

# End-to-End Data Analytics & Visualization Solution



## Industry

Healthcare

## Overview

Every business decision needs to be driven by facts. However, it is not an easy task due to the abundance of available data and a paucity of proper tools for their effective analysis. It is imperative for organizations to integrate the best practices of Data analytics & visualization for faster & accurate decision making.

## Healthcare Giant Explores New Business Opportunities with Improved Decision Making



### Client

One of the largest revenue cycle management companies in the U.S., serving more than 600 hospitals. It is the pre-eminent provider of large balance insurance claim collections as well as specific programs for workers compensation and motor vehicle claims. In addition to insurance claim solutions, they also offer day one self-pay, primary bad debt, SONAR and pre-access solutions.

### Business needs

Our client was facing acute strategic problems with respect to segmenting the market and cross-selling their products. They needed a solution that could help them churn valuable insights from their data pool and visualize them for effective decision making.

Also, with every passing day, terabytes of data was piling up across different departments-effectively managing this burgeoning data was need of the hour.

### Challenges

- Lack of talent pool for their existing system
- Lack of standardization across departments with respect to the database
- Lack of a central data repository
- Inability to deliver holistic reports for strategy formulation
- Unavailability of analytical reports on demand

### Datamatics' Solution

- Datamatics deployed a team of experts to study the landscape & gather insights about the current applications
- A Unified Dimensional Model (UDM) was setup on their existing data sources to form an Enterprise level data repository
- Data Marts designed for individual divisions and thereafter integrated to form an Enterprise level data warehouse
- IBM's Cognos Express shortlisted and effectively customized for BI & Data Visualization needs
- A workflow based solution devised to effectively convert unstructured data into digital format and feed it into the BI system

# Datamatics' Advantage

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC<sup>2</sup>
- More than 7,500 employees globally
- Certified for SEI CMMI Level 4 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

## Contact

Knowledge Center, Plot No.58  
Street No.17, MIDC, Andheri (East)  
Mumbai 400 093  
Tel +91 22 6102 0000-09  
Fax +91 22 2834 3669

business@datamatics.com  
www.datamatics.com

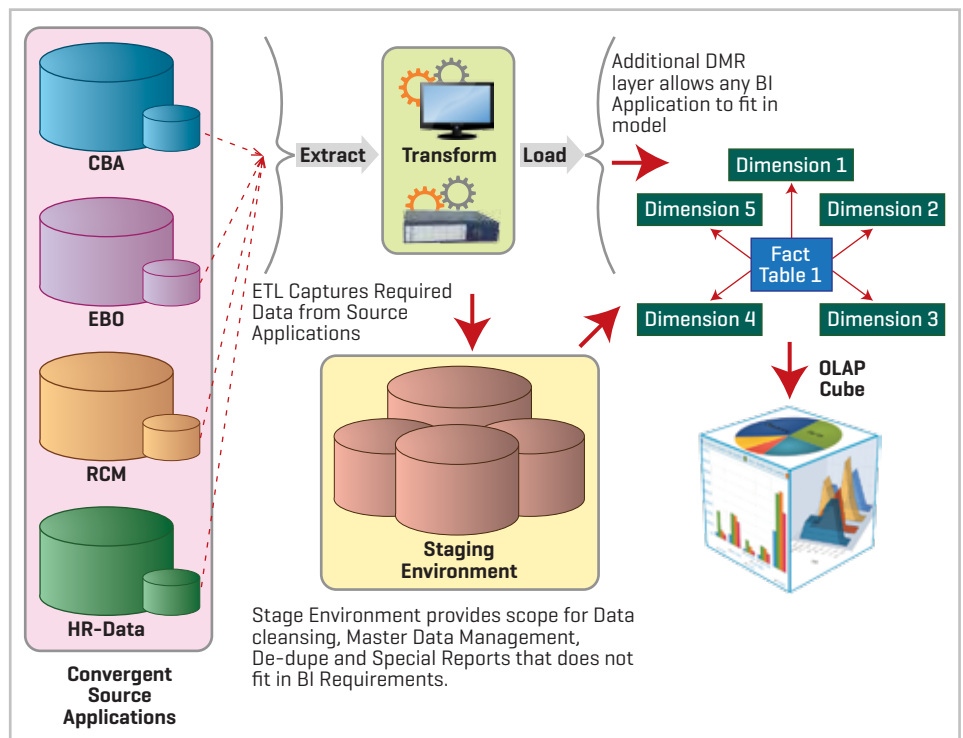
## Approach

- Data was captured from the Electronic Data Interchange (EDI) by an automated process
- Comprehensive workflow designed for Patient Records digitization & scanning the Text File that were in UB04 format
- To ensure business continuity, the Loading of Datawarehouse (ETL) was scheduled for nights, making updated information available during work hours
- Along with the Data warehouse, frequently used reports were refreshed and updated as well
- Datamatics team incorporated email clients. The reports could now be sent on variety of mobile platforms such as Android, iOS & Windows

## Benefits

- The management could now view organization wide information in a single report
- Entire process was now automated and digitized, helping the client make significant savings in time, effort & cost
- The client was now capable of exploring newer business opportunities as well as cross-sell services to the right existing customers
- The overall process became 100% error-free
- On-the-go information was available as the reports could be viewed on multiple devices. This significantly boosted the efficiency of the on-field employees

## Process



## Result

The Datamatics' solution helped the client with amalgamation of different divisions and laying the foundation for business driven processes. Decision Making became more prompt and fact based than ever before. Subsequently, generating new business opportunities for the client.