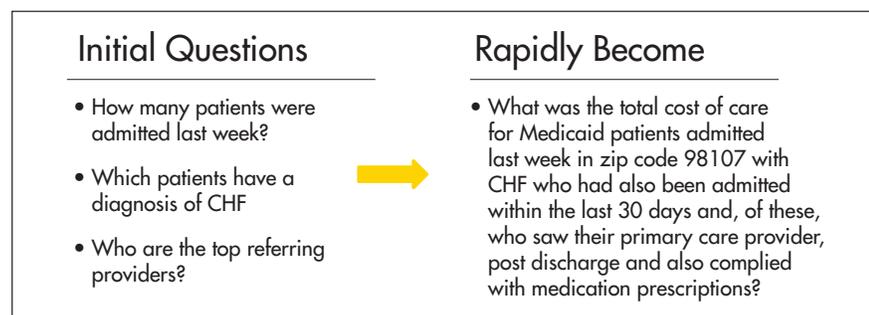


Informatica Healthcare Analytics Accelerator

Speed Time to Value for Discovery Analytics

EMR adoption, big data, and other technology trends are generating large volumes and varieties of data for analysis—but these technologies are not the limiting factor in transforming the business and practice of healthcare. If healthcare organizations want to use this data to create opportunities to differentiate, they must invest in the data itself.

To derive value from data, healthcare organizations need an enterprise data management environment that is nimble enough to respond to dynamic analytic use cases. We call this discovery analytics. Discovery analytics enables clinicians and business users to perform iterative hypothesis testing on integrated data from internal and external sources, as illustrated here:



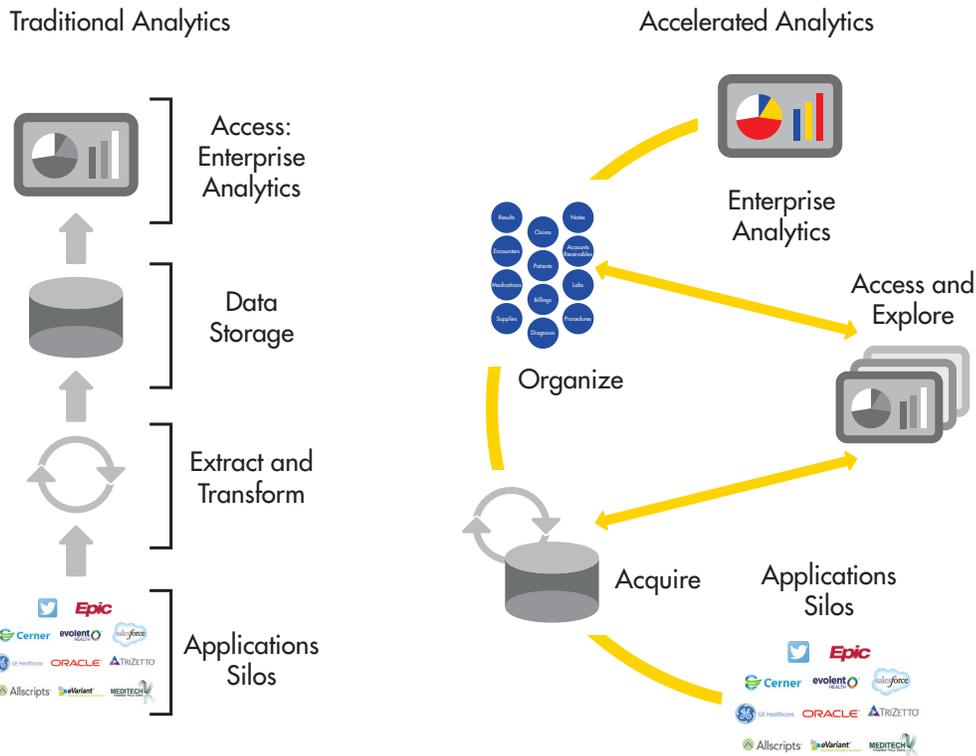
Focus on Data, Not Applications

An application-centric view of data provides an incomplete snapshot of the patient by limiting the view to data within individual applications. To improve patient outcomes and make differentiating decisions based on dynamic analytic use cases, your organization needs a view of patient information across applications and locations, including claims processing, registration, physician offices, labs, and inpatient beds. You can only achieve this data-centric view by releasing data from its application silos and making it available for self-service analytics.

In a traditional analytics environment, the serial process of getting access to data prevents rapid analysis that responds to changing needs. You have access to data either within the application itself or through a business intelligence tool. In between, the data resides in a vacuum where it is extracted, transformed, and made available to analytics users based on requirements set forth in advance. However, if after accessing the data through a business intelligence tool you find a data quality issue, need more data, or want different data, you must start the process from the beginning. This is slow, costly, and frustrating to end users.

Informatica® offers a better way to accelerate analysis by layering prebuilt healthcare application connectivity and an industry data model on top of the proven [Informatica Intelligent Data Platform™](#). The Informatica Healthcare Analytics Accelerator makes raw application data rapidly available for exploration, organizes information based on a comprehensive industry data model, and makes discovery analytics a reality.

A Better Way



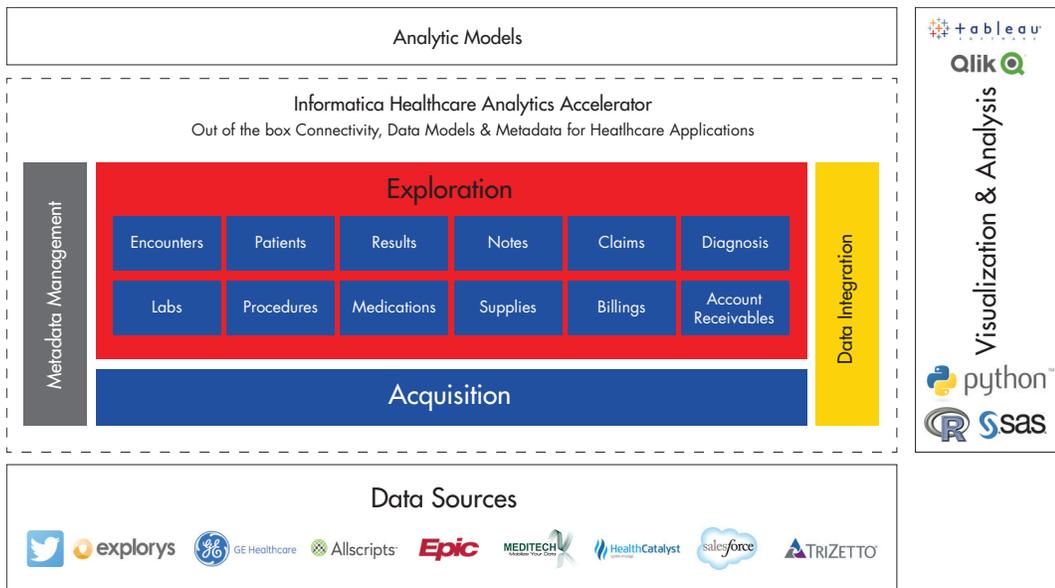
Unlike traditional serial analytics, an accelerated analytics process facilitates data access at every phase.

Make Self-Service Analytics a Reality

Fueled by rapid application connectivity through an industry-leading data management platform, the Informatica Healthcare Analytics Accelerator extracts and enables integration of data from your organization's many source systems for improved transparency, governance, and collaboration. The solution includes the following components:

- **Healthcare enterprise data model:** Contains the majority of data elements typically required for clinical, financial, and operational analytics use cases. The model is designed to be easily extended to include new data elements.
- **Acquisition layer:** Supports minimally transformed data extraction from source systems such as Epic. From here, preconfigured data quality and business rules are applied to cleanse, transform, and normalize data into the exploration layer. If a rule isn't defined, you can rapidly define new rules with confidence that the data model supports this.
- **Exploration layer:** Offers an organized storage layer with a complete inventory of enterprise data organized through a conformed model and grouped by business area. The exploration layer enables analysts and data scientists alike to do deep discovery analytics where the question, not the data, dictates the next question. Insights are no longer constrained by requirements defined before the data was seen, thus shortening the time between question and insight discovery.

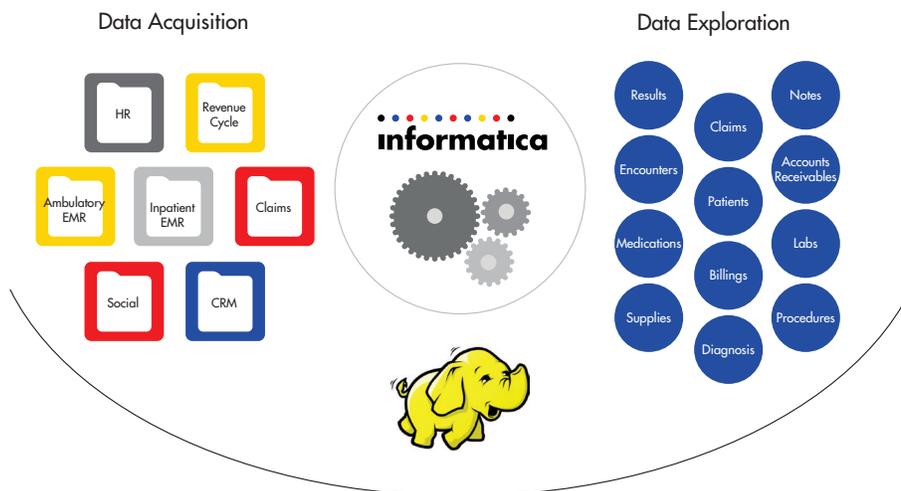
Spanning the entire multi-tier analytics platform is seamless access to the metadata and business glossary, which provides transparency into data lineage for greater defensibility and transparency.



The Informatica Healthcare Analytics Accelerator supports discovery analytics.

The Informatica Healthcare Analytics Accelerator includes these features:

- Enterprise data management architecture consisting of data acquisition and data exploration layers, data access, and metadata management for complete transparency
- Enterprise healthcare data model
- Extraction from Epic and other healthcare data sources
- Preconfigured business rules and workflows to integrate your enterprise data into an organized and extensible enterprise healthcare data model
- Data acquisition templates for rapid connectivity to healthcare applications
- Data lineage and impact analysis
- Deployment options that support traditional data warehousing and Hadoop



The data acquisition and data exploration layers may optionally be deployed on Hadoop to support data lake architectures.

Informatica Healthcare Analytics Accelerator Benefits

About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

Accelerated Discovery Analytics

- Increase time to value by up to 70 percent and decrease cost of implementation by up to 60 percent
- Provide rapid access to independent application data, integrated data, and organized data
- Build trust and credibility through user-friendly self-service tools that deliver transparent data lineage and data governance
- Speed deployment with prebuilt models and transformation logic for healthcare applications
- Support big data, structured, and unstructured data through an extensible industry data model

Complementary to Existing Analytics and Big Data Strategies

- Align with any business intelligence tool
- Accelerate time to value by extracting data from and integrating data with Clarity, Cogito, and other industry models and big data approaches, such as data lakes
- Deploy as a managed healthcare data lake
- Get out-the-box mapping for most clinical and financial elements and transformation logic to populate the healthcare data model



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 [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) twitter.com/Informatica

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