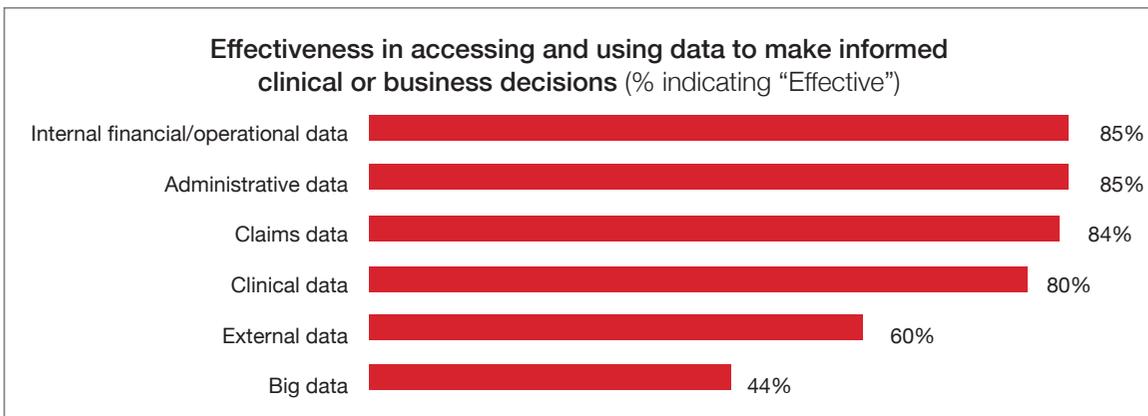# informatica

Data Is Holding You Back from Success

Being effective at collecting data is not enough; decision makers require meaningful and trustworthy analytics, survey finds.

Do you have high quality data and can it be seamlessly shared among clinical and administrative systems to power actionable analysis? For many of you, the answer is "no," according to a recent survey of healthcare managers conducted by the research unit of SourceMedia, publisher of *Health Data Management*, on behalf of Informatica.

The quality of your data and the ability to integrate it across myriad systems is essential to measuring patient outcomes and improving engagement: two key components of the fee-for-value model most healthcare organizations plan to adopt. While survey respondents said they are effective at collecting data in key areas such as finance, claims management and clinical, they acknowledge that they have yet to effectively use that data to improve processes.

Effectiveness in accessing and using data to make informed clinical or business decisions (% indicating "Effective")

Internal financial/operational data	85%
Administrative data	85%
Claims data	84%
Clinical data	80%
External data	60%
Big data	44%

Source: SourceMedia Research, November 2014

"In order to make sound analytical decisions, healthcare decision makers need access to high quality, connected data," says Michelle Blackmer, industry marketing director at Informatica, a data integration company. "In order to achieve transformational goals such as fee for value, this is required."

Survey respondents agreed, noting that data analytics "focus the resources you need to improve your goals" and "highlight the strengths and weaknesses within our program."
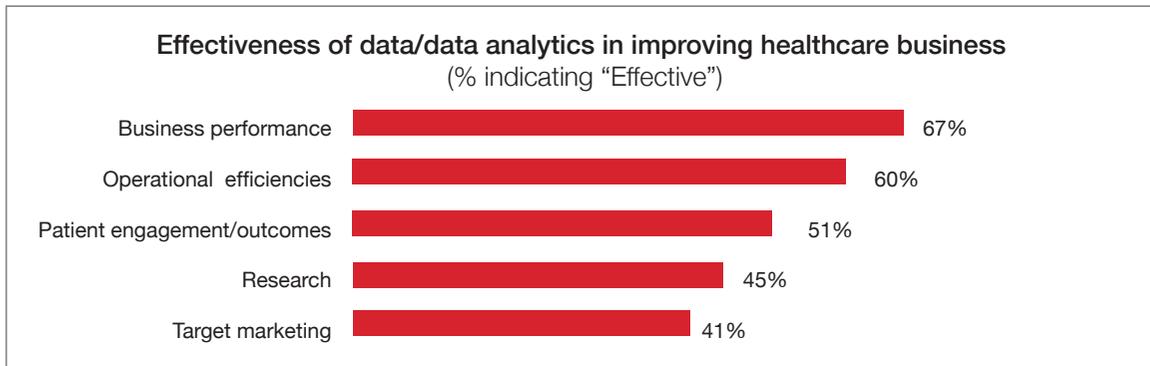
The Importance of Data

Survey respondents said that data and analytics fueled by data would be important in enabling or accelerating clinical and operational initiatives over the next year to three years. For instance, 68% believe that data effectiveness for making improvements in operational efficiencies, such as supply chain optimization, will be important in the next 12 months. Nearly three-quarters (72%) said it would be important over the next three years.

Accountable care/coordinated care also scored high with 60% over the next 12 months and 79% over the next three years. Half of respondents said data effectiveness for making improvements would be important for improving patient engagement, a centerpiece of fee for value, in the next year and 65% said in the next three years.

Driving Toward Integration

"Targeted marketing, business performance, improvements in operational efficiencies and patient engagement initiatives all rely on combining knowledge with clean, safe and connected data," Blackmer says. "Applications alone do not deliver clean, safe and connected data; instead, applications create silos of data. Design for data that is decision ready and you'll unlock insights that ease your migration to value-driven care."

As one respondent noted, "You need to be able to measure before you can manage." Although targeted marketing, business performance, improvements in operational efficiencies and patient engagement initiatives are on their radar, respondents agreed there is plenty of room for improvement. For instance, only two-thirds of healthcare managers said that data/data analytics is effective in making improvements in business performance, leaving one-third still in need of assistance.

Effectiveness of data/data analytics in improving healthcare business
(% indicating "Effective")

Business performance	67%
Operational efficiencies	60%
Patient engagement/outcomes	51%
Research	45%
Target marketing	41%

Source: SourceMedia Research, November 2014

Respondents also agreed about the value of data, expressing thoughts such as: "Data allows [the organization] to identify areas for performance improvement," and—if done properly—data and data analytics help healthcare organizations "determine key areas to invest time and resources." One savvy respondent's public healthcare organization will be "combining fiscal data with clinical outcomes data" to show cost effectiveness.

While each dollar saved on operations improves the bottom line, only 60% of respondents said they have been effective in making improvements based upon data and data analytics. One respondent pointed out that a successful data strategy enables the organization "to quickly identify gaps between current operations and best practices and then use the data to drill down into why the gaps exist."

Just half (51%) of respondents felt confident about their data effectiveness when it comes to patient engagement/outcomes. As mentioned, this area is in the spotlight in the fee-for-value model. "Relevant data is needed to use in patient portals for patient engagement," explained a respondent, while another noted that data and data analytics inform optimal clinical pathways resulting in "shorter hospital stays, reduced procedural complications and effective communications."

Targeted marketing is another increasingly important initiative for healthcare organizations seeking differentiation. Targeting marketing develops community awareness and fosters loyalty. "Targeted marketing provides an opportunity for healthcare organizations to let their communities know about preventative and differentiated services," Blackmer says.

Only 41% of respondents are effective in using data and data analytics to make improvements in targeted marketing. This is a missed opportunity to "keep patients from the competitors in the area" and "inform customers of [the organization's] areas of excellence," as shared in the survey.

Data Collection Versus Usage

Although respondents understand that data and data analytics would help their decision-making, they are clearly constrained by a lack of investment in data. Despite the importance of data in informed decision-making, less than one-quarter completely agree that their current analytics capabilities improve their business decision-making and only 21% completely agree their healthcare facility is data-driven.

"Healthcare organizations believe it's important to have good data, so they are collecting it. But many have yet to put it to good use," Blackmer says. "Clinicians and business leaders need to be able to access and trust data in order to rely on it in a meaningful way."

The Root of the Problem: Quality and Integration

To get to a point where business users are receiving insightful analysis, organizations must affirm two things: data quality and data integration. More than half of respondents (54%) find data quality extremely challenging or very challenging and even more, 65%, feel similarly about data integration. Blackmer asks, "How much can you trust analytics if you can't rapidly integrate valuable sources of information or rely on the quality of the data within the analytics?"

"Our inability to integrate data from multiple sources is a challenge," shared one respondent, while another noted that data sources are available, "but not fully utilized."

Next Steps

Fee-for-value models are already emerging and require data quality and a well-integrated data analytics structure throughout an organization. Being effective at data collection is not enough–organizations must ensure the integrity of their data and the ability to connect data from clinical and administrative systems in a meaningful way.

Informatica helps organizations solve the issues of data quality and integration by fueling organizations with timely, relevant and trustworthy data for top business imperatives.

Learn more about Informatica solutions for healthcare and how healthcare organizations are putting their potential to work at www.informatica.com.

Methodology
In November 2014, SourceMedia Research conducted an online study to learn more about data quality and integration at healthcare organizations. In total, 220 healthcare managers participated. Respondents included non-clinical professionals with roles in IT, administration, and data analytics/data management who were screened by title (management and above) and organization size (250 or more employees or hospitals with 200 or more beds). The sample for this study was drawn from *Health Data Management* subscribers.

About Informatica
Informatica provides data integration software and services that enable healthcare organizations to gain a competitive advantage in today's global information economy by fueling them with timely, relevant and trustworthy data for their top business imperatives. Informatica offers an information management solution that transforms healthcare analytics. It achieves this by giving stakeholders the ability to access and trust data from any source—electronic medical records, data warehousing environments, salesforce.com, databases, HL7 and EDI transactions, and more. Using this solution, developers, analysts, and administrators alike can include clinical and administrative data in healthcare analytics. The result: decision-making fueled by the most current and accurate data. www.informatica.com.