



# CASE STUDY: HEALTHCARE

## CLIENT BACKGROUND

With more than 550,000 members across Colorado, this leading healthcare provider is committed to delivering high-quality patient care while also providing an enhanced patient experience.

## BUSINESS FOCUS

By managing inpatient care costs and all activities for hospitals, physicians, and technical services, the organization achieves its "Triple Aim" mission - improving health, managing costs, and delivering an enhanced patient experience. Meeting the organization's strategic goals leads to the collection of a tremendous amount of data. Data assets include everything from patient records, compliance documentation, and financial reporting, to metrics and data regarding patient wait times, patient satisfaction, and more.



## OBSTACLES

The organization's existing data environment was built using a client-server architecture with tools like SAS and Excel. While this data system was functional, it was also manually intensive and limited in scope. The original data asset system was developed by an individual and therefore any changes or additional reporting or data requests had to go through a single point of contact. Custom reports had to be built individually; this homegrown system accessed several SAS datasets that were then shared with users.

## THE DATASOURCE SOLUTION

The Datasource Consulting team met with key organization stakeholders to identify technical Enterprise Data Management (EDM) requirements and to sync those with strategic business objectives. After a vendor-neutral assessment, Datasource recommended the implementation of an External Encounters Data Mart (EEDM).

Working in close collaboration with business partners, Datasource met with users within the organization to better understand their needs and to outline precisely how to share and leverage data across the enterprise.

## THE ROAD MAP

After the evaluation, Datasource consultants created a new, comprehensive data model following best practices in acquisition, integration and presentation (mart) design. They also created a complete solution roadmap spanning, solution implementation, deployment, and user adoption. The roadmap included strategies for:

- Architecture Development
- Data Integration
- Improving Data Quality & Reliability
- Master Data Management
- Reporting & Analytics
- Program Management
- Data Governance

## THE RESULTS

Datasource worked closely with the healthcare provider to build a strong data infrastructure and process to manage both the data model (CA/ERwin) and ETL practices (Informatica PowerCenter). They also focused on data integration priorities to allow users to effectively analyze and collaborate on enterprise data. Datasource created logic to support case analytics to provide more meaningful and useful financial insight.

This capability allows users to combine and evaluate multiple visits or encounters by a single patient. Qualified users within the organization can now analyze the entire patient experience, from the initial patient intake to the final outcome. This capability helps the team to focus on providing a high-quality patient experience and deliver continuity of care.



We've never sat down like this as a group and thought through our problems so clearly."

- Finance Management Team Lead

Smarter data integration for smarter financial analysis. Datasource worked with stakeholders to determine how to best integrate data to provide a timely and comprehensive view into the organization's financial delivery process. The team standardized the presentation layer on a Cognos platform to give users:

- Easy access to detailed external cost information
- New case logic for better analysis
- Standardized front-end interface familiar to users
- Data tied to actuarial estimates

# THE RESULTS CONTINUED

## Rollout: External Encounters Data Mart

For the EEDM rollout, Datasource consultants provided user testing, developed the training program, established support procedures and documentation, and briefed the offshore product support team. Today the EEDM gives users access to high-quality data to make more informed decisions much more quickly, which included:

- A sustainable, adaptive data mart that can grow with the organization
- A standardized Cognos presentation layer that allows users to traverse between financial and external cost data
- Enhanced logic supporting visibility into exhaustive integrated claims detail
- Validation back to Sarbanes-Oxley compliant (SOX) financial data
- Ability to analyze claims data across a range of dimensions by provider, patient, market, service line, etc.
- Access to an integrated Business Glossary

# THE WRAP UP

This EEDM deployment was completed on time and met all the client benchmarks for success. Today the healthcare organization is leading the way in delivering superior care and an enhanced patient experience. With the comprehensive EDM system in place, users now have streamlined access to more accessible and accurate data which has helped to automate business processes and accelerate operations. It has also empowered individual users to more effectively analyze data and collaborate to improve engagement with patients.



Success

# LOOKING AHEAD

The provider will continue to work with Datasource consultants to refine its data management system and to improve information sharing, data integration, and collaboration to add even greater overall value to the organization.

# PARTNER WITH US

Contact us to learn more about how our data integration solutions can provide your organization with access to improved information enabling leaders, to make well-informed decisions and achieve more efficient operations.