Informatica from Salesforce

Solution Brief

Unlocking Payer Innovation with Trusted Data and AI

Improved Member Outcomes and Declining Administrative Costs – with Regulatory Compliance Ensured.

Despite investments in analytics and digital transformation, many payers are still hampered by siloed systems, manual workflows and data pipelines that weren't built for real-time intelligence or compliance.

The Challenges?

Payers are facing growing pressure to:

- Reduce administrative overheads in a cost-constrained environment.
- Close care gaps and boost quality measures (HEDIS, Stars).
- Comply with CMS, HIPAA and state regulations across expanding data environments.
- Operationalize AI responsibly – while struggling with fragmented, incomplete and ungoverned data.

The Solution? Informatica Intelligent Data Management Cloud™ (IDMC)

Informatica IDMC is a unified, AI-ready data platform that delivers:

- Trusted, governed data across all payer domains
- Real-time data exchange and analytics
- Scalable infrastructure to support member-centered operations and regulatory agility

How IDMC Helps Payers Modernize

Use Case	Value to the Business
Single Source of Truth	Create a unified view of members across claims, clinical and SDoH data for accurate risk scoring and personalized outreach
Claims and Payment Integrity	Detect fraud in real time and automate claims adjudication with clean, connected data
Care Gap Analytics	Combine data across systems to identify gaps, improve HEDIS performance and raise Star Ratings
Value-Based Care	Integrate provider, cost and utilization data to inform network design and performance benchmarking
Compliance and Governance	Ensure HIPAA, CMS and interoperability compliance with full audit trails and automated data governance
AI and Predictive Modeling	Enable population health, churn prediction and cost forecasting with AI-ready pipelines

Why Payers Choose Informatica IDMC

End-to-End Data Management

- **Integrate:** claims, EHR, pharmacy, member engagement and SDoH data
- **Cleanse and Validate:** data quality rules, deduplication, enrichment at scale
- **Relate:** master member, provider and plan entities with full lineage and consent
- **Govern:** built-in data privacy, HIPAA readiness and stewardship workflows
- **Activate:** real-time APIs and cloud-native delivery to downstream systems

AI Innovations, Powered by CLAIRE

- Automate data discovery, pipeline creating and quality checks using embedded GenAI
- Provide natural language interfaces for data stewards, analysts and compliance teams
- Accelerate AI initiatives with explainable and trustworthy data pipelines

Cloud Native Flexibility

- Deployed across AWS, Azure, GCP or hybrid environments
- Elastic scalability for modern payer use cases
- Reduced IT overhead and faster onboarding of new use cases

Proven Impact on Health Plans

- Cut down on data wrangling times
- Reduce claims processing delays
- Boost Star Ratings
- Increase AI Model Performance

Next Steps

Let's identify your top priority use cases – whether it's care gap closure, claims integrity or preparing your data for AI. Together, we'll map how IDMC can accelerate your transformation.

Informatica is the trusted partner for healthcare innovators. Let's build the foundation for what's next for you.

Want to learn more?

Visit **informatica.com** to learn how Healthcare Payers are using IDMC to unify fragmented data, automate compliance, and scale innovation.

Where data & AI come to LIFE™

Informatica

Worldwide Headquarters
2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

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.**

IN17-5221-0526

© Copyright Informatica LLC 2026. Informatica and the Informatica logo are trademarks or registered trademarks of Informatica LLC in the United States and other countries. A current list of Informatica trademarks is available on the web at https://www.informatica.com/trademarks.html. Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided "AS IS" without warranty of any kind, express or implied.