verato

Supporting a leading Integrated Delivery Network with accurate identity data management

> "One of the things for care variation that we wanted to obtain is to decrease our mortality. We've successfully been able to do it with the data migration strategy that we've had....So truly having the right data migration strategy does make a difference."
>
> *AVP IT Clinical Analytics*

Case Study · Customer Success Story

The bottom line

Having clear, actionable data is vital for health systems to thrive in today's environment — but data silos, accessibility issues and the sheer volume of information can make effective data management a challenge for even the most sophisticated health systems. To tackle these issues and modernize their data infrastructure, a national healthcare provider headquartered in the southeastern United States embarked on a cloud transformation journey with Google Health Data Engine (HDE). Along the way, they consolidated data sources, migrated siloed data to one consolidated data store, and created centralized, longitudinal patient views that supported care variation reduction, national quality program initiatives, improved data analytics, and insight generation.

This provider is working to save lives through insights gleaned from improved analytics

360°
view of patients achieved from siloed data in 10 EHRs and 12 ED systems

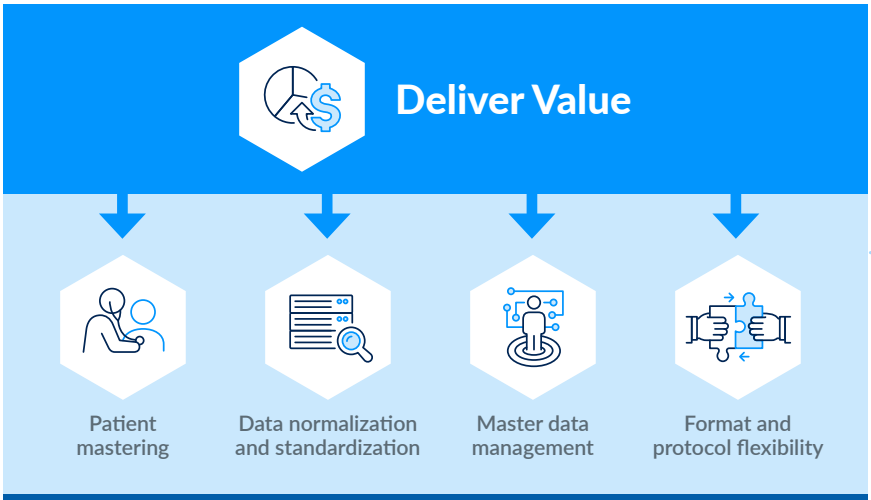
Case Study: national healthcare provider

The challenge

The provider was dealing with the challenge of handling a vast amount of data generated from various sources. This data, if properly managed and analyzed, could provide invaluable insights into patient care, quality measures, and healthcare service efficiency. However, the existing data management system was not equipped to handle this volume of data or provide the necessary insights.

They began a cloud transformation project with Google HDE to address these and other issues. Initial objectives of the large-scale project were:

- Populate Google Health Data Engine (HDE) with hospital Electronic Health Record (EHR) HL7 v2x ADT data with standardized data to perform analysis. This required:
  - Defining a unique enterprise patient id for each patient
  - Standardizing the data across multiple applications
- Ingesting data in the Fast Healthcare Interoperability Resources (FHIR) format
- Normalize and standardize daily batched data from 60 subacute hospitals for care variation improvement and national quality program measures into health catalyst analytical platform
- Handle the complexity of 10 different EHR applications and 12 different Emergency Department (ED) applications



The provider

- **60 community hospitals**
- **41 rehabilitation hospitals**
- **23 behavioral health hospitals**
- **300+ additional locations**

Headquartered in the southeastern United States, this national healthcare provider is a leading integrated delivery network that provides a comprehensive range of healthcare services across the United States. Established in 1999, the organization has significantly expanded its reach, currently operating in 31 states with a diverse portfolio that includes 60 community hospital campuses, over 40 rehabilitation and behavioral health facilities, and more than 300 additional service sites. This provider is committed to delivering high-quality, accessible care while prioritizing innovation and community engagement, driven by a mission to enhance health and well-being in the communities it serves.

The solution

The provider adopted the Verato hMDM™ platform and Clinical Architecture solutions to support their Big Data Strategy for migrating to Google HDE. These integrated platforms offered a comprehensive solution tailored to their needs for resolving, standardizing, and managing vast amounts of data in preparation for cloud migration. The Verato hMDM platform delivered a robust healthcare master data management (hMDM) solution, defining unique person IDs while ensuring data completeness and quality. Meanwhile, the Clinical Architecture solutions provided advanced capabilities for clinical data normalization and decision support.

In choosing partners for the project, the provider focused on critical capabilities and characteristics, including:

- Dynamic, cloud-native solutions that would grow with them and seamlessly support the current project as well as future use cases
- Highest levels of accuracy for patient matching and identity data management, to support their complex and fragmented ecosystem of data sources
- Proven solutions with a track record at respected and complex healthcare organizations like theirs, with references from trusted peers
- Data security specifically for healthcare and able to pass a rigorous risk assessment

The results

With the implementation of Verato and Clinical Architecture solutions, this provider was able to:

- **Generate insights to decrease mortality rates:** The new big data architecture enabled them to effectively analyze large sets of patient data and identify patterns that could help decrease mortality rates, saving 41 lives to date.
- **Decrease care variation:** The strategy enabled the organization to decrease variation and improve the outcomes of its care processes, thereby enhancing the value delivered to patients and increasing efficiency.
- **Lay the foundation for future digital applications:** The big data platform lays the foundation for future digital applications such as patient marketing campaigns, clinical decision support systems, and mobile patient engagement applications.
- **Achieve a 360-degree view for each patient:** Developed a comprehensive profile for each individual using fragmented information gathered from dozens of siloed systems.

Lessons learned

This provider shares best practices for cloud migration:

- Select vendor products and partners that will meet your current and future data strategy goals
- Create a multi-facet team consisting of both vendor and internal clinical, business, and IT company team members to create a collaborative approach to implementing the big data strategy solutions
- Weekly technical touchpoints between all vendors are crucial to resolving issues quickly

Verato enables digital engagement, clinical interoperability, cloud transformation, and provider data integrity by solving the problem that drives everything else — knowing who is who.

The Verato hMDM platform, the industry's first purpose-built healthcare master data management solution, enables a complete and trusted 360-degree view of patients, consumers, members, providers, and communities. Over 90 of the most respected brands in healthcare rely on Verato to connect, identify, enrich, manage, and activate person and provider data across the complex digital health ecosystem with unprecedented accuracy, ease, and time-to-value. With a secure enterprise-wide single source of truth for identity, Verato ensures that you get identity right from the start.

For more information, visit verato.com.

verato®

Knowing who is who™