



HealthDetail Turns to the Cloud for Sales Growth

Data integration as a cloud-based service helps leading information management provider gather healthcare data faster and more cost-effectively

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— Darrell DeVeaux, President and CEO, HealthDetail

FAST FACTS

BUSINESS INITIATIVES

- Ensure that healthcare customers have fast access to information for decision making
- Reduce the cost of managing data
- Make it easier to support data management

TECHNOLOGY STRATEGY

Implemented Informatica Cloud Services to automate the loading and extraction of provider data among Salesforce CRM, flat files, and SQL databases. Intuitive, Web-based solution is also used for bidirectional data integration and synchronization of provider records between Salesforce CRM and SQL databases.

Consider the HealthDetail Dilemma

The only way for HealthDetail to hold or increase margins was to think differently. The company’s provider directory business supplies accurate and compliant healthcare directories for Medicaid and other health insurers. The problem was that the volume of data coming in and the breadth of different sources it was derived from threatened to overwhelm the existing database. HealthDetail could either invest in dedicated database administration resources, at great expense, or consider a more innovative solution: cloud-based data integration.

By standardizing on Informatica® Cloud Services, HealthDetail is integrating its cloud-based Salesforce CRM data with MySQL databases quickly and easily. There’s no requirement for dedicated IT resources, and the team is almost immediately productive accessing, cleansing, and integrating the provider data. Using this cloud computing model, HealthDetail has reduced the time needed to process and submit directories for healthcare providers from 14 days to 5 (a 64 percent reduction), thereby enhancing customer satisfaction and optimizing efficiency. Moreover, the company has eliminated the requirement for contract database administrator staff, and the cloud model means there’s no dedicated IT hardware or software to support. The Informatica Cloud has also supported revenue growth in HealthDetail’s market research line of business.

Concerns over operating margins have vanished into the clouds.

Cost-Effective, Flexible Sales Management System

Darrell DeVeaux, Babson M'99, could be called many things: entrepreneur; visionary company executive; healthcare luminary. But there's one thing he can't be called because he isn't one, and that's an IT developer. DeVeaux is president and chief executive officer of HealthDetail, an information management provider; when he needed a new sales management system to support his business, DeVeaux wanted it to be quick and easy to deploy, cost-effective to use, and flexible. He doesn't have the experience, the time, or the resources to develop IT systems himself or pay an expensive third-party to develop it for him.

So he chose Salesforce.com. HealthDetail has been using the cloud computing-based system for five years to manage, monitor, and maintain information. It's a winning strategy, with customers as diverse as Fortune 50 private sector companies and government agencies turning to HealthDetail for innovative data management and analysis solutions.

One area that has grown particularly fast is HealthDetail's provider directory business for government health payers and insurers. Initially designed to work in New York for Medicaid providers, the provider directory service delivers some of the most accurate and compliant healthcare directories on the market. They detail annual and supplemental directories, covering demographic changes such as addresses, telephone numbers, and more. For Medicaid insurers, this directory data matches the data they send to local governments, improving their plan compliance.

The provider directory business has blossomed to such an extent, however, that it was threatening to engulf the business. The incumbent system was labor-intensive and struggled to scale in line with the business expansion, as DeVeaux explains. "The problem was the amount of provider data coming in and the breadth of different sources it was derived from," he says. "The provider directories were derived from a heavily scripted Microsoft Access database, but with up to 2.8 million providers, it was a struggle to move among the tables in the database or get the data into the Salesforce CRM system."

Cleaning Provider Data in the Cloud

HealthDetail had two clear choices: invest in a dedicated (and potentially expensive) database administrator to manage data cleansing and batch processing, or again turn to a more cost-effective cloud-based solution to clean provider data and get it processed faster. Inspired by the success of the existing Salesforce CRM system, HealthDetail took the latter option and tried Informatica Cloud Services for data integration on demand. "Informatica Cloud Services makes integrating cloud-based applications such as Salesforce CRM and on-premise databases and applications data remarkably quick and easy," says DeVeaux. "That's great news for a small company like HealthDetail. With very little training to set up and administer, we were almost immediately productive accessing, cleansing, and integrating the provider data."

Informatica Cloud software-as-a-service (SaaS) data integration applications are used to move provider data from MySQL databases into Salesforce CRM. HealthDetail staff can then verify the information, possibly contacting the provider directly to confirm its contact details. Once the data has been confirmed and inconsistencies removed, the Informatica Cloud is used to switch the data back into the provider's MySQL database.

No Programming Skills? No Problem

As DeVeaux explains, the Informatica Cloud is also used to cleanse the provider information. "We get provider files from all kinds of different sources," he says. "For example, we're currently producing provider directories for a major healthcare program provider, and they gave us 59 different files of their behavioral health providers. These files came in all kinds of different formats such as: Excel, Word and PDF. In this instance, we use Informatica Cloud Services to take those different source file types, turn them into a CSV file, and then put that information into Salesforce CRM. We can strip data out or ensure data consistency, so 'M.D', or 'm.d.' is 'MD', Christopher H is Christopher and the middle name is H—all sorts of things which result in accurate provider information. Although I'm not a programmer, I specifically do a lot of the tasks within the Informatica Cloud myself, because it's so easy to use."

Live for seven months at HealthDetail, the Informatica Cloud Services have transformed the efficiency and effectiveness of the provider directory service. It used to take the HealthDetail team approximately 14 days between receiving the provider files and completing the directory information for end users. This has been reduced to 5 days—a 64 percent drop. "Up to 95 percent of the 50,000 providers we processed this quarter were completed in a few hours, compared to days in the past. We are confident that we know who these providers are, we've got the information, and we don't have to do any manual work. This saving—together with the cost-effective, on-demand integration model from Informatica—is saving HealthDetail a significant amount of money," says DeVeaux.

The reduction in manual work means that HealthDetail no longer needs to hire temporary database administrators to perform scripting, while increased data accuracy means the company receives fewer inquiries about content from end users.

BENEFITS

- Reduced time necessary to process provider directories from 14 days to 5—a 64 percent reduction
- Eliminated need for contract database administrator staff, reducing costs
- Required no dedicated IT hardware, software, or labor resources
- Supported revenue growth in market research line of business
- Ensured that Salesforce CRM data is accurate, complete, and up to date
- Allowed data to be fully synchronized between cloud and on-premise systems
- Enabled the company to access, integrate, and trust data—wherever it resides

NUTS AND BOLTS

- Solution: Data warehouse
- Product: Informatica Cloud Services
- Sources and Targets: Salesforce CRM, flat files and MySQL databases

Extending the Success of the Market Research Business

The Informatica SaaS solution is also enhancing another area of the business. HealthDetail provides a range of market research services to help customers gain valuable feedback from constituents. The company uses Informatica Cloud Services to move regular survey results from the Salesforce CRM system into the MySQL databases and perform real-time reporting. This fast, accurate analytical service is helping to improve customer service, satisfaction, and loyalty. It's also extending the success of the market research business.

DeVeaux highlights a recent example. "We surveyed the citizens of a local county about Lyme disease, dropping the call results directly into Salesforce CRM. We used the Informatica Cloud to take the daily survey results from Salesforce to the MySQL databases. This allowed us to perform real-time reporting to the county. The customer then wanted a large number of changes to the reporting formats, so we simply grabbed all the information in Salesforce CRM again and moved it back to MySQL. Altogether, we built 79 different tasks in Informatica Cloud Services specifically for that Lyme disease survey, but it was all remarkably quick and easy. In fact, we've got two Federal bids out right now on the back of that survey success—so Informatica is directly contributing to our sales success."

How would DeVeaux sum up the value of the Informatica Cloud Services for on-demand data integration? "Informatica Cloud Services are like sliced bread: quick and easy to use, cost-effective, and popular."

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Informatica Corporation (NASDAQ: INFA) is the world's number one independent leader in data integration software. The Informatica Platform provides organizations with a comprehensive, unified, open, and economical approach to lower IT costs and gain competitive advantage from their information assets. More than 3,700 enterprises worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise and in the Internet cloud.



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