


Centralized, Governed Provider Data Helps Physician Group Modernize and Grow

IQVIA's healthcare team helped one organization align disparate data so it could move to the next phase of growth


Situation

 An organization of 2000+ healthcare professionals on the West Coast decided to modernize, reinvigorating their core functions and building a five-year strategic plan with the ultimate goal of achieving growth. The plan included:

- Platform and integration upgrades
- New software
- Improvements in quality and measurement of medical services
- Reviewing existing provider data to ensure all key attributes (e.g., licensure, specialties, addresses, etc.) from legacy systems were accurately aggregated, managed, and shared

As the organization evaluated their systems and integrations, they realized that growth was going to be a challenge because of multiple problems with their provider data. That's when they reached out to IQVIA.

Challenge

 In the organization's existing database, a provider could be defined (in different places) as a physician, a hospital, a clinic, a durable medical equipment supplier, or any other supplier. The same providers were also often listed under multiple names, i.e., Dr. Michael Smith and Michael A. Smith, MD. This lack of agreed-upon definition and formatting of providers caused manual work and claims delays.

The organization understood data were stored in different places — sometimes even in employees' heads — but they did not know all the locations where data existed or how they interacted. The first challenge presented to IQVIA was to clean up, standardize, and validate the organization's provider data and create a true picture of provider demographics and performance. The organization also asked for IQVIA's assistance with their move to a new electronic medical record (EMR) and credentialing system, and with sourcing provider data whose quality was consistent with the recently improved data.



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Solution



IQVIA focused simultaneously on the legacy systems where most provider data changes were occurring and the new EMR and credentialing systems that the organization was introducing. The legacy systems and new systems both needed provider data, so IQVIA connected data between systems and filled knowledge gaps.

Creating a single source of data for this organization could not be met with an out-of-the-box solution. IQVIA was able to build the organization a provider data repository. IQVIA also advised the organization that cleaning their provider data once would not be enough. To be truly effective, they had to set up data governance, so the data stayed clean, and systems and processes always interacted with the same dataset.

PROVIDER DATA REPOSITORY

The provider data repository eliminated spend and allowed each system to pull provider data from one place. Without a centralized provider data repository, the organization would have to spend money on provider data for each of their systems, i.e., EMR, credentialing, claims, etc.

DATA STANDARDIZATION

IQVIA helped the organization come up with one way to define and format customer data so each system could use it, and so all provider data would be consistent across all systems.

DATA GOVERNANCE

Ongoing data governance integrates provider data assets as they come on board to make sure data are clean from the point of entry. It preserves the source of truth and helps the organization get the best insights from their data.



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Results



Initially, the organization decided to work with IQVIA because of our proven technology solutions. Yet as the partnership evolved, IQVIA helped the organization with people, process, and technology transformations.

TECHNOLOGY TRANSFORMATION

IQVIA supported the organization's move to a new EMR platform and credentialing system and improved their data quality with a provider data repository.

PROCESS TRANSFORMATION

The organization has implemented new data governance processes and created a roadmap for continued scalability as the network grows and data becomes even more important.

PEOPLE TRANSFORMATION

IQVIA helped people employed at the organization get comfortable using data to make decisions and following procedures specific to provider data flow.

"Our primary goal was to make our physicians want to work with us because we improve their experience and increase their revenue. When we had a conversation about what we needed to achieve that goal, it always revolved around provider data."

– Senior Vice President, Business and Network Development