



Creating Remarkable Health Experiences:

Highmark Health Personalizes Healthcare Delivery

"Informatica MDM – Reference 360 gives us a business-user friendly interface that helps us increase productivity and reduce costs for managing reference data."

Tony Roscoe

Director, Data Governance & Quality
Highmark Health



Goals

Deliver the data resources and services that empower Highmark Health to be a leader in transforming U.S. healthcare

Establish a common language for data fields and code values across business units for interoperability and streamlined financial reporting

Promote data governance throughout the organization to help improve decision-making, reduce costs, and enhance patient care

Solution

Build an enterprise data foundation based on Informatica Intelligent Data Platform

Standardize reference data and leverage it as a strategic asset using Informatica MDM – Reference 360

Use Informatica Enterprise Data Catalog and Informatica Axon Data Governance to automate and scale cataloging and governance with AI

Results

Improves patient outcomes by enabling collaboration and coordination across care delivery and insurance businesses

Enhances financial reporting and analysis efficiency with consistent data synchronized across operational systems

Empowers employees to make better, more informed decisions by making data easier to find and understand



About Highmark Health

Headquartered in Pittsburgh, Pennsylvania, Highmark Health is a national health and wellness organization, as well as the second-largest integrated delivery and financing system (IDFS) in the U.S. Highmark Health and its healthcare businesses including Highmark Inc., Allegheny Health Network, and HM Health Solutions, employ more than 35,000 people in all 50 states and the District of Columbia.

Informatica Success Story: Highmark Health

Highmark Health is at the forefront of transforming U.S. health care, drawing on a rich history with affiliates that have provided care to the nation for 170 years. Today, Highmark Health helps millions of Americans lead healthier lives with a diversified portfolio that includes businesses in health insurance, healthcare delivery, post-acute management, dental solutions, and reinsurance.

Striving to be a catalyst for innovative change to revolutionize healthcare, Highmark Health is highly engaged with the communities, members, patients, businesses, and government entities it serves. When the company acquired West Penn Allegheny Health System in 2013, it created new opportunities to serve more people. However, it also faced challenges in bringing the two organizations' data together to deliver the data resources and services that empower Highmark Health to make informed decisions regarding patient care.

Tony Roscoe, Director of Data Governance and Quality at Highmark Health, explains, "This effort focused on operational integration to help ensure that we get clinical data from our healthcare systems into our health plan system. This provides insights that facilitate care decisions between both the health insurance and the care delivery portions of our business."

As Highmark Health modernized and moved away from legacy applications, it faced a three-pronged challenge: unify financial data for accurate reporting, enable interoperability among platforms, and create an enterprise data management platform to promote data usage and governance.

At the heart of these challenges was the ability to manage and leverage common reference data—the lookup values, codes, code tables, and hierarchies the organization uses to drive business processes and define what's permissible in data fields. But to successfully manage reference data, business users needed self-service access to a common data set, with the location and ownership of reference data clearly and consistently defined.

"Our goal is to create the best possible health experiences through health plan options that are optimized for their particular health care needs. That requires centralizing the reference data that's critical to creating those experiences," says Roscoe. "We tried in-house coding and creating application interfaces to ease that burden, but it wasn't sustainable. We wanted a singular, complete solution that would work across the entire enterprise with automation to help solve our data management challenges."



"Cost management is always a consideration in healthcare. Informatica's integrated capabilities and use of artificial intelligence across the platform are enabling us to streamline and automate all of our data management processes."

Tony Roscoe

Director, Data Governance & Quality
Highmark Health



Building a Data Foundation for Better Healthcare

Highmark Health decided to use an enterprise data management architecture built on the Informatica Intelligent Data Platform, including Informatica Intelligent Cloud Services for data integration, Informatica Data Quality for data cleansing, and Informatica Master Data Management (MDM), mastering provider and person domains, for a single version of the truth.

"We needed a trusted partner and enterprise-class data management capabilities, all of which Informatica brought to the table," says Roscoe. "As we deal with larger datasets and accelerate our cloud journey, we know that Informatica will be there for us and that we'll be able to scale."

To offer business users self-service capabilities for managing reference data across the business, Highmark Health selected Informatica MDM – Reference 360 based on its ease of use and integration with other Informatica tools. With hassle-free configuration and the ability to define, manage, and govern reference data models, Highmark Health can support multi-level hierarchies, crosswalk mappings, and complex reference data relationships.

"Informatica MDM – Reference 360 gives us a business-user friendly interface that helps us increase productivity and reduce costs for managing reference data," says Roscoe. "Consistency of financial data is essential for Highmark Health to accelerate financial close and reporting, as well as deliver accurate planning and analysis across our different business units as we grow."

Meeting Higher Standards with Clean Reference Data

By taking a holistic approach to reference data management, Highmark Health is opening up possibilities to enhance an already high standard of healthcare by making high-quality data available across its care delivery and insurance businesses. It's also reducing the operational overhead that was previously required to detect and remedy reference data inconsistencies in enterprise applications. "Because of our efforts around AI, the potential to make many decisions in seconds requires trusted data to ensure they are good decisions," Roscoe explains. "As we continue to chart new territory in managing a person's health using these technological advances in analytics, trusted data will continue to be absolutely necessary."

Roscoe continues, "Informatica helps us increase efficiency in operational integration, allowing us to easily share data from our Enterprise Health Solution and other clinical systems with our health plan business. Increased data sharing enables greater collaboration and coordination between the care delivery and health insurance portions of our business, which improves the quality of care."



Inside The Solution:

- Informatica Intelligent Cloud Services
- Informatica MDM – Reference 360
- Informatica Axon Data Governance
- Informatica Data Quality
- Informatica Enterprise Data Catalog

Highmark Health is also improving financial reporting and business process efficiency by keeping data in sync across its operational systems.

“With Informatica MDM – Reference 360, we can make sure that our billing reports accurately match what is actually going out the door, or that a finance report that lands on our CEO’s desk matches the operational systems across our different organizations,” says Roscoe.

Automating Data Cataloging and Governance

As Highmark Health expands its data governance strategy, it will use Informatica Enterprise Data Catalog to discover, classify, and tag data from its business units to make it easier to find and understand. Standardized definitions, policies, and rules in Informatica Axon Data Governance will help employees understand business context as well as compliant access and use. Automation using artificial intelligence will enable greater scalability at a lower cost.

“Cost management is always a consideration in healthcare,” says Roscoe. “Informatica’s integrated capabilities and use of artificial intelligence across the platform are enabling us to streamline and automate all of our data management processes.”

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.

Informatica Worldwide Headquarters

2100 Seaport Blvd, Redwood City, CA 94063, USA

Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871

informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica



© Copyright Informatica LLC 2021. Informatica, the Informatica logo, and PowerCenter are trademarks or registered trademarks of Informatica LLC in the United States and many jurisdictions throughout the world. A current list of Informatica trademarks is available on the web at informatica.com/trademarks.html. Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided “AS IS” without warranty of any kind, express or implied.