Informatica from Salesforce

Solution Brief

Trusted Context for Healthcare Providers

Powered by Informatica IDMC, MuleSoft, Data 360, and Agentforce Health

The Challenge: AI Is Only as Trustworthy as the Data Behind It

Hospitals and health systems are autonomously closing care gaps via AI, deploying it to coordinate care teams and optimize revenue cycle operations. But when autonomous AI makes a mistake on fragmented data, it spreads. With every patient and encounter it touches, **that "one" mistake scales exponentially**.

Most health systems have patient identity fragmented across five or more EHR and ancillary system identifiers. This identity fragmentation leads to the **'Clinical Data Trust Gap'**, which is a structural vulnerability that causes:

- Costly "care hallucinations" where agents act on stale or duplicate patient records
- HIPAA and CMS interoperability compliance exposure from ungoverned data access
- Credentialing delays spanning weeks instead of days
- Missed care gaps driving avoidable readmissions and penalty risk
- Revenue leakage from registration errors, coding gaps, and claim denials

The Solution: Trusted Context Architecture

Trusted Context is the strategic framework that closes the gap between fragmented backend data and front-office AI action,transforming siloed provider data (EHR/EMR feeds, ADT events, claims, credentialing systems, and SDOH signals) into a governed, real-time foundation that Agentforce agents can safely act upon.

The Trusted Context Solution for Providers is built on four integrated layers:

Informatica IDMC	**The Governance Layer** The industry's first headless AI-powered data management cloud — now part of Salesforce.
MuleSoft	**The Connectivity Layer** API-led integration connecting EHR/EMR systems to the modern AI stack.
Data 360	**The Activation Layer** Unified patient profiles enriched with real-time SDOH and population health signals.
Agentforce Health	**The Action Layer** Autonomous agents grounded in a Golden Patient and Provider Record, executing high-stakes provider workflows – care gap closure, credentialing verification, and revenue cycle management – at enterprise scale, with the HIPAA auditability and CMS interoperability compliance that health systems demand.

Informatica IDMC: The Foundation of Trusted Context

Informatica IDMC is the governance engine at the heart of the Trusted Context architecture. It is the difference between *moving* clinical data and *governing* it.

As a headless architecture, IDMC operates as the invisible governance engine beneath your AI stack. It processes, masters and governs data at the infrastructure layer, without requiring a separate UI-driven workflow for every data action. AI agents and front-office applications consume trusted context without ever touching raw source data.

Four Core IDMC Pillars for Providers

Pillar	What It Does	Why It Matters for Providers
Data Integration & ETL	Ingests and transforms data from EHR/EMR systems (Epic, Cerner, Oracle Health), ADT feeds, FHIR APIs, HIEs, and claims sources using 10,000+ pre-built connectors	Ensures the Trust Layer has access to a comprehensive, real-time stream of enterprise clinical and operational data
Agentic Multidomain Master Data Management (MDM)	AI-powered matching, merging, and deduplication to create a Golden Record for patients, providers, care teams, and facilities	A single patient may exist across dozens of encounter systems with conflicting identifiers – MDM reconciles them into one trusted entity
Data Quality (CDQ)	Cleanses, standardizes, and enriches data before it reaches Agentforce	Accelerating AI consumption of untrained clinical data at scale only amplifies errors
Data Governance (CDGC)	Captures lineage, relationships, and transformation from inputs to insights	Every agent action can be traced to its source – the auditability providers need for HIPAA and CMS compliance

The Golden Patient & Provider Record

Agentic Multidomain MDM resolves fragmented patient and provider identities by unifying **patient demographics, encounter history, and care team attribution** across every care setting, then automatically cleansing and standardizing into a single source of truth before it reaches the AI agent.

Hackensack Meridian Health deployed Informatica MDM on IDMC to consolidate disparate patient records into a trusted Patient 360 view, enabling real-time care coordination, reduced duplicate records, and faster, data-driven clinical decisions across its 17-hospital system.

> **"With Informatica, we have a single, trusted patient identity that powers everything from scheduling to care gap closure."**
>
> — Hackensack Meridian Health

Gartner Recognition (Informatica IDMC)

- **Leader** — 2026 Magic Quadrant™ for Augmented Data Quality Solutions
- **Leader** — 2026 Magic Quadrant™ for Data & Analytics Governance Platforms
- **Leader** — 2026 Magic Quadrant™ for Master Data Management Solutions
- **Leader** — 2025 Magic Quadrant™ for Data Integration Tools
- **Leader** — 2025 Magic Quadrant™ for Metadata Management Solutions

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MuleSoft: Connectivity & Compliance Enforcement

MuleSoft securely bridges legacy EHR/EMR systems to the modern AI stack, enforcing **real-time HIPAA policy controls** so agents only access what they're authorized to see. Via API-led connectivity and Model Context Protocol (MCP), MuleSoft:

- Connects EHR, ADT, HIE, FHIR, and scheduling systems without custom middleware
- Governs API access with a unified security and compliance layer
- Enables Agent Fabric for multi-agent orchestration across care settings
- Automates data discovery and protection of PII/PHI across the provider enterprise

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Data 360: Activation at Scale

Salesforce Data 360 consumes IDMC-mastered Golden Records and overlays them with real-time population health signals, such as SDOH data, risk scores, care program enrollment, and community resource availability, to build a Unified Patient Profile. That trusted context is then activated across:

- **Agentforce Health** — autonomous provider workflows for care coordination and gap closure
- **Tableau** — operational dashboards for credentialing, revenue cycle, and clinical analytics
- **EHR/EMR integrations** — personalized care team workflows at the point of care

Informatica MDM is the upstream system of record that creates the Golden Record. Data 360 is the system of activation that turns that record into intelligent clinical action.

Key Provider Use Cases

1. Patient 360 for Agentic Care Gap Closure

Agentforce agents grounded in a Golden Patient Record autonomously identify and route care gap outreach – preventive screenings, HCC recapture, chronic disease management – cutting intervention lag from weeks to real time, while MuleSoft enforces HIPAA-compliant data access across every care setting.

Because IDMC is headless, the Golden Patient Record is continuously maintained and surfaced to Agentforce in real time without a manual data stewardship step required between ingestion and agent action.

What this enables:

- Agentic AI that automatically identifies and routes care gap outreach (preventive screenings, HCC recapture, chronic disease management)
- Real-time patient identity resolution across facility visits, telehealth encounters, and community health records
- Reduced duplicate record rates and improved patient matching confidence scores

Metrics that matter:

- Care gap closure rate improvement
- Duplicate patient record reduction (%)
- AI agent task accuracy tied to trusted context

2. Clinician & Provider MDM for Credentialing and Scheduling

Agentforce agents grounded in a Golden Provider Record automate credentialing verification against primary sources – NPPES, DEA, state licensing boards – surfacing real-time status updates directly into Epic/Cerner scheduling workflows via MuleSoft, cutting privileging cycles from weeks to days.

What this enables:

- Automated credentialing verification with real-time status updates surfaced in Epic/Cerner scheduling modules via MuleSoft
- Reduction in privileging delays caused by outdated or conflicting provider data
- Network adequacy reporting powered by accurate, current provider availability data in Tableau

Metrics that matter:

- Credentialing cycle time reduction (days)
- Provider data accuracy rate (%)
- Scheduling conflict reduction tied to credentialing mismatches

3. Operational Data Quality for Revenue Cycle Management

Agentforce agents grounded in real-time data quality scores monitor patient registration, charge capture, and claims submission and trigger automated remediation workflows before errors become denials, with Tableau dashboards surfacing root-cause analytics by facility.

What this enables:

- Real-time data quality scoring on patient demographic and insurance eligibility data at point of registration
- Automated remediation workflows triggered by quality rule violations, integrated into billing systems via MuleSoft
- Tableau dashboards tracking denial root causes, clean claim rates, and registration accuracy by facility

Metrics that matter:

- First-pass claim acceptance rate improvement
- Registration error rate reduction (%)
- Net revenue impact of data quality-driven denial prevention

Why Salesforce + Informatica — and Why Now

This is **one platform**, not a patchwork of integrations. Salesforce completed its acquisition of Informatica in November 2025, making IDMC a native part of the Salesforce Trusted Context portfolio, alongside MuleSoft, Data 360, Tableau, and Agentforce.

CMS interoperability mandates, TEFCA compliance requirements, and the expansion of payer-provider data sharing under FHIR R4 create both the regulatory pressure and the technical pathway for a trusted data foundation investment.

Trust is the currency of the Agentic Enterprise. Informatica IDMC provides the Trusted Context – clean, governed, and real-time data – that allows Agentforce to move from simple chatbots to autonomous agents safely executing complex provider workflows.

Informatica IDMC's headless architecture makes this possible at enterprise scale through data governance that operates at the speed of AI, without slowing down agents or requiring human curation at every step.

For providers evaluating AI readiness, the question is no longer whether to invest in agentic AI. It's whether your data foundation is ready to support it. Organizations that invest in the Trusted Context Layer today will be the ones whose AI agents close the loop between data and action: from patient registration through the last mile of care coordination at enterprise scale.

Recommended Next Steps

Discovery Workshop — Assess current patient matching rates, provider directory accuracy, and revenue cycle denial patterns

Proof of Value — 30-day Patient 360 MDM pilot integrated into existing EHR via MuleSoft sandbox

Executive Briefing — CDO/CIO alignment session with Tableau

Where data & AI come to LIFE™

Informatica

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About Informatica

Informatica from Salesforce is a leader in AI-powered enterprise cloud data management. Its Intelligent Data Management Cloud (IDMC) platform enables organizations to connect, manage and unify AI-ready data across the enterprise. With capabilities spanning data cataloging, integration, governance, quality, privacy, metadata management and master data management, Informatica supports a broad partner ecosystem and helps customers unlock the full value of their data and AI initiatives.

About Salesforce

Salesforce is the #1 AI CRM, empowering companies to connect with their customers in a whole new way through the power of artificial intelligence, data and trust. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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