

Data Virtualization Delivers Agility to Support Changing Business Needs and Regulations in Healthcare

The Healthcare industry is undergoing fundamental transformation triggered by both the *Health Information Technology for Economic and Clinical Health (HITECH) Act* and the *Patient Protection and Affordable Care Act (PPACA)*. In response, healthcare organizations are adopting new business models, stabilizing their revenue streams, and re-focusing strategies around improving care and lowering costs. Regardless of where an organization stands on policy, healthcare organizations planning for the future realize that their ability to quickly consume, share and trust their data – while simultaneously protecting it – is critically important. Visibility into these requirements has expanded to the C-level and boardroom.

The Information Technology (IT) impact of this shifting climate is the widespread implementation of Electronic Health Record (EHR) systems; new and more agile investments in data warehousing, business intelligence, and analytics; secure and private data exchange; and expanded usage of master data management. Answering fundamental questions about patient panels, disease registries, primary care relationships, staffing optimization, and measuring outcomes are almost impossible to answer without these IT investments. While many of these capabilities and competencies have been prevalent in other industries for years, healthcare is being forced to develop all of them at once in a relatively short timeframe.

An underlying challenge is that in addition to these multi-year resource-intensive initiatives that must be balanced, they are also being asked to cut overhead and reduce costs. Payers must manage around medical loss ratios and the changing risk scenarios of an individual insurance market. Providers know Medicare reimbursement cuts are coming and they must determine what role to play in Accountable Care Organizations or Patient-Centered Medical Homes. At the end of the day, transforming business processes while making investments and reducing costs is a formidable challenge for anyone.

To get started, healthcare organizations must re-define their data integration (DI) and business intelligence (BI) architectures to become more agile and flexible to change. This is critical if they are to survive healthcare reform and all the other changes in the Healthcare industry. In addition, they must be agile and flexible enough to incrementally change systems and reports at a moment's notice. They should be ready to support new business models and systems. And finally, they must be able to rapidly support new initiatives for cutting costs and improving care.

In summary, healthcare organizations must make data accessible, trusted, portable, and secure. They must adopt agile BI practices and architectural approaches, enable analysts to do more self-service and better collaborate with IT, quickly add data outside the data warehouse into reports, make the warehouse more flexible to rapid change, and finally incorporate data quality and data governance in ways that accelerate, not slow down the process. Unifying policies and competencies around data will empower healthcare organizations to meet critical business objectives and re-focus energy around improving patient outcomes, which will lead to reduced costs.

Fast and Direct Access to Healthcare Data with Data Virtualization

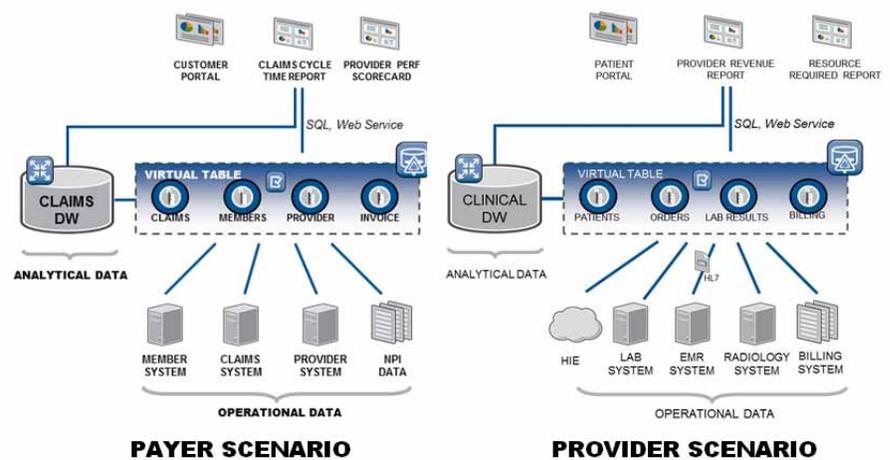


Figure - Data Virtualization Delivers Agility to Support Changes in Business and Regulations for Payers and Providers

Informatica allows you to rapidly create and deliver a single view of the enterprise's healthcare data for applications and business intelligence tools, without the time, cost, and complexity of traditional data integration methods. Powered by Informatica® Data Services, your organization can directly and quickly access and merge data across numerous systems, including transactional, transient, or temporary data that you cannot store in a data warehouse. All this is done with upfront involvement of the business and without physical movement of data, thus significantly reducing delays and costs.

Informatica offers the industry's first solution that hides and handles complexity by making many different data sources look like one to the requesting business application. Data virtualization benefits both business and IT by hiding and handling the complexity of delivering one complete view of data, while insulating them from change. Combined with Informatica Data Quality™, this solution enables companies to leverage comprehensive data profiling and rules management to ensure that data captured and delivered virtually is certifiably accurate for downstream consumption.

Informatica for Data Virtualization: Key Benefits

- **Up to 5x faster access to data** for reporting and compliance with reusable logical data objects, rapid connectivity and onboarding, and intuitive tools to promote business and IT collaboration
- **Up to 3x lower development and maintenance costs** providing integrated rich ETL-like complex data transformations, data cleansing and data masking, and insulating changes to physical sources
- **Improved productivity** through a zero-code model-driven environment to develop, deliver, and reuse data services for various users and applications and hundreds of prepackaged data transformations
- **Increased ROI** by leveraging Informatica Data Services across IT projects, including operational business intelligence (BI), master data management (MDM), data migration, and SOA deployments

Customer Case Study



With healthcare reform and its uncertainties looming, HealthNow New York looked to implement a unified data integration environment that would support its huge range

of data integration use cases and service oriented architecture (SOA) strategy. Simultaneously, the New York healthcare company needed to accelerate development, lower operational costs, and foster business involvement. Using the Informatica® Platform including Informatica Data Services, HealthNow can today develop new data services and provide access to customer and risk data on its legacy systems and thousands of local databases much faster than before. Today, up to 30,000 claims a day are already processed through the Informatica Platform. The company has developed approximately 4,000 workflows, and it will soon support nearly 10,000 unique requests. The performance more than meets the needs of the business. HealthNow is able to rapidly process more than 10 million rows from Sybase/SQL Server to cache 100,000 rows with a sub-second response time from Web services. HealthNow is also able to build-out a flexible IT architecture that is helping the company quickly adapt to evolving healthcare trends and legislation. Instead of taking six months to deploy new functionality, the healthcare company can now do it in days. This aggressive data integration strategy has transformed HealthNow into a more data-driven, agile, and responsive organization.

Learn More

Learn more about the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

About Informatica

Informatica Corporation is the leading independent provider of enterprise data integration software and services. Using Informatica solutions, healthcare organizations can access, discover, cleanse, integrate, and deliver all enterprise data to improve health outcomes, meet compliance mandates, streamline operations, increase agility, and refocus energy on the consumer. More than 4,100 companies worldwide and hundreds of healthcare companies rely on Informatica for their end-to-end enterprise data integration needs.



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