

Migrating from a legacy Master Data Management (MDM): Five pitfalls to avoid

Upgrading your identity platform is about more than choosing new software — the migration itself decides whether you see value in weeks or lose it to months of disruption. Legacy MDM and EMPI platforms eventually reach end of life or get acquired by companies that stop investing in them. Here's what to check before you commit to a migration partner.

1. The expertise of your implementation team

Ask: *Is your migration run by the vendor's own staff, or an outsourced integrator with variable rates and inconsistent healthcare experience?*

Outsourced teams carry unpredictable costs and higher rework risk. Look for a vendor with an in-house, healthcare-dedicated professional services team.

2. Technology fit

Ask: *Will the new platform be more accurate, and will it integrate with your existing stack instead of forcing a rebuild?*

Insist on independently validated accuracy, not vendor-reported numbers, and favor cloud-native architecture that connects to your EHR, CRM, and data warehouse.

3. Legacy data

Ask: *How will your matched records be preserved and governed during the transition, not just after?*

Years of match history represent real institutional knowledge; a phased cutover lets legacy and new data coexist safely until the new platform is fully validated.

4. Implementation timeline and team resources

Ask: *How long will this realistically take, and how much internal staff time will it require?*

Legacy upgrades often run six months or more. Get a go-live date in writing and hold the vendor to their median time-to-value, not a rough estimate.

5. Continued support

Ask: *What happens after go-live, and how will the platform scale as you grow?*

A platform that isn't continuously updated falls behind on security and compliance between releases. Look for a SaaS model on a single current version.

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to initial value

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on-time

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(Regenstrief, 2022)

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