enables the creation of a formal data governance program without adding headcount

Business Requirements:

- Reduce the amount of “dirty data” from source systems and external files
- Minimize manual processes and opportunities for human error
- Use a solution that can be easily adopted by other agencies and divisions

About State Healthcare Agency

This State Healthcare Agency administers their state’s Medicaid program. The program is jointly funded by the federal and state governments for individuals and families who qualify based on income level.

Informatica Success Story: State Healthcare Agency

This State Healthcare Agency is responsible for providing comprehensive, quality health care to those in need. It works to shape tomorrow’s managed care, contracting with health plans that coordinate and pay for physical and behavioral health care services delivered by more than 80,000 providers to 1.8 million residents throughout the state.

To help improve health outcomes across the state, they offer a program that provides financial incentives to participating registered providers to develop clinical processes for integrated care. By encouraging providers to increase integration and coordination between physical and behavioral health care, the agency hopes to increase efficiencies in service delivery for members.

To properly analyze a provider’s contribution and calculate the financial incentive, the team must know the exact physical servicing addresses of all participating provider locations. However, because addresses were entered manually into the mainframe-based Prepaid Medical Management Information System, more than 20 percent of provider servicing addresses were subject to errors. Even addresses coming in from external files had error rates averaging around 8 percent. As a result, some providers weren’t properly credited and had to spend time on the phone correcting their addresses.

With new providers and locations being added continually, the State Healthcare Agency had to dedicate one full-time employee to validating the addresses using spreadsheets, search engines, and phone calls. Each verification cycle took 80 hours of manual work, and once it was complete, the employee had to start again.

“For our program to be effective, it’s very important to have accurate address information for our health care providers,” says the Data Governance Manager, State Healthcare Agency.

Automating Provider Address Verification

They sought out an automated solution that could be used to verify addresses coming from its source system as well as external files. It selected Informatica Address Verification to correct addresses in its Cognos reporting system, which is populated from the mainframe, capturing all address fields including suite and building number. After checking an address against U.S. Postal Service (USPS) data, Informatica Address Verification either updates the address automatically or suggests a possible alternate address based on the USPS standard. The State Healthcare Agency also developed a secondary process to populate USPS validated provider servicing addresses on external files outside of Cognos.





"Using Informatica Address Verification to correct providers' servicing addresses removed an ongoing manual process for our Targeted Investments team. It also makes it easier for providers to participate in our program and earn financial incentives for integrating acute and behavioral care."

Data Governance Manager

State Healthcare Agency

After the team ran the initial verification, it identified 2,257 of 10,212 address records that had keying errors. The automated process now runs on an ongoing basis, reclaiming the time of one FTE. It also helps build better relationships and increase trust with providers, improving the effectiveness of their program and steering more patients toward preventative care rather than costly emergency room visits.

"Using Informatica Address Verification to correct providers' servicing addresses removed an ongoing manual process for our team," says the Data Governance Manager. "It also makes it easier for providers to participate and earn financial incentives for integrating acute and behavioral care. They're our business partners in creating a healthier state, and using Informatica, we can help to keep them focused on patients and integrated care rather than administrative tasks."

Reducing the Cost of Returned Mail

Informatica Address Verification is simple to integrate into any application, so it can be easily adopted by other state agencies and departments. In the near future, other divisions in our state plan to use the solution to solve the problem of returned mail. Currently, a large percentage of mail sent out to new members is returned to us, which must be opened and re-sent after the address is manually verified.

"There's a substantial cost to returned mail, and when you're serving 1.8 million members, that adds up quickly," says the Data Governance Manager. "Using Informatica Address Verification in other divisions throughout our agency will have a major impact on operational efficiency, reducing the cost of returned mail."

Kick-Starting Data Governance

In addition, the State Healthcare Agency is implementing a formal data governance program and developing an agency-wide data stewardship committee. To avoid building out a large data governance team, the agency is using Informatica Data Quality to kick-start the program, by automating data quality checks based on predefined rules. Soon, it plans to implement Informatica Axon Data Governance and Informatica Enterprise Data Catalog to make it easier to find and share data and get input from data stewards.

"Today, engaging data stewards, locating data, understanding its lineage, and documenting it is a manual, spreadsheet-based process," says the Data Governance Manager. "Deploying Informatica Axon Data Governance and Informatica Enterprise Data Catalog will make our data governance much more expedient and user friendly, saving us one additional FTE."





Inside The Solution:

- Informatica Address Verification
- Informatica Data Quality
- Informatica PowerCenter

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Going Cloud-First for Agility and Cost Savings

A long-time Informatica PowerCenter customer for data integration, they’re moving to Informatica Intelligent Cloud Services (IICS) to increase agility and comply with a statewide cloud-first initiative.

The Data Governance Manager concludes, “Informatica is more than just a vendor relationship. It is a business partner relationship where we’re sharing information to make initiatives successful.”

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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