



Top-Rated  
HealthCare Provider

## Creating Healthier Communities:

Top-Rated HealthCare Provider Relies on Trusted Data to Deliver Population Health

*"Informatica helped us greatly improve the quality of provider data. That helps us to get the right data to the right physicians at the right time."*

**Chief Data Officer**  
Top-Rated HealthCare Provider



### Goals

Deliver health outcomes through intelligent data governance and data democratization, enabling analytics teams to drive better results in overall patient care

Provide the best possible care to patient members and service to physician providers with fast access to their data

Improve the quality and the timeliness of patient data and reporting to physicians and hospitals to help close gaps in patient care

### Solution

Implement an enterprise wide data governance program while collaboratively defining stakeholders, processes, policies and a comprehensive glossary leveraging Informatica Axon Data Governance

Automatically discover and inventory healthcare data enterprise-wide with Informatica Enterprise Data Catalog

Use Informatica Multidomain MDM and Informatica Data Quality to master physician provider data to feed data warehouse and applications with trusted, high quality data

### Results

Delivers patient care by making population health efforts more effective, using analytics based on clear business definitions

Empowers employees to provide timelier and more responsive service by giving them easy access to democratized trusted healthcare data

Improves the quality of provider data, enabling this HealthCare Provider to get the right information to the right care provider at the right time

## Business Requirements:

- Streamline administrative efforts of data management by using a single vendor for data cataloging, governance, quality and MDM
- Facilitate ease of use for non-technical data stewards by presenting data lineage in understandable business terms
- Master multiple data domains, including providers and patients, to create a 360-view

## About this Top-Rated HealthCare Provider

This Top-Rated HealthCare Provider provides health plan administrative and management services including claims, customer service, network development, outcomes research, and disease/care management for four health care plans.

## Informatica Success Story: Top-Rated HealthCare Provider

This Top-Rated HealthCare Provider offers four health plans, and develops and manages medical care contracts with organizations, government programs, and healthcare providers for more than 350,000 plan members.

In addition, the Top-Rated HealthCare Provider focuses on developing and marketing evidence-based clinical and administrative programs, products, and protocols. The provider plays an active role in improving the health and wellness of populations, providing analytics to help prevent diseases, predict hospitalization risk, monitor cost drivers, and evaluate provider performance for governments and large employers.

This HealthCare Provider models and predicts an individual's health over time using data from medical claims, electronic medical records, and demographics such as age and gender. To improve population health outcomes, the HealthCare Provider needed better data governance to enable analytics teams to drive better results. Often, multiple analytics teams used different healthcare data definitions, which made it difficult to reliably track patient outcomes and improve overall patient care. HealthCare Provider also wanted to make it easier for employees to discover data across multiple business units to provide the best possible customer service to patient members and physician providers.

In addition, the HealthCare Provider wanted to close potential gaps in patient care by providing better quality data and faster reporting to hospital organizations and physician providers. For example, if a diabetic patient is enrolled in the Medicare Advantage Plan, the HealthCare Provider wants to make sure prescriptions are filled and that any necessary medical tests are performed on a regular basis.

"Our goal is to improve patient outcomes, and to do that we need timely and accurate data," says the Chief Data Officer at this Top-Rated HealthCare Provider. "At the end of the day, if we can provide better data to improve the overall health of our members and the communities we serve, that's what it's all about. But in the past, just getting the right data to the right provider in a timely fashion was often a challenge for us."

## Improving healthcare data management

The HealthCare Provider decided to use multiple solutions from Informatica, including Informatica PowerCenter for ETL functions, Informatica Axon Data Governance for defining data governance stakeholders, processes, policies and a comprehensive glossary, Informatica Data Quality to improve data quality and reliability and Informatica Enterprise Data Catalog to automatically discover and inventory data assets enterprise-wide.





*"Informatica Enterprise Data Catalog shows us what data we have, and Axon Data Governance provides the business glossary that tells us what it means. Both are essential to our population health efforts to drive better patient care."*

**Chief Data Officer**

Top-Rated HealthCare Provider

"The main reason we selected Informatica was the integration of data management tools across the spectrum," says the CDO. "Our focus isn't just on data governance, it's also about delivering quality data. Informatica was the only vendor who stood out that had an integrated platform on which all the capabilities we required were built on. Informatica Intelligent Data Platform offers us data governance, data catalog, master data management, and data quality capabilities in one integrated solution."

The HealthCare Provider worked with Informatica Professional Services to deploy the solution, then define their process, their policies, stakeholders, data owners and glossary terms using Axon.

"With Informatica solutions, we can very easily integrate data quality with data governance to quickly deliver business value," says the CDO. "Using Informatica Axon Data Governance, we can easily take a data quality rule and translate it to a simple graph that somebody in the C-suite can understand very easily to demonstrate our improvement from a data quality perspective."

To feed its new data warehouse and downstream applications with timely and accurate physician provider data, the HealthCare Provider selected Informatica Multidomain MDM.

"We are starting by mastering provider data with Informatica Multidomain MDM as we rebuild our data warehouse," says the CDO. "The other option we considered was to create a master data repository on our own by manually cleaning the data and feeding it into our new warehouse, which was not the road we wanted to go down."

### **Enabling better patient care**

By cleaning up its data through better governance, data quality enforcement, and MDM, the HealthCare Provider is making its population health efforts more effective. With Enterprise Data Catalog and Axon Data Governance providing consistent access to trusted data and its business context, multiple analytics teams can use the same standardized business definitions. Ultimately, this improves patient care by allowing the HealthCare Provider to better analyze population health, recommend the most effective behavioral interventions to its customers, and accurately measure outcomes.

"Informatica Enterprise Data Catalog shows us what data we have, and Informatica Axon Data Governance provides the business glossary that tells us what it means," says the CDO. "Both are essential to our population health efforts to drive better patient care, and together they generate a lot of business value to help us show ROI."





### Inside The Solution:

- Informatica Axon Data Governance
- Informatica Enterprise Data Catalog
- Informatica Multidomain MDM
- Informatica Data Quality
- Informatica PowerCenter

The Informatica solution also empowers the HealthCare Provider employees with trusted data, as well as a clear line of sight into where the data originated—helping them to provide timelier and more responsive care to patients and service to providers. “The combination of Informatica Axon Data Governance and Informatica Enterprise Data Catalog takes the ‘geek’ out of the data, presenting definitions and end-to-end data lineage in easily understandable business terms,” says the CDO.

### An easier journey with a trusted partner

Using Informatica Multidomain MDM to master provider data is also critical, helping the HealthCare Provider close gaps in patient care that might otherwise be missed. The CDO notes, “Informatica is making our journey easier and it’s an exciting journey that we’re on to improve our processes.”

Soon, the HealthCare Provider will expand its use of Informatica Multidomain MDM and master patient member data, consolidating it across CRM and other applications.

The CDO concludes, “Informatica helped us greatly improve the quality of provider data, which will ultimately feed our data warehouse as well as other systems throughout our organization. That helps us to make sure we get the right data to the right physicians at the right time.”

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.

#### Informatica Worldwide Headquarters

2100 Seaport Blvd, Redwood City, CA 94063, USA

Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871

[informatica.com](http://informatica.com) | [facebook.com/InformaticaLLC](https://facebook.com/InformaticaLLC) | [linkedin.com/company/informatica](https://linkedin.com/company/informatica) | [twitter.com/Informatica](https://twitter.com/Informatica)



© Copyright Informatica LLC 2020. Informatica, the Informatica logo, and PowerCenter are trademarks or registered trademarks of Informatica LLC in the United States and many jurisdictions throughout the world. A current list of Informatica trademarks is available on the web at [informatica.com/trademarks.html](http://informatica.com/trademarks.html). Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided “AS IS” without warranty of any kind, express or implied.