

# IQVIA Master Data Management for Payers

*Accelerate access to a single source of truth with minimal resources and financial investment*

## Today's reality

To succeed in a competitive market, decision makers need a reliable source of truth to analyze and generate insights. As sources and types of data increase exponentially, data integration and linkage become a complex process, requiring significant time, investment, and support.

With fragmented data, there is a lack of centralized insights for supporting key use cases such as enrollment/customer service, medical management, and provider directories. Moreover, issues with redundant or missing information negatively impacts quick and accurate decision-making outcomes. To solve these challenges, a solution is needed to create a single, connected bedrock of information to enhance analytics and unleash the power of hidden insights.

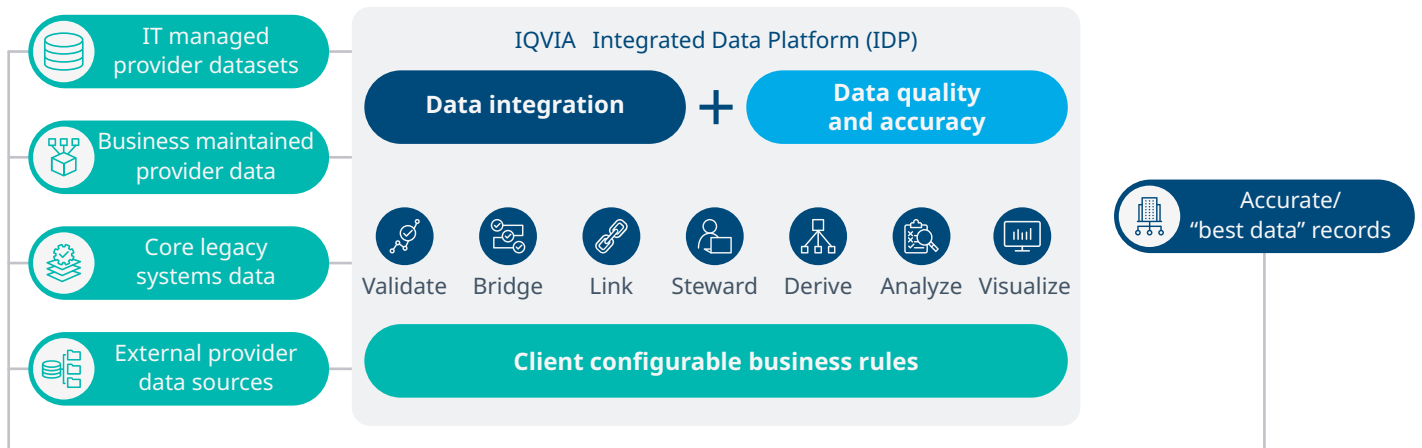
Health plans are facing growing challenges in the quality, accuracy, and timeliness of provider data. Often originating from multiple internal and external disparate sources, this data is leveraged throughout the enterprise and is often inaccurate, inconsistent, or incomplete, leading to frustration from members, slow claims processing, slow credentialing process, and inaccurate payments. Typical master data management (MDM) implementations are expensive and cumbersome, and IQVIA offers payers a way to match and merge data very quickly to produce a "golden" data record on their provider data, allowing them to present accurate data to members, reduce frustration, and improve engagement.

## Challenges

- Provider and member abrasion causing friction with payers due to inaccurate data presentation
- Data is inaccurate, inconsistent, or incomplete, coming from multiple internal and external disparate sources
- Unable to have "360° view" of customers information resulting in siloed business processes
- Compliance with evolving regulations
- Payers being tasked with accountability of quality provider data from CMS and other regulatory agencies
- Data is not matched, merged, or actionable
- Member dissatisfaction due to inaccurate provider data being presented
- Traditional MDM solutions are expensive and cumbersome
- Expanding into multichannel marketing (MCM) capabilities and need centralized insights
- Inability to effectively measure gain insights or have issues with redundant information
- Financial risk

# IQVIA's solution for mastering provider data

## Healthcare provider master conceptual architecture



## Additional use cases

- Payer-national, payer-regional, and government
- Enrollment/customer service
- Medical management
- Provider directories
- Credentialing
- Claims management
- Operational transactions and reporting
- Provider relations/contracting
- Accounts payable

## Why IQVIA

- The only tech solution of its kind to achieve hierarchical affiliations within one platform without needing an enterprise MDM solution
- Zero infrastructure footprint, low code deployment into the platform, and self-service configuration
- Out-of-the-box solution enabling easy configuration of bridging rules, advanced search for match adjudication, and pipeline orchestration through UI-driven ad-hoc edits
- Provides access to foundational data, aggregation services, technology, and data stewardship services all in one place for a seamless user experience
- Easy-to-use interface for business rules and configuration aligned with payer data nuances and tailored to your organization's privacy standards
- Combine disparate data sources to support the creation of a single source of truth
- Flexible and configurable, and adapts to your organization's ecosystems and complements your existing infrastructure investments
- IQVIA payer data model and pre-built integration to IQVIA provider reference data
- Increased consistency and quality of data to keep up with regulations
- Low investment required and fast implementation or turnaround on deliverables
- Improved data quality with IQVIA unparalleled data assets

## Avoid expensive and time-consuming enterprise MDM installation and maintenance while still achieving high quality data

- Maintain accurate provider directories to present to members
- Faster credentialing and claims processing
- Accurate reporting
- Reduce inaccurate payments
- Avoid fines from non-compliance

## Benefits

- Expedited implementation with IQVIA accelerators, including industry-leading provider data model and connectors
- Cloud-based solution for ingestion, consolidation, and mastering

- Inclusive of critical data elements such as demographics, specialty, NPI/TIN, locations, and affiliations
- Processes and tools to ingest and combine external reference data and other data assets
- Simple cleanse, standardize, match, and merge business-driven rules to support extensibility
- A browser-based user interface to configure and manage business rules for mastering data

Realize the benefits of a flexible, high-configuration/low-code matching utility that compares disparate datasets against a large reference file or an existing data universe to uncover commonalities, fill gaps, and fix quality issues. This solution enables users to match and merge disparate datasets with each other to generate a single source of truth. Our human-centered design provides superior customer experience. With accelerators, pipeline cleansing mechanisms, and templates, teams can integrate data faster for specific analysis needs. [Contact us](#) for a demo today!