

# Informatica Use Cases

## Enable Your Organization with Strong Data Governance

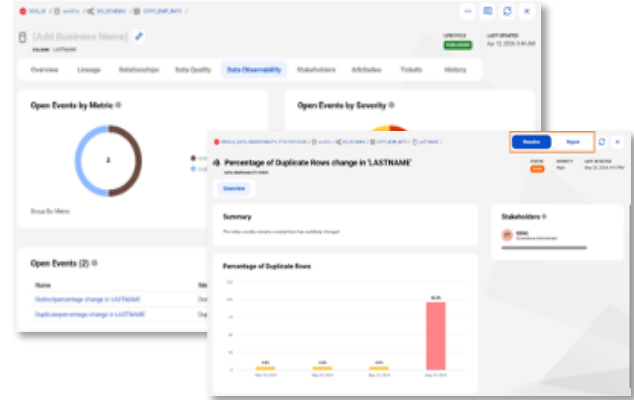
Are you looking at the full picture of your organization’s data? Do you understand the patterns in your data that can predict issues, impact compliance, and ensure accuracy? Informatica addresses these challenges by enabling your team to utilize reliable, trustworthy data.

## Data Observability & Quality

Informatica allows you to observe your data and its changes over time, which can enable you to:

- Identify key areas of focus in data quality maintenance
- Proactively address quality issues
- Ensure data accuracy
- Enhance the reliability of your data systems

Quality data builds trust with patients and stakeholders and leads to better decision-making and resource allocation.



### Observability in Action:

This customer leveraged Prominence’s expertise to support data quality at their organization. We worked with the customer to define format expectations for claims files, cross file/table validation for key fields, field completeness and reference data alignment for critical tables. They completed this process to move to timely, accurate data.



### Data Quality in Action:

Another customer’s provider directory team wanted to identify the validity of their DEA number records.

Using Informatica to assess their **9.8M records**, they found that, of the 62% that had a DEA number, **90.7% of those numbers were valid**.

They **easily identified and investigated the 500,000 records** that didn’t meet these criteria and now have a process to **proactively monitor** data quality.

## Data Security

Common business policies and standards ensure that the data created, maintained, and externalized are compliant with regulatory requirements, guaranteeing **confidential data is protected**, and **mitigating the risk of electronic protected health information (ePHI) and personally identifiable information (PII) proliferating throughout the enterprise**. Risks arise as data is processed across the organization and partner or vendor ecosystem.

Data security governance enables the organization to manage business risks, associated with data security, privacy, and compliance.



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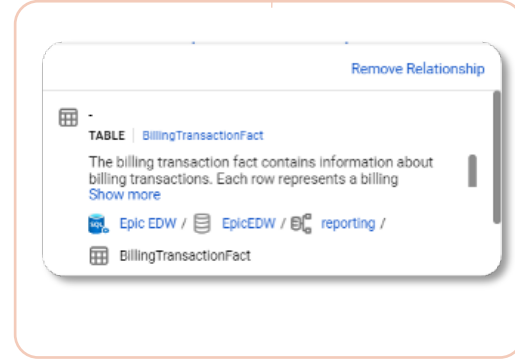
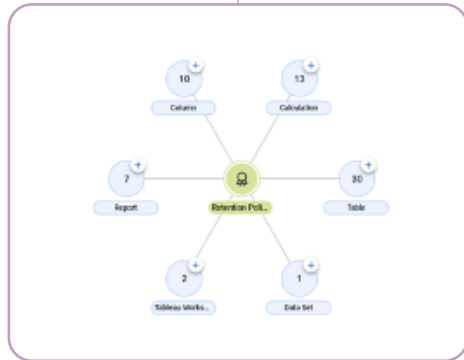
## Define Your Policy



## Connect Your Data



## Monitor Usage



## Security in Action:

Surescripts leveraged their business glossary and data catalog to **drive accessibility and adherence to their data retention policy**. Their team captured and stored all curated metadata in one location instead of multiple department-specific locations and strategies. Adding metadata to assets within the glossary and catalog to note a specific data classification level made this data informative and actionable.

Their data classification policy included 4 levels of security for their data: restricted, confidential, internal, and public.

Their team can now clearly identify security needs and proceed accordingly.

## Data Classification

Ensuring that sensitive is **identified, classified and protected** is the foundation to operationalizing your data privacy program. Controlling access and monitoring use of data is paramount to compliance with HIPAA and CCPA.

Data classification is a two-step process:

### Identify:

Create a reliable identification process to classify PII as it is created.

### Automate:

Transition from manually tagging to system automation to identify and tag content via an ongoing process.



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All healthcare organizations have a mandate to protect PHI data. The first step in ensuring this data is protected is creating a process to continually find PHI data across all enterprise environments. Once an organization has a reliable way to identify PHI that currently exists and PHI created in the future, then the process of masking data and implementing safeguards is more straightforward.

### How can Informatica help?

Cloud Data Governance and Catalog (CDGC) can classify data using “out-of-the-box” (OOTB) data classification functionality. This information can be used to mask data where appropriate. CDGC includes OOTB classifications, but the preset settings can result in large errors in classification. In order to reduce data domain propagation errors, Prominence has developed processes to validate classification rules. This validation ensures the classification works in your environment given differences in data structure and content unique to your organization.

## Classification in Action:

The customer wanted to use the OOTB functionality to find PHI and utilize that information to perform data masking on the appropriate tables and columns.

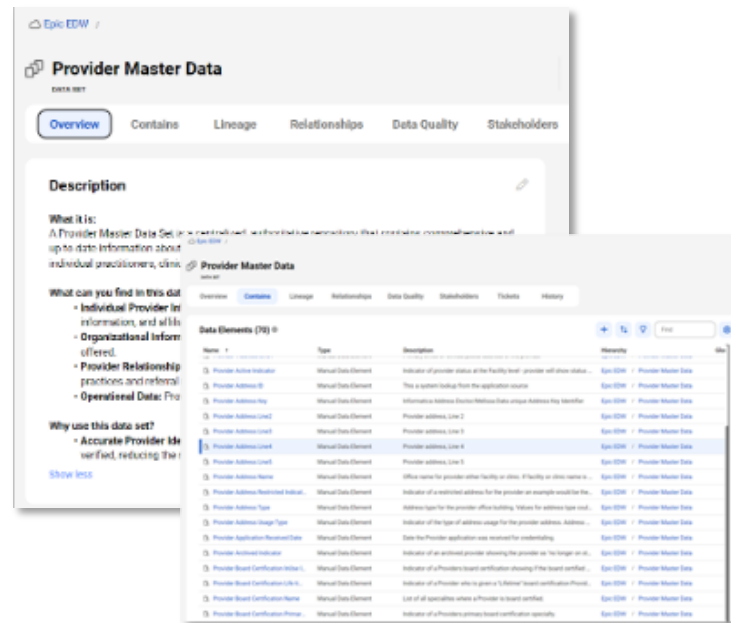
In their initial data classification tests, we identified hundreds of false positives. Prominence created a methodology to test data domains prior to implementation by testing OOTB rules on a subset of data before applying to the rest of the data.

After utilizing the testing methodology, the false positive rate dropped dramatically in the sample data. Through tweaking the OOTB configuration, Informatica found all 24 columns that included zip codes and **0 false positives** in a database that included 158 tables and 4200 columns.

## Reference Data Management

Reference data and master data ensure that patient information is **consistent and up-to-date across all systems**, consistently using the right source reference data. This allows healthcare providers to access a patient's comprehensive medical record quickly, facilitating better care coordination and reducing the risk of errors during treatment.

Master data is the subset of data that **describes the core entities an organization requires to function** — customers, citizens, products, suppliers, procedures and sites. Master data sits at the heart of the most important business decisions, **driving a need for a consistent view across business silos.**



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## Reference and Master Data Management in Action:

The one thing that is certain across member data is change. Master data management required more than just one domain, including member, provider, visit and location.

The customer utilized Informatica to normalize claims data to support EMR-based workflows and provider and financial reporting. The initiative involved **5 payors** with **10 years' worth** of data, replacing a black-box solution with Truven, and many external master reference tables.

Over the course of the project, more than **450,000 children** were mastered across various payors, EMRs and state-based systems.

Master data management is a top priority for many customers as they are acquiring and merging new business.

It is an imperative to master provider data across three separate systems into one source of truth. Users can access and update more accurate, standard, trusted data in one location. Over the course of the year-long initiative, more than **16,000** provider records were mastered across the three source systems.

The customer's Finance Department had a long-time process for approving new definitions for their Chart of Accounts, which involved committees and subject-matter-experts reviewing individual requests.

They utilized Informatica to maintain the decision-making process and:

- Define the type of reference data
- Create an approval workflow
- Identify reports and dashboards where the specific reference data was used
- Link to the reference data source

## Data Enablement with Informatica

Informatica is leading health and life science systems across the country to governed, actionable data by establishing consistency while maintaining security.

Get in touch with our team today to learn more about how you can leverage Prominence's healthcare expertise to maximize your investment in Informatica, giving your team access to trusted data.



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