



Enhancing Patient Relationship Management:

Integrated, Real-time Data Helps The Valley Hospital Build Healthier Communities

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Michael Laidlaw

Manager, Application Support
Valley Health System



Goals

Improve patient relationship management and increase appointments by importing patient data from disparate applications into Microsoft Dynamics CRM

Follow up with emergency room visitors to notify them of additional healthcare services that can improve their overall health

Comply with Health Level Seven (HL7) data transformation requirements when exchanging data among applications

Solution

Create a mapping task with Informatica Cloud Data Integration to pull in patient information from flat files and SQL Server databases

Utilize the REST V2 Connector to initiate API calls developed with Informatica Cloud Application Integration

Post new orders and order updates from Athena ambulatory EMR system in real time using the Informatica Cloud Connector for Dynamics CRM

Results

Drove an increase in patient appointments within first year of implementation

Additional patient follow up helps build healthier communities in some of the most populous areas of the U.S.

Maintains compliance with HL7 V2 electronic messaging standard, improving the interoperability of hospital systems

Business Requirements:

- Keep Microsoft Dynamics CRM data synchronized with multiple systems in real time
- Simplify integrations while maintaining a high level of data quality and integrity
- Provide a scalable foundation for future application integrations

About The Valley Hospital

Part of the Valley Health System, The Valley Hospital is a fully accredited, acute care, not-for-profit hospital in Ridgewood, New Jersey. It serves more than 440,000 people in 32 towns in Bergen County and adjoining communities and has 451-beds, more than 1,100 physicians, 3,700 employees and 3,000 volunteers. In 2018, The Valley Hospital admitted 46,228 individuals, treated 69,521 in the Emergency Department, and delivered 3,243 babies.

Informatica Success Story: The Valley Hospital

Located directly across the Hudson River from Manhattan, Bergen County, New Jersey is the most populous county in the most densely populated state. Nearly a million people live in the county, with an average of more than 4,000 people occupying each square mile. Keeping those tightly packed communities healthy is both critical and challenging, and a large share of that job falls to The Valley Hospital (Valley), part of the Valley Health System.

Valley has always provided high-quality healthcare services; however, it saw opportunities to improve patient relationship management to encourage patients to be more proactive about their care. By reaching out to patients and following up with emergency room visitors to inform them of additional services that can improve their health, Valley hoped to increase the number of scheduled appointments and make an even bigger impact on community health.

Unfortunately, patient data was distributed across multiple systems, including Motionsoft wellness center software, Vistar provider data management, and the hospital's Athena ambulatory electronic medical records (EMR) system. Identifying patients that needed follow-up was a difficult task, and reporting on patient relationships was nearly impossible. Without a reliable and secure way to share data among applications in real time, Valley was challenged to drive and assess continuous improvement in managing patient relationships.

"Technology is really advancing, and it's helping us make better healthcare decisions, creating better relationships with our patients," says Michael Laidlaw, Manager, Application Support at Valley Health System. "But we were having challenges with our API functionality, which made it difficult to identify patients that needed us to reach out to them to assist them in their healthcare needs."

Faster time to market with intelligent APIs

Valley decided to store a complete and accurate picture of each customer in Microsoft Dynamics CRM. To do this, however, it needed to bring information from Motionsoft, Vistar, and Athena EMR into Dynamics CRM, and utilize API calls to keep the system up-to-date in real time. Valley selected Informatica Intelligent Cloud Services (IICS) for the clinical integration project, having recently worked successfully with Informatica Professional Services for its utilization of Informatica PowerCenter.



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"We've had an A-plus customer experience with Informatica products and Informatica Professional Services," says Laidlaw. "We chose Informatica Intelligent Cloud Services because it allows us to pass large amounts of data between systems, and because application interfaces are easy to understand, build, and manipulate."

Valley used the point-and-click interface in IICS to create advanced data transformations that conform to HL7 message formats, increasing the interoperability of hospital systems. It created a mapping task with Informatica Cloud Data Integration to pull in data from flat files and Microsoft SQL Server databases, then utilized the Informatica REST V2 connector to initiate API calls developed with Informatica Cloud Application Integration. New orders and order updates are posted in real time from the Athena ambulatory EMR system using the Informatica Cloud Connector for Dynamics CRM.

"Using our previous integration engine, it took our entire integration team about four weeks to be able to code even the simplest of API calls," says Laidlaw. "With Informatica Intelligent Cloud Services, I can build one myself in less than a day."

Increasing patient appointments

Now that patient information is centralized in Microsoft Dynamics CRM, Valley has a trusted, comprehensive view of each patient that has been collected and transformed across hospital systems in a way that is reliable, secure, and compliant with HL7 electronic messaging standards. As follow-up orders queue up in Microsoft Dynamics CRM, a dedicated team at Valley's access and navigation center promptly follows up with patients to make sure they make and keep their appointments. As a result, the number of appointments scheduled increased within the first year of the project.

"Before, we didn't have a good way to identify patients who needed additional healthcare and who we could help within our own system," says Laidlaw. "With Informatica Intelligent Cloud Services, we can now easily track those patients within Microsoft Dynamics CRM, follow up with each patient, and ensure that they get an appointment and follow-up care they need."



Inside The Solution:

- Informatica Intelligent Cloud Services
 - Informatica Cloud Data Integration
 - Informatica Cloud Application Integration
- Informatica PowerCenter

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Enabling new healthcare efficiencies

Informatica Intelligent Cloud Services gives Valley the ability to expose API calls to other systems, opening the door to a host of time-saving integrations. For example, it plans to use IICS to build a scheduling interface between its ambulatory EMR and Dynamics CRM. It also plans to integrate patient records with its access and navigation center to improve service levels. When patients call for assistance, relevant data about the patient will automatically pop up on service representatives' screens, triggered by the phone number of the incoming call.

"The API calls we've built with Informatica Intelligent Cloud Services have been a huge success. It just gives us so much power to do more," says Laidlaw. "Being able to see all of the things that we can do with APIs has just really changed the game for us."

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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