Reinventing Healthcare with the Informatica Intelligent Data Management Cloud

The future of healthcare is in your data.

Accelerating Data-Driven Innovation in Healthcare

By getting timely access to reliable, accurate, and trusted data—and the resulting insights delivered—healthcare industry leaders can boost productivity and transform efficiency, quality of care, and patient, member, and provider engagement. We believe it's time to fix our ailing healthcare system by using the Informatica Intelligent Data Management Cloud to address the following business and clinical initiatives:

Improve the Health of Populations

Address the underlying causes of chronic diseases, focusing on the prevention of illness. Control increases in healthcare spending while improving outcomes for specific at-risk or high-cost patient populations.

Enhance the Consumer Experience

Deliver exceptional consumer experiences that are highly personalized and lead to patients/members/consumers that are more knowledgeable, more engaged participants in their wellness and healthcare decisions.

Improve Quality of Care

Improve health outcomes, decrease unwarranted variations in care and reduce medical errors.

Reduce Costs

Reduce the per capita cost of healthcare by enhancing efficiency, identifying more cost-effective treatments and interventions and eliminating avoidable costs, while simultaneously maintaining or improving quality of care.

Improve the Worklife of Clinicians and Staff

Address provider burnout and employee satisfaction issues to provide a more fulfilling and productive work experience that enhances retention.

Grow through Mergers and Acquisitions

Grow revenue and market share while achieving economies of scale, improved productivity and greater market reach.

Humana.

"There is no aspect of life that can't be affected in a positive manner with data."
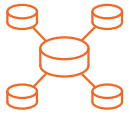
Humana

Modernize Analytics and Applications With the Cloud

Healthcare organizations are moving their analytics platforms and applications to the cloud to realize faster time-to-insight, the flexibility to innovate more quickly, and the operational benefits of consuming cloud-based services. Strategic partnerships with Amazon Web Services (AWS), Microsoft Azure, and Google Cloud mean Informatica® has a breadth of experience to help manage and deploy a modern, agile analytics platform that delivers high-value financial and clinical analysis. We can also help you build a modern foundation to transition legacy applications to the cloud, enabling you to make trusted data available to everyone in the organization that needs it.

Here are three emerging patterns we see in next-generation healthcare analytics and application modernization.

Build a New Cloud Data Warehouse and Data Lake

Start small and fast, then grow as needed

Often the fastest way to meet a focused business intelligence, departmental reporting, or self-service analytics initiative is to implement a new stand-alone data warehouse or data lake in the cloud.

Informatica provides the ability to:

- Discover data to ingest
- Ingest data to a landing zone.
- Integrate and cleanse data into any cloud data warehouse or data lake
- Enable self-service business intelligence with an embedded data catalog and data integration capabilities

Modernize to a Cloud Data Warehouse or Data Lake

Adopt cloud analytics gradually

Healthcare organizations with a cloud-first strategy will move their on-premises data warehouse and data lake to the cloud—while redesigning their architecture to take advantage of powerful cloud-native capabilities and services.

Informatica provides the ability to:

- Discover and prioritize data that needs to be migrated
- Migrate clean, well-governed data from an on-premises data warehouse or data lake to a cloud data warehouse or data lake
- Ingest data from new sources, spanning multi-cloud and on-premises

Modernize Applications

Prioritize simplicity, productivity, and scale

Take existing legacy applications— typically monolithic, on-premises systems—and strategically modernize their infrastructures, architectures, and features. Rebuilding and rewriting all your applications aren't required—and may not always be desirable.

Informatica provides the ability to:

- Perform no-code, no-build application, process, and data integration
- Automate business and data API monitoring and policy reinforcement
- Enable serverless deployment, commercial-grade trust certification, high availability and business continuity, and advanced security

Franciscan ALLIANCE

"Informatica solutions allowed us to deliver rapid data marts—a single source of truth—to meet business needs during the COVID-19 pandemic. Specifically, our SMEs can [now] standardize metrics definitions across the enterprise, helping our business users make informed decisions."

Franciscan Alliance

Deliver Exceptional Consumer and Provider Experiences

Healthcare organizations must be able to quickly assemble a reliable, trustworthy, and accurate view of data from providers, employees, facilities, supply chains, and even medical devices. They need a capable partner to help them implement cloud-native data management strategies to quickly deliver at scale the insights needed to provide best-in-class experiences and value-based care.

Provide A Holistic Consumer Experience

Healthcare organizations strive to create exceptional patient and member experiences, and these are increasingly digital, multi-channel, and built on a foundation of robust, reliable, trustworthy data.

Informatica provides the ability to:

- Provide a comprehensive repository of transaction, interaction, device, and other master data about a patient or member

- Create and manage golden records across domains (e.g., patient, member, provider, or location) and manage these relationships

- Make reliable, trustworthy, and governed data available across enterprise applications—creating a foundation for analytics

Ensure Reliable and Trustworthy Provider Data

Providers are at the nexus of care delivery. Ensuring provider data is correct and used consistently is essential to a high-quality patient and member experience.

Informatica provides the ability to:

- Quickly implement a comprehensive repository of reliable, trustworthy provider data that can be used to support operations and analytics

- Synthesize third-party and enterprise data sources to create a golden provider record

- Extend master data to additional domains such as patient, member, or location while managing the relationships between these entities

Manage Reference Data

Reference data are the clinical and financial code sets used to standardize data in applications and analytics solutions.

Informatica provides the ability to:

- Create a centralized repository where reference data can be governed, managed, and distributed as an enterprise standard

- Conform data at the point-of-entry in applications using reliable, trustworthy reference data to enhance efficiency

- Rationalize the import and consumption of third-party data such as billing and clinical code sets— creating a uniform, consistent, single source of truth while eliminating redundant spending

OhioHealth's ability to run predictive models forecasting demand, staffing levels, resource utilization, and other key measures has been essential in effectively allocating resources to COVID-19 patients and knowing what capacity is available for elective procedures.

OhioHealth

Manage Data as an Asset Through Enterprise Data Governance and Privacy

Leading healthcare organizations recognize the essential role enterprise data governance plays in managing data as a strategic asset. The ability to find, access, and trust all your data is a prerequisite for virtually all strategic initiatives to deliver an exceptional patient/member experience, improve care quality, enhance operational efficiencies, and address health equity.

Deliver Enterprise Data Governance

Healthcare organizations are dramatically expanding how and where they use data to support initiatives such as population health, health equity, and patient/member experience. Data governance establishes the policies and processes and best practices necessary for organizations to trust their data and deploy data-driven solutions.

Informatica provides the ability to:

- Easily search and find data assets using hierarchical views, natural language, or advanced query generator
- Visualize progress through user-defined dashboards to manage content and track the status of automated workflows
- Gain insights from metadata using AL/ML with a connected knowledge graph that automatically classifies and links technical metadata to business assets

Comply With Regulations

Healthcare is a highly-regulated industry, and compliance has always been a focus of data governance. New international, US, and state regulations are driving even greater compliance needs because they involve the healthcare consumer as a decision-maker in how their data is managed and shared.

Informatica provides the ability to:

- Decompose regulations and policies into component parts that require data management
- Link compliance requirements to specific data sources, data elements, and data consumers
- Easily monitor and quickly report on compliance status and respond to data subject access requests (DSARs)

Protect Data Privacy

Healthcare organizations rely on sensitive data to manage insurance, deliver care, and pay for services. The challenges of protecting this data have multiplied with the proliferation of new applications and devices, advanced analytics capabilities, and data sharing with third parties.

Informatica provides the ability to:

- Discover where sensitive data resides, assess risk, and monitor suspicious access
- Build a subject registry and automate identity mapping to report on DSARs
- Automatically remediate by risk priority; simulate risks to assess impact for guided decisions and apply controls
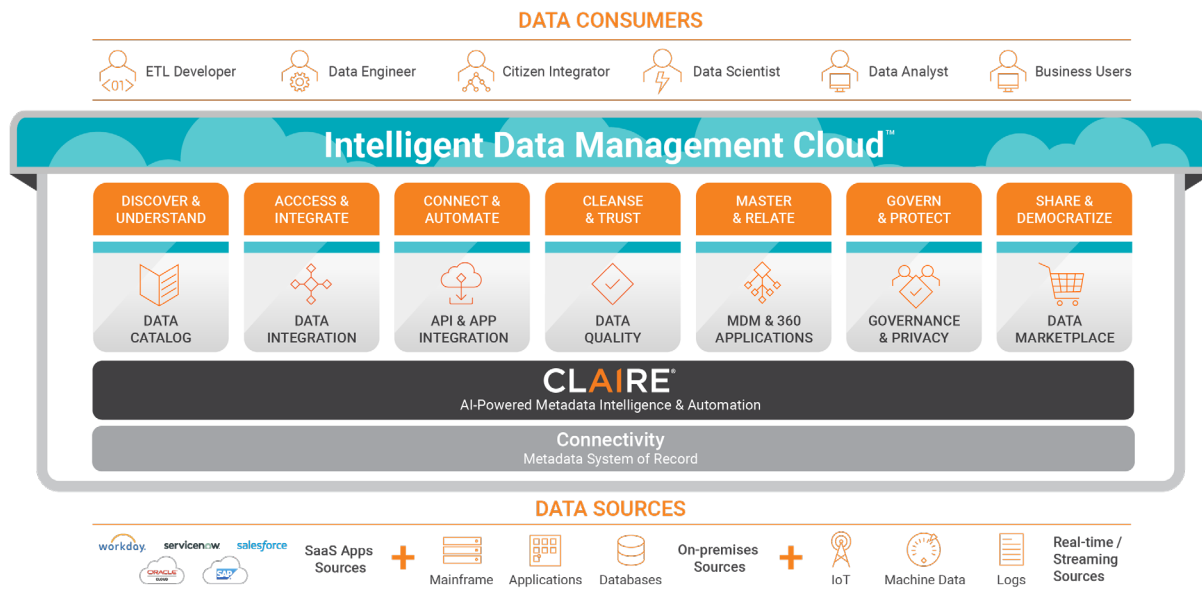
Valley Health System

"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."

Valley Health System

The Informatica Intelligent Data Management Cloud for Healthcare

Powered by a metadata-based artificial intelligence engine, the Informatica Intelligent Data Management Cloud™ is a cloud-native data management platform that accelerates and automates core data management and governance processes, promoting agility, reducing costs, and improving operational efficiencies.

DATA CONSUMERS

ETL Developer   Data Engineer   Citizen Integrator   Data Scientist   Data Analyst   Business Users

Intelligent Data Management Cloud™

DISCOVER & UNDERSTAND	ACCCESS & INTEGRATE	CONNECT & AUTOMATE	CLEANSE & TRUST	MASTER & RELATE	GOVERN & PROTECT	SHARE & DEMOCRATIZE
DATA CATALOG	DATA INTEGRATION	API & APP INTEGRATION	DATA QUALITY	MDM & 360 APPLICATIONS	GOVERNANCE & PRIVACY	DATA MARKETPLACE

CLAIRE
AI-Powered Metadata Intelligence & Automation

Connectivity
Metadata System of Record

DATA SOURCES

workday. servicenow. salesforce ORACLE CLOUD SAP — SaaS Apps Sources + Mainframe, Applications, Databases, On-premises Sources + IoT, Machine Data, Logs, Real-time / Streaming Sources

---

Informatica's Intelligent Data Management Cloud for healthcare delivers simplicity, productivity and scale through the following capabilities:

- **Cloud-native at scale.** Scale as you need for all enterprise workloads with elastic and serverless processing

- **AI-native at scale.** Automate thousands of manual tasks and accelerate data-led transformations by applying AI and ML to data and metadata

- **Multi-cloud, multi-hybrid.** Run, interoperate, and support all combinations of multi-cloud and on-premises hybrid infrastructures

- **Low-code/no-code experience.** Maximize agility by empowering the largest possible community of data practitioners within your organization

- **Security and trust as design principles.** Ensure the highest level of security, consistent data quality, end-to-end data governance, and data privacy across the enterprise
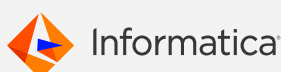
Benefits of the Informatica Approach

AI-powered and microservices-based, the Intelligent Data Management Cloud for healthcare helps you to become more data-driven, develop more innovative products and services, and deliver exceptional consumer experiences. Here's how:

- Increase workforce productivity by empowering governed, trusted, self-service access for all data consumers

- Boost revenue and profitability by operationalizing AI models and improving their accuracy by fueling them with high-quality, authoritative, trustworthy data

- Enhance operational efficiency by simplifying and streamlining business processes and workflows

- Reduce regulatory risk by ensuring the accuracy and protection of sensitive data

- Increase agility and resilience by enabling 360-degree views of relationships between customers, products, and suppliers across the business

Next Steps

To learn more about Informatica's healthcare solutions, please visit informatica.com/healthcare.

![Informatica logo] **Informatica**