



END-TO-END DATA ANALYTICS AND IMPROVED DECISION MAKING FOR A HEALTHCARE GIANT

DATAMATICS

BUSINESS CHALLENGES

ABOUT CLIENT:

The client is focused on providing industry-leading, actionable KOL (key opinion leader) solutions to marketing and medical affairs groups at pharma, biotechnology, and medtech companies, which includes profiling, identification, and screening as well as analytics such as ranking, FMV and competitive analysis. It also looks into large balance insurance claim collections as well as specific programs for workers compensation and motor vehicle claims. The client has served 53 customers, completed 63 projects and profiled over 60000 companies.

INDUSTRY:

Healthcare

REGION:

USA

BUSINESS NEED:

A solution that could help them churn valuable insights from their data pool and visualize them for effective decision making

01

Sagging product sales:

To conduct market segmentation to overcome acute strategic problems and cross-sell products

02

Huge data piles:

To automate the process of effectively managing terabytes of data across different departments

03

Lack of standardization across departments:

To automate processes under a common umbrella with respect to the enterprise databases and create a central data repository

04

Lack of top-level enterprise visibility:

To deliver holistic reports comprising overall business operations for strategy formulation and churn on-demand analytical reports

DATAMATICS SOLUTION

Automated process

To capture data from the Electronic Data Interchange (EDI).

Comprehensive workflow:

To digitize and scan text files in UB04 format.

Unified Dimensional Model (UDM):

To form enterprise level data repository using existing data sources.

Data Marts:

To create individual divisions and integrate them to form an enterprise level data warehouse.

Overnight ETL process:

To load the data warehouse making updated information available in working hours.

Automation of frequently used reports:

To furnish information and keep the reports updated in T+1 mode.

IBM Cognos Express:

To fulfill BI and data visualization requirements.

Workflow solution:

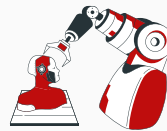
To effectively convert unstructured data into a digital format and feed it into the **BI system**.

Email clients:

To send the refreshed reports to clients on different mobile platforms such as Android, iOS, and Windows.

BUSINESS IMPACT

Improved organization wide **VISIBILITY** with a single holistic report



DIGITIZED and automated the entire process making significant savings in time, effort, and cost

Gained newer **BUSINESS OPPORTUNITIES** as well as the capability to cross-sell services to the right existing customers



Achieved an 100% **ERROR-FREE** process

ABOUT **DATAMATICS**

Datamatics provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent

Document Processing, Business Intelligence and Automated Fare Collection. Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit www.datamatics.com

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