White Paper

Intelligent Data Management for Reference Data

How Informatica and Cognizant Solutions Support Enhanced Healthcare Decision-Making and Compliance

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Contents

Reduce the Complexity of Managing Reference Data

To improve IT efficiency and increase data accuracy, many healthcare organizations strive to elevate their data management strategies. While popular tools such as master data management (MDM) are critical to providing a consistent view of business data, it's important not to overlook a foundational aspect of your data strategy: **reference data.**

Inadequately managing reference data can create significant business and IT impacts, including:

- Inaccurate or erroneous reports

- Poor data quality that feeds errors to other applications

- Additional effort and cost to reconcile changing codes

- Failure of data integration projects

- Lack of compliance, resulting in heavy fines and reputational damage

Many technology professionals think about reference data simply as country or currency lists or ISO codes. Yet healthcare organizations rely on many types of reference data to populate lookup values, lists, code data tables, domain values, drop-down values and enumeration tables.

Reference data includes a wealth of information such as patient data, medical procedures, insurance codes, cost centers, claims codes, supplies and supplier information. Teams need to ensure their reference data meets industry-specific standards such as Fast Healthcare Interoperability Resources (FHIR) and ICD-10, the International Classification of Diseases. Additionally, MDM reference data and reference data from industry-standard applications (see Figure 1) are vital to the operations of healthcare organizations.
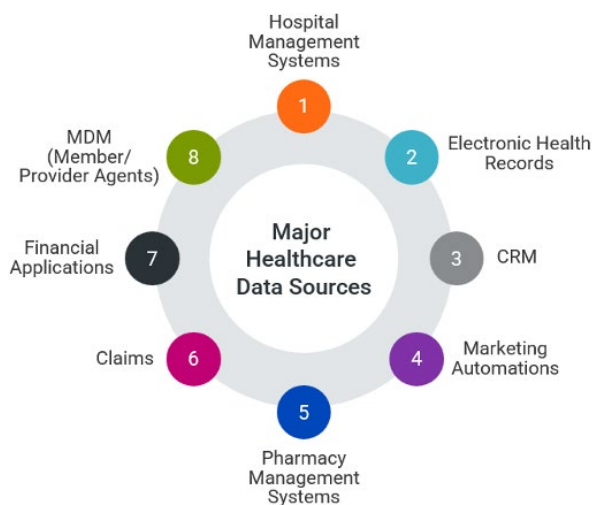

Figure 1. Reference Data Sources for Healthcare Organizations

Overcome the Challenges of Reference Data Management

Your IT team handles a wide variety of reference data sets, which describe the code and value pairs built into code tables. They also create enterprise standard code lists that bridge discrete code lists as well as crosswalks that map between two code lists in a reference set. In other words, managing reference data is a big job.

Yet too often, organizations manage reference data in separate files, on spreadsheets or in fragmented data and application silos — creating an error-prone, manual process. Wrangling a large number of reference data sets, diverse data formats for reference data and changing reference data standards adds to the complexity.

These challenges can be significant for both IT and the business. Manual processes consume time and resources, and inconsistent reference data management can lead to costly errors. Poor interoperability hinders efficient data exchange. Healthcare organizations struggle to gain a unified view of critical reference data. These challenges can even inhibit regulatory compliance.

Intelligently Manage Your Healthcare Reference Data

To help you address the complexities of reference data management, Informatica has partnered with Cognizant to offer the **Intelligent Data Management for Reference Data** solution. Building on the most powerful features of Informatica Reference 360 and Cognizant® Enterprise Reference Data Manager for healthcare, this solution creates a single source of truth for your healthcare organization's reference data.

Informatica Reference 360 is a business application for managing enterprise reference data. The solution offers integration and data quality capabilities that help you create trustworthy, reliable data. Reference 360 is part of Informatica's cloud-native, multi-domain MDM platform. It includes:

- A user-friendly, configurable dashboard
- Intuitive, self-service capabilities that help you organize, version and audit your reference data
- Complex hierarchy support that allows you to manage simple, complex and alternate hierarchies

The **Cognizant® Enterprise Reference Data Manager** for healthcare solution is a comprehensive reference data management platform. It offers:

- More than 1,000 prebuilt reference data sets

- Automated ingestion of data that meets industry standards such as FHIR and ICD-10

- Seamless integration with existing healthcare systems

- Intelligent change management and version control

- Advanced features such as hierarchies, crosswalks and bulk operations

Intelligent Data Management for Reference Data brings these two products together in a comprehensive solution. All of the reference data sets used by your healthcare organization are joined in a single platform that supports multiple formats and structures. Users can centrally curate and govern data hierarchies with the click of a mouse. And they can intuitively manage crosswalks and configurable workflows.

Automated data updates eliminate manual errors and save time. The cloud-native SaaS solution captures updated data as it becomes available and optimizes updates to standards and reference data. With this solution, your IT team is freed from the need to source reference data, create reference data structures, update or apply changes as standards evolve, or make new versions of the data available to business users.

Intelligent Data Management for Reference Data offers a standard structure for healthcare reference data that enables seamless interoperability between sources. This agnostic solution offers more than 175 out-of-the-box connectors that support rapid data integration. With these capabilities, you can import and export updates to support legacy on-premises and cloud applications.

Key Uses for Intelligent Data Management for Reference Data

Centralize reference data that is currently spread across the organization

Automatically define, manage and secure application and business reference data sets

Map clinical and billing codes from source to source or system to system, such as from ICD-10 to ICD-11

Streamline claim payments with reliable code conversions

Provide an enterprise view of complete, up-to-date financial data

Offer business users self-service access to support planning, forecasting and what-if analysis

Deliver accurate reporting for enhanced decision-making

Manage organization-approved data definitions and hierarchies

Ensure accurate data is used in compliance with regulations and industry standards

Unlock the Value of Healthcare Reference Data

Your IT team, business users and healthcare organization can realize immediate benefits by using Intelligent Data Management for Reference Data.

Advanced integration and data quality capabilities deliver trustworthy, reliable reference data. The solution seamlessly integrates data across healthcare systems and intelligently handles change management and version control. Intelligent Data Management for Reference Data can be rapidly deployed, enabling immediate value and ROI.

Together, these capabilities help your healthcare organization benefit from:

- Better decision-making through standardized data
- Enhanced regulatory compliance
- Reduced IT overhead and improved productivity
- Faster implementation of new healthcare initiatives
- Improved business outcomes thanks to accurate, consistent reference data

Learn More

Discover how Informatica products can **help you improve healthcare outcomes** in your organization.

About Cognizant

Cognizant (Nasdaq: CTSH) engineers modern business and is a leading provider of information technology, consulting and business process outsourcing services. Since 2005, Cognizant and Informatica have formed a strategic alliance, delivered numerous successful IT and data management projects, and earned prestigious awards, currently focusing on a market acceleration program to optimize digital transformation in key accounts.
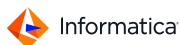
About Us

Informatica (NYSA: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity or workload across any location — all on a single platform.

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