

Improving Lives and  
Business Through Data

### About Knowledgegent

Knowledgegent is an industry information consultancy that helps organizations transform their information into business results through data and analytics innovation. Our expertise seamlessly integrates industry experience, data analyst and scientist capabilities, and data architecture and engineering skills to uncover actionable insights. We have not only the technical knowledge to deliver game-changing solutions at all phases of development, but also the business acumen to evolve data initiatives from ideation to operationalization, ensuring that organizations realize the full value of their information.

For more information, please visit [www.knowledgegent.com](http://www.knowledgegent.com).

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## Knowledgegent Provider Data Services

### Powered by Informatica

Health Insurance companies are struggling to maintain a **trusted view of their Provider demographic data**, which changes at a rate of 3% each month. Urgency for improving Provider data management is being driven by industry trends including the evolution of Healthcare towards a consumer marketplace and innovation within the industry's core business models. Outdated and siloed Provider data creates a number of challenges for Health Insurers.

**Regulatory Penalties:** Health insurance companies face steep financial penalties for data inaccuracies about contracted Providers. CMS regulations, established in 2015, allow for **Medicare Advantage plans to be fined up to \$25,000 per beneficiary per day and Health Insurance Exchange (HIX) plans up to \$100 per beneficiary per day** for incorrect Provider Directories. State regulatory agencies and consumer advocacy groups are also taking insurance companies to task for poor data quality of Provider Directories.

**Health Plan Quality:** Consumers and Providers are unhappy with unclear networks. **STAR ratings are hurt and lawsuits occur** when consumers sign up for a plan, misled by the Provider Directory into thinking an out-of-network Provider is actually in-network. Providers also need an understanding of the plans in which they are in and out-of-network to better inform their business decision-making.

**Contracting and Credentialing:** Innovation and regulation are driving alternative payment methods between payers and providers. These business model changes **require insurers to have a complete understanding of their provider networks, particularly during contracting and credentialing**. Examples of emerging reimbursement models include episodes of care and value-based payments.

In November 2015, two large payers were fined a total of \$600,000 after a survey found errors in 25% of their HIX Provider Directory records.

## About Informatica

Informatica is 100 percent focused on data because the world runs on data. Organizations need business solutions around data for the cloud, big data, real-time and streaming. Informatica is the world's No. 1 provider of data management solutions, in the cloud, on-premise or in a hybrid environment. More than 7,000 organizations around the world turn to Informatica for data solutions that power their businesses.

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# Knowledgegent Provider Data Services: Trusted Provider View with Defined Business Hierarchies

Knowledgegent provides domain and data expertise in working with healthcare organizations to bring together disparate Provider data sources (i.e. internal CRM and external NPES data), improve the quality of internal data, and create business-critical "Physician – Provider" and "Provider – Location" hierarchies. Informatica's flexible, industry-leading, multi-domain MDM platform combines data quality, data enrichment, and business process management, and provides an easy way to manage hierarchies and relationships among Providers and their Facilities.

To start, the Provider data is cleansed, enriched, and discrepancies between sources are resolved to create a **Trusted Provider View**. Next, a hierarchy among Physicians and Providers is created that establishes their business relationships using the trusted Provider data. Additionally, a Provider – Location hierarchy is created that relates Providers with the Facilities in which they practice. Lastly, the trusted and related data is delivered to business systems such as CRM, Sales, Marketing, and Credentialing, and is output in the necessary format for a machine-readable provider directory.

The entire process of mastering and enriching Provider data, creating business hierarchies, and transmitting the trusted Provider data to downstream systems is automated, reducing the workload and spend of the business and IT departments. The pipeline is managed on an ongoing basis to maintain the improvement in Provider data quality and to keep the business hierarchies up-to-date.

## Why Use Knowledgegent Provider Data Services?

### Data-Driven and Efficient Internal Processes



Develop And Maintain High-Quality Networks



Efficiently Credential Providers



Inform Contract Decision-Making

### Better Manage Provider Relationships, Optimize Networks



Create Strategic Partnerships



Manage Provider Education & Relations



Expand Accessibility Of Affordable Healthcare