

# A 360 View of Providers for Health Plans

## Benefits

Build a trusted, 360-degree view of providers, transactions, interactions, and networks:

- Build and develop stronger care networks
- Create more strategic engagements with in-network and out-of-network providers
- Identify and minimize potential fraud, waste, and abuse
- Improve regulatory compliance and reporting

## Address the Unique Challenges and Increasing Complexities of the Modern Healthcare Marketplace With Informatica MDM – Customer 360

### Thrive in the New Healthcare Economy

Understanding your providers and their evolving expectations requires a single, actionable, 360-degree view across the provider management lifecycle. Ultimately, this insight leads to stronger care networks of quality health professionals that act in partnership with health plans for improved member health outcomes, reduced cost of care, and increased member satisfaction.

By addressing the quality of provider data, you not only improve your ability to accurately measure the true cost, quality, utilization, and member experience within your existing provider networks, you also expand your ability to drive future innovation with new reimbursement models, network expansion, and new health plan products. The teams that support provider engagement, contracting, credentialing, consumer marketing, sales, claim adjudication, member service, compliance, and reporting, can use trusted, authoritative, and governed data to:

- Understand your providers and their affiliations, including their organizations, networks, contracts, and health plan products.
- Utilize all relevant provider attributes to manage your provider lifecycle, including credentialing, attestation, reimbursement, network management, HEDIS and clinical quality measurement, communication, and recruiting.
- Track all relationships between providers, medical groups, hospital systems, clinics, labs, health plan products, contracts, networks, members, prospects, employees, facilities, and more.
- Share trusted representations of this data with the decision makers who need it.

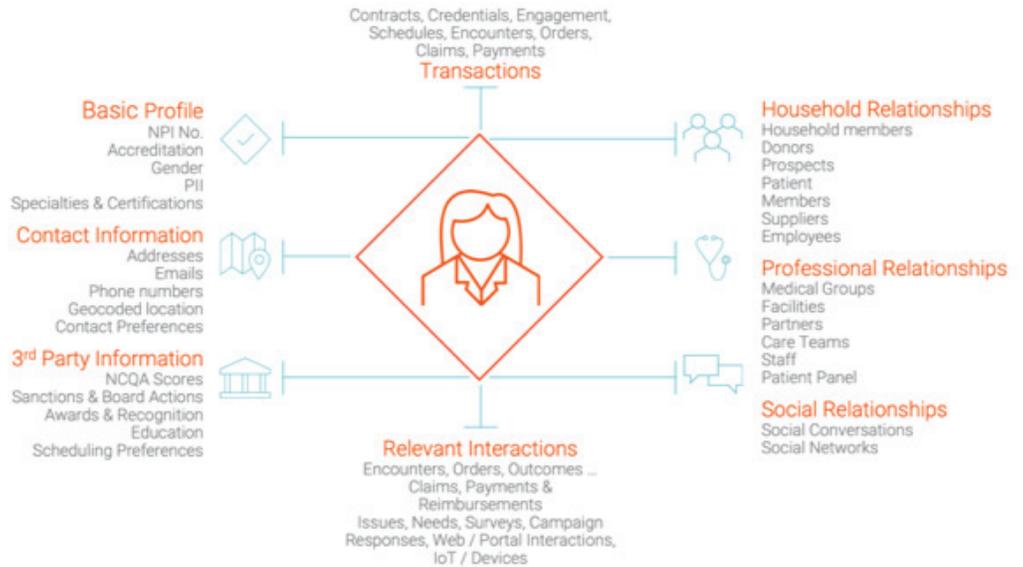


Figure 1: Empower teams with a single view of providers, improve visibility into provider relationships, and deliver the context needed for all relevant provider interactions.

## Next-Generation 360-Degree View of Providers Across Your Health Plan

By centrally onboarding and managing provider information, payers can eliminate incomplete, inconsistent, duplicated, and fragmented provider data. When provider information is managed and mastered centrally, health plans are empowered to address the problems that can arise from existing inefficiencies and lack of visibility into their networks:

- Failures in claim auto-adjudication processes, causing delayed reimbursements and penalties
- Inaccurate provider directories and payments to sanctioned doctors that can lead to regulatory noncompliance penalties from CMS
- The issuance of incorrect 1099s to providers, which can result in significant fines from the IRS

Informatica® Master Data Management (MDM) acts as the contextual glue to help you make sense of your data before turning it into actionable insights and, eventually, deriving maximum value from it.

Designed for business users, data stewards, analysts, and data scientists, Informatica MDM – Customer 360 is a master data-fueled solution built on top of the industry's only end-to-end data management platform. It combines data governance, data quality, data integration, business process management, and data as a service in a single solution delivered in your own IT environment or in the cloud.

Its user-friendly interface and configurable dashboard help simplify the end-to-end process of onboarding new provider groups, managing provider engagement, efficiently adjudicating claims, visually exploring, and securely sharing standardized, critical information throughout the provider lifecycle.

## About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

## Realize the Full Value of Digital Healthcare

Your data could potentially provide the “cure” for many of the challenges facing the healthcare industry. Whether it's improving member experience, delivering a personalized treatment plan, addressing population health care, or proactively identifying fraud, a holistic, disciplined approach to data management can lead to substantial benefits:

- Deliver personalized, more effective provider engagement and training for clinical guidelines and utilization of optimized care pathways, which can lead to improved quality scores.
- Drive personalized medicine initiatives with accurate attribution of clinical records to members and providers across the continuum of care.
- Improve marketing and campaign spend attribution by discover prospect profiles in real time and identifying relationships and patterns for anonymous devices, locations, and other data.
- Promptly detect fraud, waste, and abuse—before reimbursement occurs—with accurate identification of suspect claims or problem providers.

## Next Steps

Join best-in-class healthcare companies that choose the Intelligent MDM solution from Informatica. We can provide the experience and solutions across multi-cloud and on-premises environments so you can unleash the power and value of all your data.

Learn more at [www.informatica.com/healthcare](http://www.informatica.com/healthcare).



**Worldwide Headquarters** 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

IN17\_0719\_03698

© Copyright Informatica LLC 2019. Informatica and the Informatica logo are trademarks or registered trademarks of Informatica LLC in the United States and other countries. A current list of Informatica trademarks is available on the web at <https://www.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.