



Taming Healthcare Data:

AmerisourceBergen Accelerates Self-Service with a Solid Data Foundation



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Arvin Bansal
Director Cyber Governance, Strategy & Risk
AmerisourceBergen

Goals

Unify business processes and data from more than 14 autonomously operated business units to “act as one” company and enhance the customer experience

Create a data management foundation for growth with improved analysis and reporting while enabling self-service analytics for all business stakeholders

Protect sensitive customer data and fulfill healthcare privacy mandates such as HIPAA and HITECH, while meeting new requirements such as GDPR and CCPA

Solution

Use Informatica Dynamic Data Masking to de-identify customer information

Use Informatica Test Data Management to automate the provisioning of masked data

Deployed on Microsoft Azure to provide the foundation for an enterprise analytics platform

Results

Helps provide a consistent and connected user and customer experience by integrating data from all lines of business, helping create opportunities for growth

Accelerates delivery of analytics services to business units while reducing risk through improved efficiency in auditing and reporting

Makes data safe for analytics and application development while preparing for CCPA and GDPR and saving time for security and database teams

Business Requirements:

- Integrate data management and analytics with highly accurate data masking
- Automate existing manual processes for test data provisioning
- Achieve and demonstrate regulatory compliance on a global scale

About AmerisourceBergen

AmerisourceBergen is a pharmaceutical services company formed by the merger of Bergen Brunswig and AmeriSource in 2001. With 22,000 associates in more than 150 offices in over 50 countries, the company is a global leader in pharmaceutical sourcing and distribution services, serving both healthcare providers and pharmaceutical manufacturers.

AmerisourceBergen is one of the largest global pharmaceutical sourcing and distribution services companies, helping healthcare providers as well as pharmaceutical and biotech manufacturers improve patient access to products and enhance patient care. Its services range from drug distribution and niche premium logistics to reimbursement and pharmaceutical consulting. The company's success rests on knowing its diversified and shifting customer mix, and serving customers with innovative programs and solutions that support a dynamic healthcare market.

Formed via a merger in 2001, AmerisourceBergen has since grown through continued acquisitions. Today, the company consists of four distinct lines of business and multiple business units. Over time, silos of redundant data and processing efforts created obstacles to timely analysis of operations, financials, opportunities, and competitive strategies, threatening to restrict the company's ability to grow and maintain its competitive edge.

Multiple systems at AmerisourceBergen supported customers' varying roles and relationships but created data fragmentation. As a result, AmerisourceBergen found it difficult to act as one company across its business units.

AmerisourceBergen saw an opportunity to move beyond silos and adopt an enterprise-wide data integration strategy that would improve the customer experience and drive value across the business. It set out to improve analysis and reporting while enabling self-service capabilities for business stakeholders and developers. However, it needed to make sure that as customer data is used for analytics and application development, customers' protected health information (PHI), such as patients' medical diagnoses and prescription information, will be de-identified and kept safe. It also must protect PHI to fulfill healthcare privacy mandates such as HIPAA and HITECH and meet new requirements such as GDPR and CCPA.

"Our goal is to harness the power of data to improve customer service and generate additional business opportunities," says Arvin Bansal, Director Cyber Governance, Strategy & Risk at AmerisourceBergen. "To succeed, we need to understand our data sources, identify high-risk areas, and protect personal health information wherever and whenever we use it."

Building a foundation for enterprise analytics

To rapidly deliver analytical and processing services to all its business units, AmerisourceBergen deployed a cloud-based Enterprise Analytics Platform (EAP) using a Microsoft Azure SQL data warehouse.



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The integrated solution helps AmerisourceBergen sell more efficiently, provide better and more consistent service, and improve the overall customer experience.

“The data management foundation we built with Informatica gives us integrated access to data sources from all business units, allowing us to serve customers as a single, unified company,” says Bansal. “We can consistently refine and improve our analytics and reporting processes, and easily give our customers, such as drug manufacturers and pharmacies, the information they need for regulatory compliance. We’re improving product access and creating efficiencies throughout the healthcare supply chain, driving continued organic growth.”

Identifying and masking high-risk customer data

AmerisourceBergen began its data masking strategy by prioritizing customer data that carries the highest risk. It began with 12 sensitive applications, using Informatica Dynamic Data Masking to de-identify customer data along with Informatica Test Data Management to enable secure, automated provisioning of development datasets.

“It became clear very quickly in a proof of concept against one of Informatica’s competitors that Informatica offered a superior solution for data masking and test data management,” says Bansal. “We were happy that it integrated nicely with our other Informatica tools.”

Informatica Dynamic Data Masking installs transparently between applications and data sources, analyzing all inbound application requests and automatically applying data masking in real time to prevent unauthorized access to PHI. Informatica Test Data Management makes it easy for AmerisourceBergen to give developers, who can now work with data at reduced risk exposure, self-service access to masked data. This allows teams to get started faster on new projects without worrying about data security.

“Informatica Test Data Management immediately enabled faster response times,” says Bansal. “As soon as we connected and extracted the database information, dozens of tasks were automated. That translates into less effort from both our security and the database teams. It also enables us to look at hundreds of databases with thousands of tables in a very efficient manner.”

After starting its journey with a few hundred million customer records, AmerisourceBergen quickly realized the ability to scale with agility and added more, accelerating development processes while keeping customer data secure.





Inside The Solution:

- Informatica Dynamic Data Masking
- Informatica Test Data Management

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With built-in monitoring and audit reporting, the company can meet its data volume requirements while maintaining compliance with the California Consumer Privacy Act (CCPA), the EU’s General Data Protection Regulation (GDPR), and new regulations as they take effect and evolve.

Discovering new healthcare insights

Like many customers today embarking on digital transformation journeys to the cloud and leveraging analytics, AmerisourceBergen is unleashing value by making data safe to consume across the organization. The company is now well positioned to discover data-driven insights that can potentially mean quicker and more affordable access to life-saving biopharmaceutical products, vaccines, and therapies to more patients. It plans to extend data masking beyond high-risk data to offer even greater protection for customer data in development environments.

“By working with Informatica, we’ve been able to break down barriers and scale to new heights in protecting and gaining value from our customer data,” says Bansal. “It has been a fantastic partnership.”

