Customer 360 Insights for Healthcare Payers

Benefits

- Connect data of any type and manage billions of records across all data sources
- Resolve data issues and identify relationships using advanced machine learning algorithms
- Infer intelligent attributes from unstructured data using Natural Language Processing
- Visualize relationships, households and hierarchies using a graph data store
- Present multiple perspectives of the member based on user and use case context

Trusted Data That Delivers a 360-Degree View of a Member Wherever and Whenever it's Needed

Sweeping digital strategies have transformed the healthcare experience, allowing healthcare payers to overcome resource constraints, high member volumes and shifting patient preferences to deliver cost-effective consumer engagement optimized for each unique community. Consumers and their families now expect their health insurance plans to offer a seamless experience. New technologies and business models are being adopted to bring health plans into the digital and consumer age.

Leaders in the healthcare payer industry increasingly recognize how data drives innovation, analytics, and new opportunities. The member life cycle is made up of many types of interactions and communications including, marketing offers, quotes, authorizations, claims and explanations of benefits, health assessments, care management plans, surveys, annual notices, disenrollment studies, and more. And all of it can be better understood and optimized by applying contextual data and artificial intelligence.

Informatica Customer 360 Insights

It is now more important than ever for health insurance payers and managed care organizations to intelligently act on tailored customer insights that are determined with speed and agility. Delivered through state-of-the- art technology which includes artificial intelligence, machine learning, and graph data stores, Informatica® Customer 360 Insights simplifies the process of turning data into action.

Customer 360 Insights connects fragmented data from any source or channel—campaign management, member portal, digital health, policy administration, eligibility, claims, billing, care management, CRM as well as contact center, health insurance marketplaces, affiliated provider networks and customer surveys—and synthesizes it into a consolidated 360 member view that is enriched with deep intelligence to produce insights and is consumable in real time. Powered by graph technology, Customer 360 Insights discovers and manages complex relationships between individuals, households, groups, provider networks, and service providers.
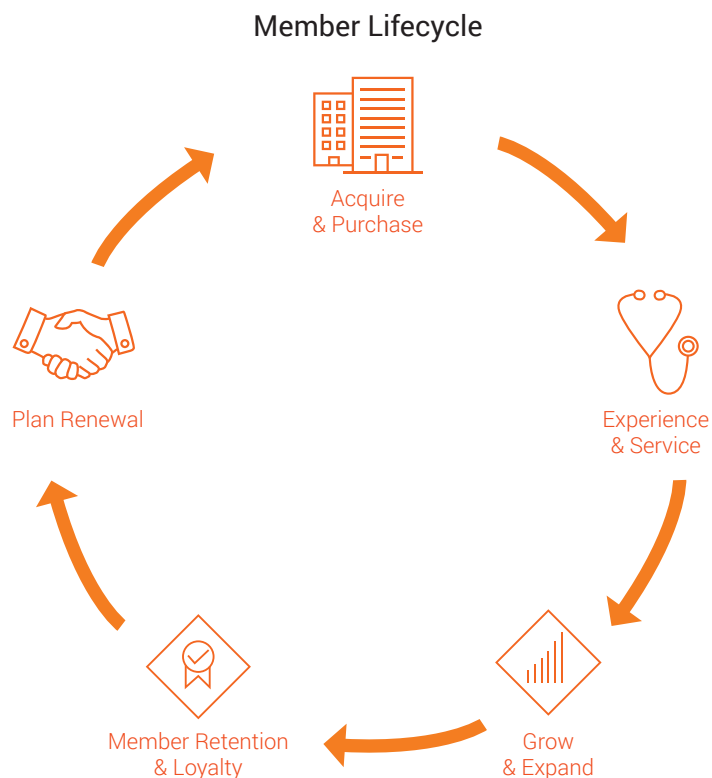
These insights fuel initiatives with much-sought-after context to improve personalized marketing campaigns, care management, wellness, and retention, while also enriching the advanced analytics that health plans use to understand where marketers, member service, care managers, and operational staff struggle to improve the member experience.

Capability Highlights
- **Synthesis:** Connect data of any type and manage billions of records across all data sources
- **Resolution:** Automatically resolve member and provider data linkages and create relationships using advanced machine learning algorithms across the network
- **Reason:** Infer additional attributes from unstructured data using Natural Language Processing
- **Visualization:** Visualize relationships, households, affiliations, and hierarchies using a 360 graph
- **Perspective:** Present multiple perspectives of the consumer based on unique users and use case context

Architecture

Customer 360 Insights is built on a big data technology stack that includes Apache Hadoop, Spark, graph, columnar, and in-memory data stores. The microservices architecture easily scales for deployment and redeployment of functionality without compromising the integrity of the data and application. Combined with the SaaS deployment model, it simplifies and accelerates implementation. And the solution supports tools like R and Python to provide greater flexibility for your data scientists.

Member Lifecycle

Acquire & Purchase

Experience & Service

Grow & Expand

Member Retention & Loyalty

Plan Renewal

Healthcare Payer Use Cases

Customer 360 Insights addresses analytical, marketing, and operational initiatives, such as:

• Improved identity resolution (matching members with diagnoses, care plans, clinical, pharmacy, and lab data) to drive better outcomes, increased HEDIS scores, improved quality metrics, HCC coding accuracy, and risk adjustment

• Marketing segmentation to improve new product launches, annual enrollment, and maximum lead conversion

• Next best action for effective engagement to drive member onboarding, wellness programs, care plan adherence, and member retention

• Referral capture, quoting, and enrollment from health insurance exchanges, brokers, and more

• Personalization across all channels and modalities of consumer engagement

• Detection of fraud, waste, and abuse

About Customer 360 Insights

Informatica Customer 360 Insights adds AI and machine learning to a trusted customer view, enabling teams to be more customer-centric and deliver the next best experience. Learn more about how Customer 360 Insights helps organizations across healthcare, insurance, banking, retail, hospitality and more to personalize interactions, offer faster service, increase cross-sell revenue, comply with customer privacy initiatives (such as HIPAA, CCPA, and GDPR), and reduce overall IT system costs.

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