Customer 360 Insights for Healthcare Providers

Benefits

- Connect data of any type and manage billions of records across all data sources

- Resolve data issues and identify relationships using advanced machine learning algorithms

- Infer intelligent attributes from unstructured data using Natural Language Processing

- Visualize relationships, households, and hierarchies using a graph data store

- Present multiple perspectives of the individual based on user and use case context

Trusted Data that Delivers a 360-Degree View of a Patient Wherever and Whenever it's Needed

Sweeping digital strategies have transformed the patient experience, linking all care locations to solve gaps in the continuity of care. Patients and their families now actively select providers that offer a seamless experience. New technologies and business models are being adopted to bring healthcare into the digital and consumer age.

Healthcare leaders increasingly recognize how data drives innovation, analytics, and new opportunities. The healthcare consumer lifecycle is made up of many encounters, procedures, outcomes, bills, claims, and internal processes (for scheduling, authorization, care delivery, invoicing and more). It can be better understood—and optimized—with contextual data and artificial intelligence.

Informatica Customer 360 Insights

It is now more important than ever for hospitals and healthcare providers to intelligently act on tailored customer insights that are built for speed and agility. Delivered through state-of-the-art technology which includes artificial intelligence, machine learning, and graph data stores, Informatica® Customer 360 Insights simplifies the process of turning data into action.

Customer 360 Insights connects fragmented data from any source—campaign management, patient portal, digital health, EHR, CRM as well as contact center, affiliated clinics, and customer surveys—and synthesizes it into a consolidated 360 patient view and enriches it with deep intelligence to produce insights that can be consumed in real time. Powered by graph technology, Customer 360 Insights discovers and manages complex relationships between individuals, households, providers, and services.
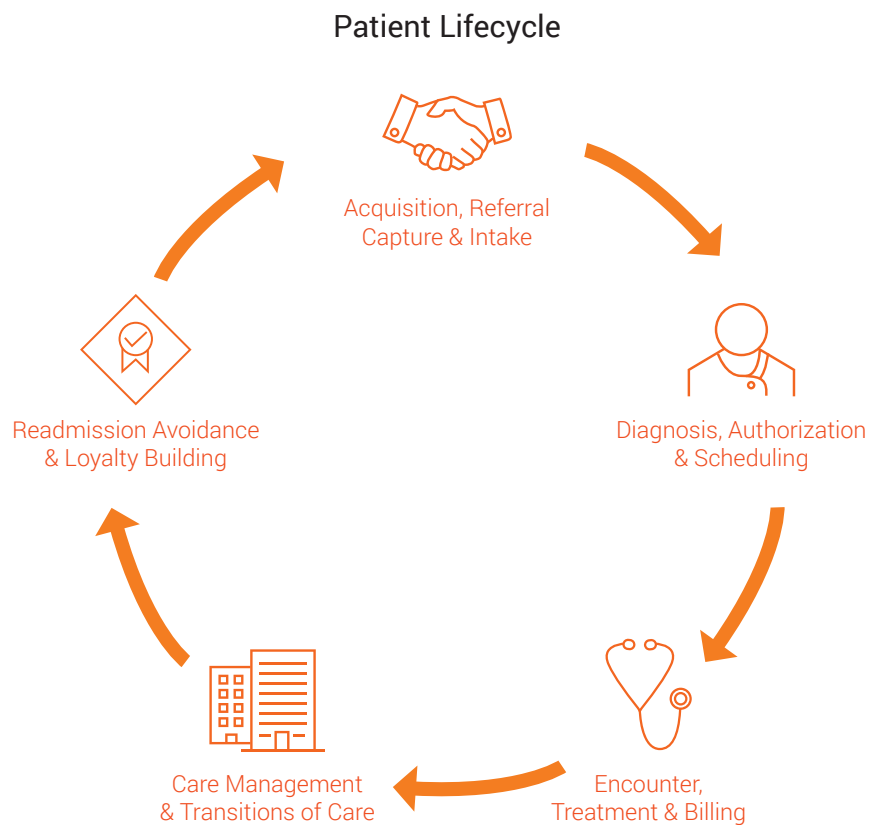
These insights fuel initiatives with much-sought-after context to improve personalized marketing campaigns and communication, care management, and wellness, while also enriching the advanced analytics that healthcare providers use to understand where clinicians, administrators, and operational staff otherwise struggle to improve the patient experience.

Capability Highlights
• Connect data of any type and manage billions of records across all data sources
• Automatically resolve patient data linkages and create relationships using advanced
   machine learning algorithms
• Infer additional attributes from unstructured data using Natural Language Processing
• Visualize relationships, households and hierarchies using a 360 graph
• Present multiple perspectives of the consumer based on unique users and use case context

Architecture

Customer 360 Insights is built on a big data technology stack that includes Apache Hadoop, Spark, graph, columnar, and in-memory data stores. The microservices architecture easily scales for deployment and redeployment of functionality without compromising the integrity of the data and application. Combined with the SaaS deployment model, it simplifies and accelerates implementation. And the solution supports tools like R and Python, to provide greater flexibility for your data scientists.

Patient Lifecycle

Acquisition, Referral Capture & Intake

Diagnosis, Authorization & Scheduling

Encounter, Treatment & Billing

Care Management & Transitions of Care

Readmission Avoidance & Loyalty Building

Healthcare Use Cases

Customer 360 Insights addresses analytical, marketing, and operational initiatives, such as:

• Improved identity resolution (matching patients with clinical data) to drive HEDIS reporting, population health, and social determinants of health

• Marketing segmentation

• Next best action and patient retention

• Referral capture and in-migration

• Personalization across the continuum of care

• Detection of fraud, waste, and abuse

About Customer 360 Insights

Informatica Customer 360 Insights adds AI and machine learning to a trusted customer view, enabling teams to be more customer-centric and deliver the next best experience. Learn more about how Customer 360 Insights helps organizations across healthcare, insurance, banking, retail, hospitality and more to personalize interactions, offer faster service, increase cross-sell revenue, comply with customer information initiatives such as GDPR, and reduce overall IT system costs.