

Master Data Management for Healthcare Providers

Work with elements individually or together to expediate the benefits

For healthcare organizations, regardless of size, there are countless benefits to Master Data Management (MDM) — foremost, one golden record from a single centralized hub. Not to mention the potential for seamless maintenance, decreased silos, improved collaboration, business agility, and a 360° view across patients and providers across systems.

Leaders know they need MDM, but are unsure how to get started, particularly when it comes to organizational change and business issues. For health systems or physician practices to successfully embrace or update an MDM approach, there are techniques to the right path, without biting off more than you can chew.

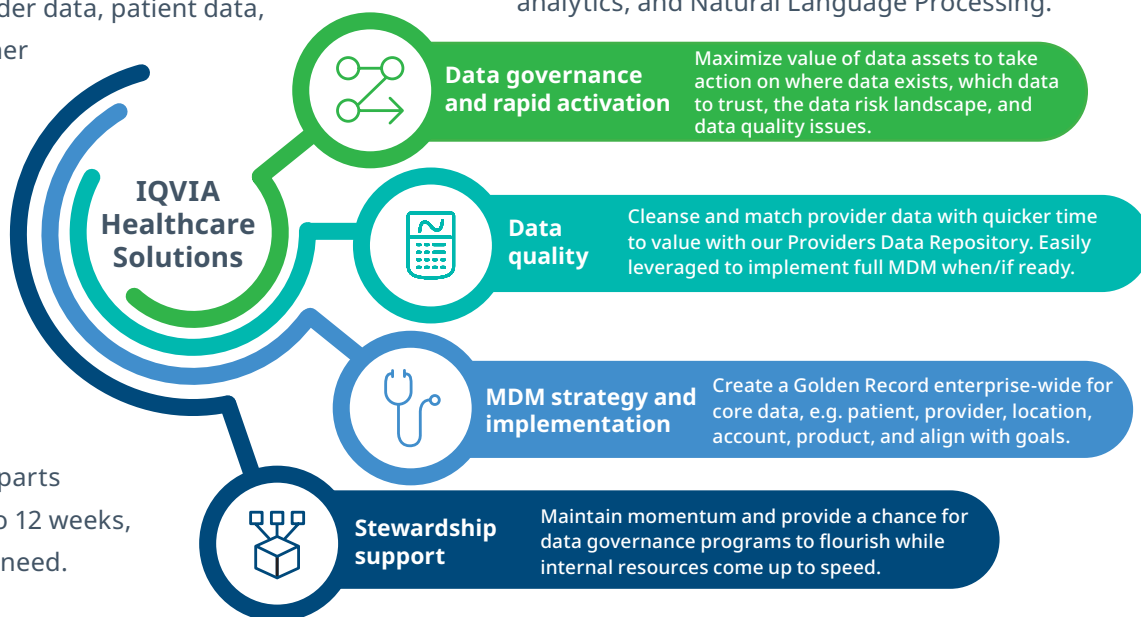
Faster time-to-value

IQVIA's Healthcare Solutions can provide discreet elements on the way to full MDM. Based on our best practice approach, we can help you better manage your data — provider data, patient data, claims data, or other internal or third-party data — to maximize value with a method that involves a combination of people, processes, and technology, with delivery for some parts starting in just 8 to 12 weeks, depending on the need.

A component approach

Our MDM experts and IT tools help you establish a central, governed storage point for organizational information in a common, trusted view.

Accessible by any process enterprise-wide, our MDM solutions help streamline and analyze provider data and credentialing, patient data, retired application data, quality performance, or other operations. Our component-based approach allows room for growth and the ability to build exponential value by integrating our solutions, such as our provider reference data, advanced analytics, and Natural Language Processing.





Data governance strategy and rapid activation

Several factors cause organizations to struggle to manage data. This element identifies and prioritizes data challenges and then helps you take rapid action, both on your current data governance capabilities and with tactics to improve how data is handled — including metadata management, business intelligence and analytics, data architecture, and information lifecycles, among others. This enables you to become laser-focused on managing the data most critical to success.



Data quality

Reliable data are critical to running your operations efficiently. Data are core to what you do. Yet because of its federated nature, can easily cause quality problems.

Having up-to-date information about physician networks, and other provider professionals is core to you and your organization who use it for patients to navigate access, service locations, treatment costs, quality measures, and performance metrics.

Credentialing and HR require accurate provider information. IQVIA's Provider Data Repository meets this need without the level of investment or organizational change needed for a full MDM implementation.



MDM strategy and implementation

Deciding on the best architectural approach for a multi-domain MDM can be a daunting task. Often, a good MDM strategy can clarify business problems and data issues then enable the team to decide which implementation style and technology is best for you. This allows you to prioritize and scope MDM build/buy efforts, in addition to determining costs, human resources, and infrastructure needed for implementation.



Stewardship support

Implementing data governance often requires not only technology and business process changes, but development of human capital. It takes

The IQVIA Provider Data Repository provides a quicker time to value and lower price point, while at the same time positioning you to take advantage of a full-featured MDM solution when you're ready.

time to identify internal resources to take on this work or hire new staff. Yet, you can maintain momentum while ramping up internal resources.

IQVIA lets you move forward by providing data stewardship support. In addition to doing the actual work, IQVIA data stewards can also act as mentors, sharing best practices on managing the work and the technologies to enable fledgling data governance and MDM programs the chance to flourish.

Healthcare's vital partner

Our MDM tools, processes, and techniques help to mitigate quality issues and enrich core business data in a timely and cost-effective manner. We can assist organizations by integrating unparalleled data, advanced analytics, and innovative technology to power better decision-making for transformational healthcare outcomes and simplify operations in the patient and physician ecosystem.

With more than 60 years of healthcare industry experience and partnerships with the largest providers, payers, and associations in the United States, IQVIA's U.S. Healthcare Solutions team is a vital partner for healthcare organizations looking to take their business performance to the next level.