



Informatica®

# Unleashing the Power of Data

Success stories showcasing data-driven  
innovation in Healthcare

# You are the Intelligent Disruptors. Informatica is Your Champion.

Healthcare organizations around the world are poised to use reliable and trustworthy data as a catalyst for digital transformation that will improve quality of care, enhance access to care, reduce disparities and make healthcare delivery more efficient and cost effective.

You are enhancing patient and member experiences and outmaneuvering your competition by unleashing the power of data in new and intelligent ways, propelling data-driven digital transformation, and reaping the benefits for your organization. We partner with our customers to ensure you achieve your goals with our data management solutions and services, and help you to showcase and promote your accomplishments.

In this eBook, you will see examples of success from healthcare organizations—large and small—spanning providers, payers, and public health and pharmaceutical organizations across a variety of industries and use cases. These customers shared their stories in order to help others learn from their experiences, to promote their innovation and efforts to a wider audience, and to encourage peer-to-peer collaboration across organizations.

If you'd like to share how your organization is innovating and powering a data-driven digital transformation with the support of Informatica, we'd love to help. Submit your nomination by [reaching out to us here](#).

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### 10% inventory reduction

and enhanced real-time visibility to key sales and operational data

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### 49 percent reduction in duplicate patient records

reconciled across multiple EMR systems acquired through multiple mergers and acquisitions



This icon recognizes Informatica Innovation Award Winners and Honorees.

Learn More about Informatica's Innovation Award Program at:

[informatica.com/about-us/customers.html](https://informatica.com/about-us/customers.html)



## American Medical Association

### Integrating 124 physician license sources

from the federal government and every state government



## CHRISTUS Health

### Realized \$500,000 in savings

within a few months of the system going live



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### Reduced processing time

from six months to two days for critical files to be delivered to clients

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by making data safe for analytics and application development while saving time for security and database teams

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### Reduced costs for hospitals

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with applications to monitor enforcement points and provide better visibility into who receives what data



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by identifying the possibility of secondary health events and notifying care providers

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by reducing data processing time by 40%, improving the quality of customer data

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### Increased data processing speed

and reduced data management cost

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### Reduced duplicate patient records by 86%

by integrating enterprise master patient index with other data sources

## Olympus

### Executive dashboard updated nightly

to give management the sales summaries they need to run the business more effectively



## Shire Pharmaceuticals

### Delivered breakthrough therapies

faster with valuable research data analytics



## UNC Health

### Enabled self-service analytics

to clinical and business consumers

## Valley Health System

### Less than one day

needed to code API calls



10% inventory reduction

and enhanced real-time visibility to key sales and operational data



Data is good, but when it's transformed into real-time pricing, dynamic reporting and KPI dashboards it becomes an immensely precious asset. With Informatica, Addivant is putting the potential of data to work to drastically improve the sales process, enable more accurate profitability analysis, a faster sales cycle and enhanced visibility to help us win with our customers.

– Nicholas Loeffler  
CIO, Addivant

# Addivant

- **Objective:** Consolidate key corporate performance data
- **Industry:** CPG
- **Country HQ:** United States

## Goals:

- Meet aggressive sales and operational goals of new private equity ownership
- Enable sales teams to be competitive by providing pricing quickly and accurately to customers
- The impact of data from critical factors such as shipping, regulations, and volume discounts on pricing had to be cross-tabulated

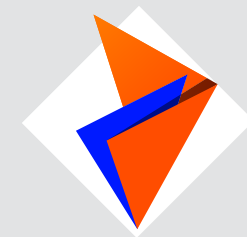
## Solution:

- Addivant deployed Informatica for real-time extraction of SAP information to a Salesforce.com dashboard, which was accessible on desktop as well as mobile devices

## Results:

- The company drastically improved the sales process, providing real-time pricing, dynamic reporting and dashboards that drilled down into KPIs, enabling accurate profitability analysis, a faster sales cycle, and enhanced visibility





Informatica Innovation Award  
Winner

## Integrating 124 physician license sources

from the federal government and every  
state government

## American Medical Association



We've been able to identify key value-driven, real-time use cases in our solution. This positions us for a higher degree of sophistication and efficiency in our work to improve the health of the nation. These enhanced capabilities allow us to imagine new possibilities for data solutions and quickly bring them to production.

— Derek Smart

Manager, Masterfile Data and Analytics, Data Quality & Analytics, American Medical Association

## American Medical Association

- **Objective:** Higher degree of sophistication and efficiency of their data management
- **Industry:** Non-profit Healthcare Organization Management
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disruptor: Strategy & Vision

### Goals:

- Maintain their position in the marketplace through the use of more efficient and sophisticated data management
- Integrate 124 physician license sources from the federal government and every state government
- Provide guidance and framework to establish enterprise data governance program

### Solution:

- Enterprise MDM Data Strategy & Roadmap which positioned AMA for a foundational implementation, repeatable processes, and an optimized solution
- Provides the ability for AMA IT and business users to have direct control over the solution, while leveraging Informatica hosted efficiencies

### Target Results:

- Supports moving to a more nimble and capable modern cloud-based architecture
- Identified key value driven real time use cases, self-service, reporting, and analytics use cases to drive daily operations and executive decision making
- Eliminates performance as a barrier to enhanced products and customer growth





## Prepared for CCPA & GDPR

by making data safe for analytics and application development while saving time for security and database teams



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.

— Arvin Bansal

Director Cyber Governance, Strategy & Risk, AmerisourceBergen

# AmerisourceBergen

- **Objective:** Protect sensitive customer data and fulfill healthcare privacy mandates
- **Industry:** Pharmaceuticals
- **Country HQ:** United States

### 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

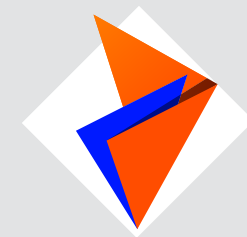
### Solution:

- 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





Informatica Innovation Award  
Winner

## Enhanced patient outcomes

by identifying the possibility of secondary health events and notifying care providers



Informatica MDM helps us reduce the time to market for new product launches and reach more patients who are in need of care.

— *Adi Rapaka*

*Director, Master Data Management, Amgen*

## Amgen

- **Objective:** Deliver innovative therapeutics for patients suffering from serious illnesses
- **Industry:** Pharmaceutical
- **Country HQ:** United States

### Goals:

- Reach more patients with the right treatments and enhance patient outcomes by notifying care providers with reliable data
- Create strategic advantage out of provider, product, and payer data as biologic datasets grow
- Fuel data science, artificial intelligence (AI), and advanced analytics with great data to improve patient care

### Solution:

- Use multidomain capabilities of Informatica Master Data Management (MDM) to create a trusted view of providers, payers and products
- Automate batch and real-time integrations and data quality checks with Informatica MDM and Informatica Data Quality
- Support the business's data science, AI, and analytics goals by fueling clean data from MDM to analytic environments

### Results:

- Enables mastering of large datasets for new product launches in less time, helping Amgen reach more patients
- Allows quick identification of patient relationships to products, providers and payers, enabling better patient support services
- Reduces data management efforts significantly, empowering Master Data Management team to work more efficiently using fewer manual tasks







# Anonymous Healthcare Provider

- **Objective:** Improving patient outcomes
- **Industry:** Healthcare
- **Geo:** North America

## Anonymous Healthcare Provider

49 percent reduction in duplicate patient records

reconciled across multiple EMR systems acquired through multiple mergers and acquisitions



Informatica Multidomain MDM has truly been a life-saving initiative for us. It enables the entire continuum of care, and allows us to take care of our patients and their families the best way we can.”

— *Vice President*  
*Business Intelligence, Healthcare Provider*

### Goals:

- Reconcile patient data from multiple electronic medical record (EMR) systems due to rapid growth through mergers and acquisitions (M&A)
- Enable better continuity of care by identifying which services were provided to every patient throughout a network of 23 hospitals
- Enhance healthcare analytics capabilities by group to determine which patients might benefit from wellness visits or be at risk for certain conditions

### Solution:

- Leverage Informatica MDM matching engine to identify 80,000+ duplicates as M&A hospitals are on-boarded into the enterprise EMR

### Results:

- Consolidates the total number of patient records to ease growing pains, reducing the number of records by 49 percent, from 6.5 million to 3.2 million



[Read The Full Success Story](#)



Realized \$500,000 in savings within a few months of the system going live



It doesn't matter where the data comes from. Informatica has given us the capabilities to channel it to a single location in a useful format. Irrespective of which member of the care team is involved, the right information is always available, enhancing the way patients are treated and operations are improved.

— Mavis Girlinghouse  
System Director of Business Intelligence, CHRISTUS Health

# CHRISTUS Health

- **Objective:** Ensuring the right people have the data they need at the right time in order to deliver value-based care
- **Industry:** Healthcare
- **Country HQ:** United States

## Goals:

- The health system needs to ensure the right people have the data they need at the right time in order to deliver value-based care
- There was a requirement to deliver integrated and organized data across the enterprise, comprised of common tools, taxonomies and standards
- CHRISTUS Health was struggling to cope with data growth arising from shifts in healthcare delivery and rising volumes of operational information

## Solution:

- The health system uses an enterprise information management platform, based on Informatica, to enable data to be efficiently captured, normalized and interrogated
- Relevant information was scattered across an array of siloed applications and EMRs, making it hard to aggregate and govern data—and validate data quality
- Delivery of the right data to the right person required significant manual effort which minimized productivity

## Results:

- Care providers can now make more informed decisions for improved quality of care
- Increased adoption of evidence-based computerized physician order entry, resulting in decreased length of stay and reduced emergency department wait times
- Supply chain savings—CHRISTUS Health realized over \$500,000 in savings within a few months of the system going live



[Read The Full Success Story](#)



[Watch The Customer Video](#)

# Clinical Asset Management Company

## Reduced costs for hospitals

by improving clinical engineering and asset management with healthcare analytics



Informatica is the pipeline that enables our hospital equipment technicians to get what they need when they need it.

– IT Project Manager  
Clinical Asset Management Company

## Clinical Asset Management Company

- **Objective:** Create better outcomes for hundreds of hospitals
- **Industry:** Healthcare
- **Country HQ:** United States

### Goals:

- Modernize healthcare technology management by quickly transitioning to a scalable cloud platform to meet healthcare equipment delivery demands
- Enable next-day delivery of critical healthcare equipment and parts for life-saving medical devices
- Reveal hidden costs in clinical engineering and asset management processes to reduce expenditures for hospitals

### Solution:

- Engage Informatica Professional Services to build new application integrations based on Informatica Intelligent Cloud Services
- Integrate service management, procurement, and financial systems in real time using Informatica Cloud Application Integration
- Use Informatica Cloud Data Integration for mappings and batch integrations to enable consistent views of customer data

### Results:

- Enhances customer satisfaction and patient care by providing fast time to market for a new service management pipeline
- Provides speed and reliability for purchase orders, completing the process in minutes, to enable next-day delivery of parts
- Helps reduce costs for hospitals by improving clinical engineering and asset management with healthcare analytics



[Learn More About The Solution](#)

# Clinical Software Company

## 18% YoY growth in revenue

through improved automation, IT integration, and business processes, making the company better able to channel resources into transforming how clinical trials are conducted



Our partnership with Informatica helped us focus on what's important: to become more agile and innovation-driven.

— Senior Director

Business Innovation, Clinical Software Company

# Clinical Software Company

- **Objective:** Making the most of enterprise data to speed innovation
- **Industry:** Business Services
- **Country HQ:** United States

## Goals:

- Replace legacy infrastructure with cloud systems and SaaS applications to increase operational efficiency
- Unify IT systems to create a single source of research data truth
- Standardize approach to data integration and eliminate reliance on third parties

## Solution:

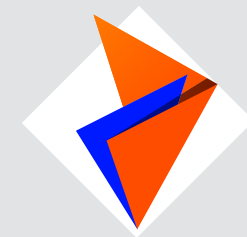
- Link SaaS applications using Informatica Cloud Application Integration on AWS
- Manage the flow of clinical research data in and out of applications with Informatica SaaS plugins
- Consolidate data into a central warehouse on Amazon Redshift, and create a holistic enterprise view with Informatica Intelligent Cloud Services and AWS

## Results:

- Strengthened corporate agility and innovation, propelling 18% year-over-year growth
- Increased time saved during integrations by 40%, allowing IT team to focus on other priorities
- Reduced the cost of major IT implementations by 50%



[Learn More About The Solution](#)



Informatica Innovation Award Winner

## Reduced processing time

from six months to two days for critical files to be delivered to clients



In the past it took 6 months to generate files that are used for client reporting that can now be done in 2-3 days, a 95% reduction in manual effort to analyze data – allowing us to expand the scope of our project effort for critical clinical operations.

– Joseph Fagnoni  
Executive Adviser Data & Analytics, CVS Health

## CVS Health

- **Objective:** Manage a strategic go-to-market program
- **Industry:** Healthcare Services
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disruptor: Data Governance & Privacy

### Goals:

- Continue to offer customers the products and services they need to stay on their path to better health
- Improve the quality of their data, increase scalability, and minimize manually intensive, repetitive tasks, missed commitments, and long cycle times

### Solution:

- Use Informatica Data Quality to monitor file delivery and accuracy
- Automate file monitoring for data quality issues
- Create a prior authorization (PA) review, for use when clients transition to CVS Health to ensure a positive member experience

### Results:

- Enables the creation of applications for generating summary and detail reports
- Decreases review time from hours to minutes
- Provides cost savings from several key projects





## Streamlined product lifecycle operations

through a new electronic submission capability, enhancing quality, speed, predictability, and completeness of product reviews



Center for Drug Evaluation and Research



The success of our transformation can be attributed to the way we manage our data. Trusted data from Informatica fulfills our vision and delivers the operational efficiencies we require.

— Program Manager

U.S. Food & Drug Administration Center for Drug Evaluation and Research

## FDA: Center for Drug Evaluation and Research

- **Objective:** Leveraging a modern data architecture to bring safe, high-quality healthcare Products to Market
- **Industry:** Public Sector
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disrupter of the Year

### Goals:

- Address business challenges arising from globalization, regulation, and market complexities
- Manage complex product lifecycles more efficiently
- Create a 360-degree view of the global supply chain associated with products undergoing regulatory review

### Solution:

- Use Informatica PowerCenter and Informatica MDM to integrate and master data from tens of thousands of facilities, business entities, and products—creating a single source of data truth
- A centralized data warehouse leveraging Oracle enables report generation across the agency
- A business-to-business data exchange enables simplified, secure entry and electronic processing of product information

### Results:

- Brings together policy, administrative, scientific, and operational data consistently across the product review process
- Streamlines product lifecycle operations through a new electronic submission capability, enhancing quality, speed, predictability, and completeness of product reviews
- Improves collaboration and communication with stakeholder groups sharing a single source of truth





## Genetics Research Company

Reduced from  
six months to hours  
the average time required for key  
integration projects

## Genetics Research Company

- **Objective:** Delivers test results to patients faster with cloud and master data
- **Industry:** Healthcare Services
- **Country HQ:** United States



Informatica had a significant impact on our brand and reputation. Through Cloud Application Integration and Master Data Management, we operate more efficiently and get time-sensitive test results back to patients faster, potentially enhancing their quality of life and outcomes.

– *Chief Information Officer*  
Genetics Research Company

### Goals:

- Integrate enterprise data sources to enable faster patient diagnosis
- Arm sales teams with clean, complete patient data to support ongoing discussions with physicians, clinicians, and medical professionals
- Ensure accurate and localized billing across 90 markets

### Solution:

- Create a single source of truth using Informatica Cloud MDM - Customer 360 for Salesforce
- Streamline Order Management, Sales, and Customer Service using Informatica Cloud Application Integration
- Integrate enterprise data warehouse with Salesforce CRM and order management systems using Informatica Intelligent Cloud Services

### Results:

- Minimizes the time required to process, analyze, and return a cancer specimen to a physician
- Decreases average integration project time from six months to days or hours
- Reduces average master data clean-up time by 15% to 16% per day, freeing IT staff to focus on other priorities



[Watch The Customer Video](#)



# Global BioTech Organization

- **Objective:** Accelerate data discovery for advanced business analytics
- **Industry:** Healthcare – Life Sciences
- **Country HQ:** United States

## Global BioTech Organization

### Enhanced sequencing instruments and services to customers

by enabling the organization to proactively alert customers about system issues that might impact their research



Informatica provides the visibility we need to comply with legal and privacy requirements while fueling our analytics community with data to move the business forward.

– Senior Director

Enterprise Architecture & Platform Services, Global Biotechnology Organization

#### Goals:

- Leverage business data and advanced analytics to deliver services
- Increase service reliability and improve operational efficiency for customers' genomic experiments by cataloging and understanding data
- Build an enterprise data governance program to support federal compliance and analytics-driven business decision-making

#### Solution:

- Integrate data from disparate cloud and on-premises sources using Informatica Intelligent Cloud Services
- Use Informatica Enterprise Data Catalog and Informatica Data Quality to organize and deliver data
- Develop an enterprise-level data governance management framework using Informatica Axon Data Governance

#### Results:

- Brings raw data together from diverse business systems, allowing this Global Biotechnology Organization to enhance sequencing instruments and services to customers
- Improves customer experience by enabling the organization to proactively alert customers about sequencing system issues that might impact their research
- Strengthens data governance to enhance compliance with FDA, GDPR, and Sarbanes-Oxley regulations



[Read The Full Success Story](#)





## Empowered the data governance operations team

with applications to monitor enforcement points and provide better visibility into who receives what data

# Humana®



Informatica gives us deeper insight to how our customers interact with us. Now we can analyze information from a variety of angles and create personalized programs and plans that maximize the health of our customers and our business.

— Phani Konduru

IT Leader of Consumer Engagement, Enterprise Data & Analytics, Humana

# Humana

- **Objective:** Readily available data for business users in support of the Humana's multi-year, multi-tiered IT strategy
- **Industry:** Health, Wellness & Fitness
- **Country HQ:** United States

### Goals:

- Make data from every operating unit of the enterprise readily available for business users in support of the Humana's multi-year, multi-tiered IT strategy, called Niteo
- Create more personalized plans and programs by leveraging all customer interaction data to gain greater insights into customer needs and behaviors
- Evolve to be a health company driven to provide customers with excellent experiences across the full spectrum of their lifelong health journey from a transactional insurance company driven by improving operational excellence

### Solution:

- Utilize Informatica Data Integration Hub to create a streamlined, efficient data backbone, which includes a self-service Web interface
- Bring together interaction details from numerous systems—Sales Campaigns, Clinical, Customer Service, and Digital Systems—to provide a complete, comprehensive view of all the interactions
- Provide a service that will publish data to a broad set of users. Transition from transactional data behavior to build new, health outcome-focused plans and programs based upon behavioral data

### Results:

- Reduced costs, complexity and redundancies of data collection and aggregation by centralizing storage and management of 35 data domains
- Automated delivery of data queries and reports to business users resulting in increased application adoption, trusted analysis, and consistent use of enterprise data
- Empowered the data governance operations team with applications to monitor enforcement points and better visibility into who receives what data



Data protected for  
8.3M insureds

to avoid the high cost of healthcare  
data breaches

# Independence Health Group

- **Objective:** Data security
- **Industry:** Healthcare Services
- **Country HQ:** United States



The future of healthcare is pretty plain: at some point, data masking will be required. With Informatica Dynamic Data Masking, we're ahead of the curve.

— Gary Morreale

Director, Data Services Independence Health Group

## Goals:

- Safeguard Protected Health Information (PHI) for 8.3 million insureds to protect customers and avoid the high cost of healthcare data breaches
- Allow on- and off-shore developers to test applications using real data, but with sensitive and/or personally identifiable information obfuscated
- Create value by opening up data for safe collaboration with outside data processing partners

## Solution:

- Use Informatica Dynamic Data Masking to de-identify data, anonymizing member names, birthdates, social security numbers, and other sensitive data in real time
- Apply data masking in structured, non-production environments first, including a Teradata data warehouse and Microsoft SQL Server and Oracle databases
- Mask data when partnering with other organizations that provide healthcare data services but will not accept production data in their non-production systems

## Results:

- Improves data privacy and security for individuals and families, boosting customer loyalty, trust, and retention while helping protect the bottom line
- Empowers developers to quickly build and test high-quality applications without the risk of unauthorized data access
- Makes data safe for use outside the organization, including collaboration on data processing



[Read The Full Success Story](#)



## Helped improve population health

in Utah and southern Idaho, providing tools to help people live healthier lifestyles



Informatica makes a tremendous difference in the way we're able to leverage our data to provide better, more effective healthcare.

— Michael Beiene

Director, Data Analytics Intermountain Healthcare

# Intermountain Healthcare

- **Objective:** Deliver value-based care
- **Industry:** Healthcare - Provider
- **Country HQ:** United States

### Goals:

- Simplify end-user access to data and reduce redundant reporting by discovering and inventorying data assets from across the organization
- Drive digital transformation and patient engagement with Digital Front Door, a set of online tools to help patients take a more active role in their health
- Easily locate, better understand, and provision all patient-related data across a complex data landscape

### Solution:

- Use Informatica Enterprise Data Catalog to scan and catalog data from Oracle-based enterprise data warehouse and provide user-friendly search capabilities
- Deliver high-throughput ingestion and verification of patient data using Informatica Data Engineering Integration and Informatica Data Engineering Quality
- Informatica Professional Services helps replace legacy ETL platform with modern iPaaS solution using Informatica Intelligent Cloud Services and Informatica PowerCenter

### Results:

- Helps improve population health in Utah and southern Idaho, providing tools to help people live healthier lifestyles
- Loads 300 CSV files in 10 minutes, a task that previously would take a week
- Empowers patients by making it easier for them to access health information, contact their doctors, understand their bill, and receive financial assistance





Empowered employees to provide timelier and more responsive service

through democratized, trusted healthcare data



With Informatica we've been able to automate data wrangling and preparation, which means faster access to trusted data. One of the business benefits has been reduced total cost of patient care.

— Nick Minale

CDO, Johns Hopkins Healthcare

## Johns Hopkins Healthcare

- **Objective:** Create healthier communities with trusted data
- **Industry:** Healthcare - Provider
- **Country HQ:** United States

### Goals:

- Deliver health outcomes through intelligent data governance and data democratization, enabling analytics teams to drive better results in overall patient care
- Provide the best possible care to patient members and service to physician providers with fast access to their data
- Improve the quality and the timeliness of patient data and reporting to physicians and hospitals to help close gaps in patient care

### Solution:

- Implement an enterprise wide data governance program while collaboratively defining stakeholders, processes, policies and a comprehensive glossary leveraging Informatica Axon Data Governance
- Automatically discover and inventory healthcare data enterprise-wide with Informatica Enterprise Data Catalog
- Use Informatica Master Data Management and Informatica Data Quality to master physician provider data to feed data warehouse and applications with trusted, high quality data

### Results:

- Delivers patient care by making population health efforts more effective, using analytics based on clear business definitions
- Empowers employees to provide timelier and more responsive service by giving them easy access to democratized, trusted healthcare data
- Improves the quality of provider data, enabling JHHC to get the right information to the right care provider at the right time





Managed 8x growth  
driven by the Affordable Care Act (ACA)



Having an automated, integrated solution from Informatica is making a difference in our data governance program—because you cannot manage what you cannot see.

— Paul Keller  
Senior Director Enterprise Data Governance, L.A. Care Health Plan

# L.A. Care Health Plan

- **Objective:** Strengthen security and privacy by improving the governance of personal health information (PHI) and personally identifiable information (PII)
- **Industry:** Transportation
- **Country HQ:** United States

## Goals:

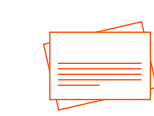
- Strengthen security and privacy by improving the governance of personal health information (PHI) and personally identifiable information (PII)
- Increase the quality of healthcare provider data coming into the organization and help care providers clean up their own data
- Understand healthcare provider data in business context across its lineage, from intake until its final destination for reporting and analytics

## Solution:

- Use Informatica Enterprise Data Catalog to discover PHI/PII across the enterprise and catalog additional data as governance program matures
- Validate data quality at the source automatically using more than 2,200 Informatica Data Quality rules, and report inconsistencies and errors back to providers
- Gain visibility into data in business context using Informatica Axon Data Governance for consistency and collaboration

## Results:

- Improves security and compliance while helping the organization manage 8x growth driven by the Affordable Care Act (ACA)
- Increases the quality of managed care organization (MCO) data coming into the company from less than 30 percent to above 95 percent
- Provides trusted data for reporting and analytics to better understand social determinants, enabling advancements in population health



## Leading Biotechnology Company

### Hours of work saved

on a daily basis by eliminating  
manual workflows and processes



Informatica provides us with a foundation for business intelligence that will help us make a difference for patients and change the course of medicine.

— Senior Data Warehouse Architect  
Leading Biotechnology Company

## Leading Biotechnology Company

- **Objective:** Power research with data
- **Industry:** Manufacturing - Pharma & Medical
- **Country HQ:** United States

### Goals:

- Gain greater visibility into large volumes of research and business data across sources
- Power faster research in a rapidly moving healthcare industry
- Infuse culture of analytics across the growing medical research organization

### Solution:

- Use Informatica Cloud Data Integration to integrate immunosequencing and business data with both a cloud data lake and cloud data warehouse
- Leverage Informatica pre-built native connectivity to public cloud and other sources for an agile, cost-effective, and scalable solution
- Enable self-service analytics powered by Informatica and Tableau, supporting agile, ad hoc analytics with cloud data lake alongside operationalized reporting using a cloud data warehouse

### Results:

- Validating diagnostic claims and payments and recovering revenue with automatic research and business data integration
- Saving hours of work on a daily basis by eliminating manual workflows and processes
- Growing number of analytics power users accelerates collaboration between research, finance and IT



[Learn More About The Solution](#)



Faster access to life-saving radiotherapy through immediate referral notifications

## Maastrro

- **Objective:** Empowering patients with data
- **Industry:** Healthcare - Provider
- **Country HQ:** Netherlands



The way healthcare is evolving, patient data will be shared more often, and that's a big challenge. Informatica helps us with that.

— Joeri Veugen  
Team Leader DBA/BI, Maastrro

### Goals:

- Modernize systems with a cloud-first strategy while retaining control over patient information for security and compliance
- Create a new government-mandated patient portal, allowing patients to view their health records in one place using their computer or mobile device
- Launch a referral portal that clinics around the country can use to refer patients to Maastrro Clinic for cancer treatment

### Solution:

- Maastrro uses Informatica Intelligent Cloud Services to integrate data from on-premises systems with Software as a Service (SaaS) applications and cloud-based image archives

### Results:

- Provides faster patient access to potentially life-saving radiotherapy through immediate referral notifications



[Read The Full Success Story](#)



[Watch The Customer Video](#)



## Securely housed clinical and genomics data

in one centralized location via a big data analytics platform



The whole idea with big data is to begin to pull together an understanding of the genome along with the patient's clinical care. If we understand the biochemical basis for different tumor types, we can apply the appropriate therapy to each patient.

— *Dr. John Frenzel*  
Chief Medical Information Officer

# MD Anderson Cancer Center

- **Objective:** Accelerate the implementation of personalized cancer medicine
- **Industry:** Healthcare Services
- **Country HQ:** United States

### Goals:

- MD Anderson launched the Moon Shots Program in 2012 to target six forms of cancer with large multi-disciplinary clinical and research teams to make substantial inroads against the disease, improve survival and quality of life for cancer patients
- The organization supports and accelerates the iterative scientific process by harnessing big data, reducing clinical trial cohort selection from weeks to minutes, and speeding time to discovery of evidence

### Solution:

- Create a single source of hugely disparate longitudinal patient data, operational data and genomic data to power insight discovery, clinical decision support and business analytics
- Define a data governance process that ensures important data assets are formally managed and protected throughout the enterprise
- Empower scientific and clinical collaboration by turning data into knowledge and facilitating self-service business intelligence

### Results:

- Built big data analytics platform which securely houses clinical and genomics data in one centralized location
- After one year, patient samples have been collected and analyzed to determine genetic signatures of disease







## Multi-Hospital Health System

Helped unify an organization

for optimized growth through multiple mergers and acquisitions



When we first saw what Informatica Axon Data Governance could do, we knew it would be a game changer. Whereas before, we managed governance manually through spreadsheets and SharePoint, with Axon Data Governance, we can automate and integrate enterprise data tracking and monitoring.

— Director of Enterprise Information Management  
Multi-Hospital Health System

## Multi-Hospital Health System

- **Objective:** Bringing automation to medical and wellbeing services
- **Industry:** Healthcare
- **Country HQ:** United States

### Goals:

- Creating transparent physician relationships and improve quality of care delivered to patient
- Establish a more efficient data governance program and enhance marketing capabilities
- Improved business agility during mergers and acquisitions to drive rapid growth

### Solution:

- Consolidate legacy data sources using Informatica Intelligent Data Integration
- Create a single source of data truth with Informatica Master Data Management
- Automate data governance procedures using Informatica Axon Data Governance

### Results:

- Allows enterprise data to be used for the creation of new patient services
- Helps unify an organization that has grown through multiple mergers and acquisitions
- Frees the information management team to support other areas of the business



[Read The Full Success Story](#)



## Multinational Specialty Pharmaceutical Company

Increased the efficiency of the sales planning processes

by reducing data processing time by 40%, improving the quality of customer data



Using Informatica solutions to reduce data processing time and improve the quality of customer data increases the efficiency of our sales planning process by 40 percent.

— Senior Director

Information Management, Insights & Analytics, Multinational Specialty Pharmaceutical Company

### Multinational Specialty Pharmaceutical Company

- **Objective:** Uniting a life sciences company
- **Industry:** Pharmaceutical
- **Country HQ:** United States

#### Goals:

- Unite a life sciences company that has grown through acquisitions with a single source of truth for customer data to facilitate better business decisions
- Remove the burden of customer data management and updates from 1,600 field sales reps so they remain focused on customers
- Increase revenue by improving sales planning efficiency and enabling reps to target healthcare customers at the right time by enabling a 360-degree view of customers

#### Solution:

- Implement Informatica Master Data Management (MDM) and Informatica MDM – Customer 360 to deliver consistent, trusted data to business units
- Cleanse data with Informatica Data Quality and automatically verify and enrich customer contact data with Informatica Data as a Service
- Use Informatica Cloud Data Integration to bring together HCP/HCO data from Veeva, Salesforce, third-party data sets, and AWS data lake

#### Results:

- Ability to better compete in the fast-moving, data-driven pharmaceutical and life sciences industries
- Enhances sales team engagement with customers by providing more accurate, timely, relevant data
- Helps grow revenue by reducing sales planning cycle from 10 weeks to 6 weeks, giving sales reps a 4-week advantage



[Read The Full Success Story](#)



## Nanjing Children's Hospital

Increased data processing speed  
and reduced data management cost

# Nanjing Children's Hospital

- **Objective:** Achieve information exchange and sharing
- **Industry:** Healthcare - Provider
- **Country HQ:** China



After building the data integration platform, a high degree of sharing, centralized and uniform standardized management of data among electronic medical records, mobile nursing, HIS, LIS and other systems has been achieved, which reduces the complexity of data fetching, increases the speed of data extraction and cuts the cost of data management.”

— Qian Lvnan, Chief of Information Section, Nanjing Children's Hospital

### Goals:

- Achieve data exchange between heterogeneous systems and improve the hospital's information sharing and work efficiency
- Improve patients' electronic treatment data, treatment efficiency and clinical quality
- Provide hospital leadership with comprehensive operational information to achieve improved management

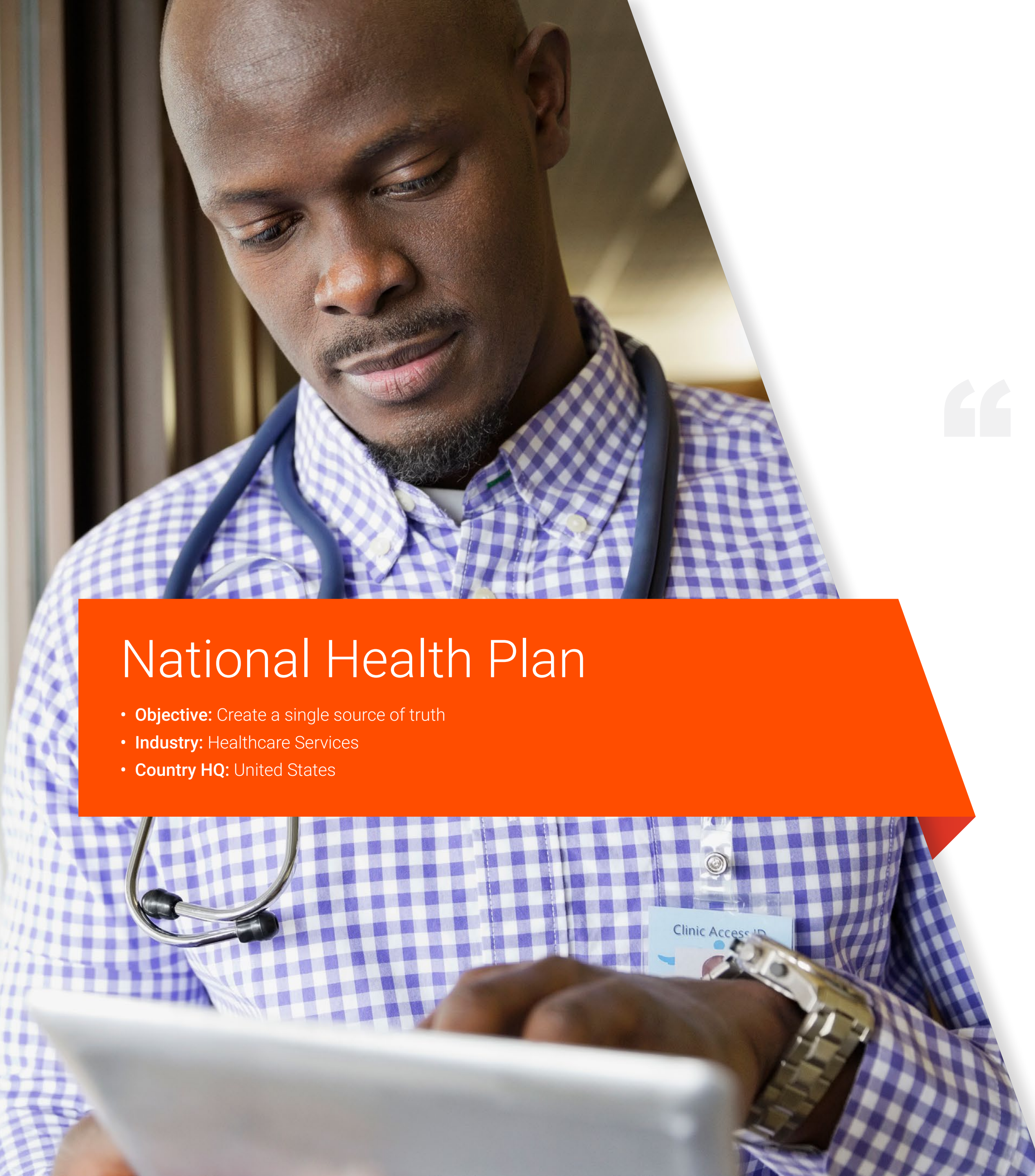
### Solution:

- Manage the cumbersome development of a tightly coupled interface model as well as all data from heterogeneous systems in an integrated manner with Informatica PowerCenter
- Eliminate inconsistent data standards and formats which make in-depth data mining and utilization impossible

### Results:

- Achieved uniform centralized data management and a high degree of sharing
- Increased data processing speed and reduced data management cost
- Improved data quality significantly and provided data guarantee for statistical analysis of the business intelligence (BI) platform





## National Health Plan

Reduced duplicate patient records by 86%

by integrating enterprise master patient index with other data sources



Our caregivers are committed to providing convenient, accessible, and affordable healthcare for all. Informatica is helping us accomplish that mission by utilizing data more efficiently.

— Director of Data Services  
National Health Plan

## National Health Plan

- **Objective:** Create a single source of truth
- **Industry:** Healthcare Services
- **Country HQ:** United States

### Goals:

- Create a single source of truth, enhancing patient care and safety by improving accessibility of information and identifying duplicate patient records
- Enhance trust in data and support strategic healthcare initiatives with reliable analytics and data governance based on industry best practices
- Improve time to business value by enabling staff to spend more time analyzing and using patient data instead of extracting, merging, validating, and cleansing data

### Solution:

- Establish a golden provider master record for all data assets with Informatica Master Data Management
- Automate data integration across systems such as provider credentialing and electronic medical records using Informatica PowerCenter
- Use Informatica Data Quality to automate quality checks for clean, trusted patient data

### Results:

- Reduces duplicate patient records by 86% by integrating enterprise master patient index with other data sources
- Helps enable population health and regional efforts that require sharing EMR data
- Frees up stakeholders to analyze and use data strategically with standardized KPIs and automated reporting



[Read The Full Success Story](#)

## Executive dashboard updated nightly

to give management the sales summaries they need to run the business more effectively



With Informatica Intelligent Cloud Services, we found a next-generation iPaaS tool that could resolve our data issues.

— Wuttisak Thabthimsaen

Salesforce Project Manager, Olympus Thailand Co., Ltd.

# Olympus

- **Objective:** Track and manages sales activity with data-driven dashboards
- **Industry:** Manufacturing - Pharma & Medical
- **Country HQ:** Hong Kong

### Goals:

- Enable top management at Hong Kong-based headquarters to easily track sales activity across the Asia-Pacific region
- Consolidate sales data from seven branches in multiple countries into SAP on a nightly basis
- Avoid hitting timeout limits for transactions in Salesforce when working with large formula fields and roll-up summaries

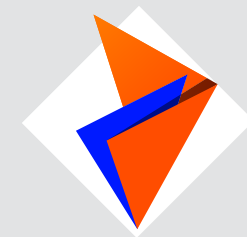
### Solution:

- Use Informatica Intelligent Cloud Services, a next-generation iPaaS solution, to power dashboards of sales activity across Asia-Pacific
- Bring sales data from Salesforce and spreadsheets into SAP using Informatica Cloud Data Integration for automated, nightly batch integrations
- Stay within Salesforce CPU limits by using Informatica to summarize data and enforce rules before loading it into Salesforce

### Results:

- Improves timeliness and accuracy of sales tracking, allowing headquarters to take immediate action and better drive strategy
- Reduces the time it takes to get regional sales data into SAP, enabling decision-makers to work with fresh data
- Overcomes CPU limitations when loading data into Salesforce, avoiding the need to manually truncate and re-load data





Informatica Innovation Award  
Winner

Delivered  
breakthrough therapies  
faster with valuable research  
data analytics



## Shire Pharmaceuticals

- **Objective:** Enable quick, easy access to analytics tools to speed research and development
- **Industry:** Pharmaceuticals
- **Country HQ:** United States
- **Cloud Platform:** Microsoft Azure



Speed is everything in our sector. Through Informatica, we're accelerating product development and reducing time to market for our therapies, which helps to enrich the lives of people around the world.

— *Shyam Dadala*

*Enterprise Analytics Architecture; Engineer, Shire Pharmaceuticals*

### Goals:

- Use research data to fight rare diseases and specialized conditions, and to deliver breakthrough therapies faster
- Create an integrated, central repository for enterprise data
- Enable quick, easy access to analytics tools to speed research and development

### Solution:

- Use Informatica Cloud Data Integration, Informatica Data Engineering Integration and **Microsoft Azure** to consolidate disparate data sources and create a single version of the truth
- Bring together data ingestion, integration, and visualization tools to support analytics
- Leverage Informatica synergies with **Microsoft Azure** for faster deployment

### Results:

- Speeds product research and development time
- Allows more value to be extracted from enterprise data
- Reduces data acquisition, data integration, and IT support costs





Informatica Innovation Award  
Honoree

Enabled self-service  
analytics  
to clinical and business consumers

UNC  
HEALTH<sup>SM</sup>



The combined go-lives for a modern data warehouse with EDC and Axon empowers UNC Health's Analytics Community with a centralized knowledge management platform that enhances self-service analytics and promotes source of truth in parallel to establishing a solid, more accessible data foundation.

— *Rachini Ahmadi-Moosavi*

*Executive Director of Analytical Services & Data Governance, UNC Healthcare*

## UNC Health

- **Objective:** Preparing for growth and expansion of data sources
- **Industry:** Healthcare
- **Country HQ:** United States
- **Innovation Award Category:** Intelligent Disruptor: Data Governance & Privacy

### Goals:

- Prepare for growth and expansion of data sources
- Safeguard the organization's most sensitive data, restricting access to authorized users
- Increase processing capabilities, deliver combined data from multiple systems, and provide access to high-demand data sets

### Solution:

- Informatica Axon and EDC provide centralized knowledge management to enhance self-service analytics and support a single trusted source of governance information in parallel to the release of a new enterprise data warehouse
- Enable more self-service functions by removing IT as a barrier to data access
- Centralize reporting efforts and systems so that the same definition used in Epic reporting is available in the database definition for other tools to use as well

### Results:

- Additional data context is available to the organization through the work with data governance team and applications to tell what the data is and how it got there
- Eliminates confusion surrounding the correct "source" of data is and where it lives. Decreases the time to deliver data through data lineage and data definitions.
- Multiple tools (SAS, Tableau, and Business Objects) can reach the same data without needing to go through a third-party application





Less than one day  
needed to code API calls



Before, we didn't have a good way to identify patients who needed additional healthcare and who we could help within our own system. With Informatica Intelligent Cloud Services, we can now easily track those patients.

— Michael Laidlaw  
Manager, Application Support, Valley Health System

# Valley Health System

- **Objective:** Improving the patient experience
- **Industry:** Healthcare Services
- **Country HQ:** United States

## Goals:

- Improve patient relationship management and increase appointments by importing patient data from disparate applications into Microsoft Dynamics CRM
- Follow up with emergency room visitors to notify them of additional healthcare services that can improve their overall health
- Comply with Health Level Seven (HL7) data transformation requirements when exchanging data among applications

## Solution:

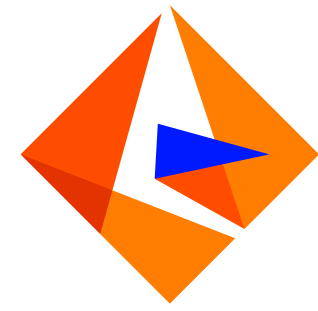
- Create a mapping task with Informatica Cloud Data Integration to pull in patient information from flat files and SQL Server databases
- Utilize the REST V2 Connector to initiate API calls developed with Informatica Cloud Application Integration
- Post new orders and order updates from Athena ambulatory EMR system in real time using the Informatica Cloud Connector for Dynamics CRM

## Results:

- Drove an increase in patient appointments within first year of implementation
- Additional patient follow up helps build healthier communities in some of the most populous areas of the U.S.
- Maintains compliance with HL7 V2 electronic messaging standard, improving the interoperability of hospital systems







Informatica®

## About Informatica

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

To learn more, click here or visit us at: [informatica.com/about-us/customers.html](https://www.informatica.com/about-us/customers.html)