Innovit Multi-Domain MDM for Healthcare

innovit

Bringing Quality to Master Data

Healthcare organizations are increasingly putting emphasis on a patient centric approach to providing care. From ensuring patient safety to providing quality care at an affordable cost, organizations are now faced with the reality that master data management needs to be at the center of their business operations.

Healthcare providers are challenged with delivering high quality care at the right time, while simultaneously reducing cost and avoiding redundant services. The Institute of Healthcare Improvement (IHI) outlined key objectives which they call the IHI Triple Aim: improving the patient experience of care; improving the health of populations; and reducing the per capita cost of health care. In accordance with that vision, healthcare providers are coming to terms that they need to have an effective master data management strategy to overcome significant challenges in their business operations from procurement to supply chain to care delivery. Innovit's multi-domain master data management solution addresses these challenges by enabling healthcare organizations to aggregate, manage and validate all types of master data (patient, provider, payer, procedure, product and location) in a single application and syndicate them to all their critical business processes to achieve the promise of the Triple Aim.

Patient Care

With patient centricity at the forefront of healthcare decisions, providers are looking at their operations and realizing that there is no consistent representation of patient data in their clinical and administrative systems.

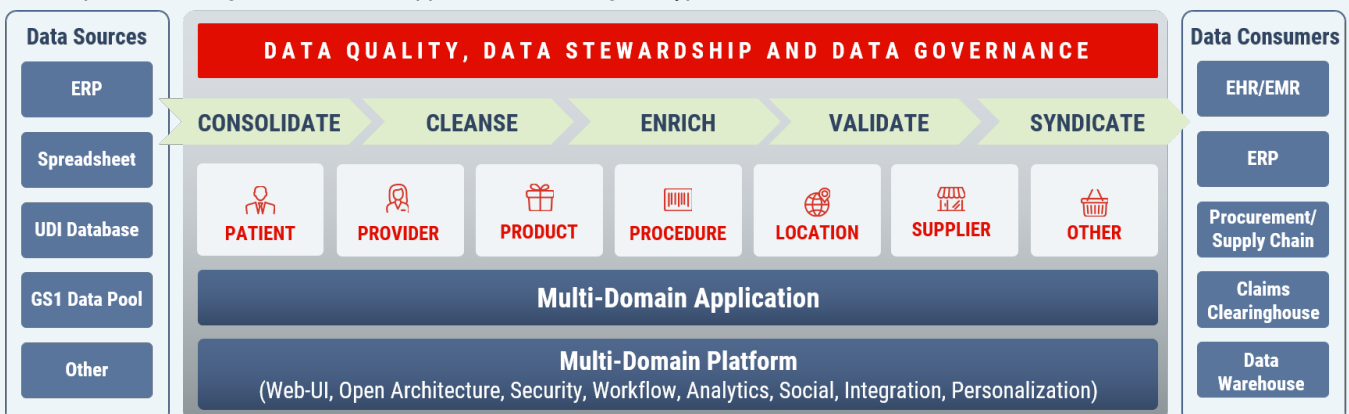Patient care involves collaboration between multiple providers including primary care physicians, specialists, laboratory technicians and pharmacists to deliver a positive outcome. Across all applications where patient data is generated, transmitted and used, providers are finding that there is little consistency of patient master data. Patient identifiers, names and addresses are inconsistent across Patient Portals, Electronic Medical Records (EMRs) and Electronic Health Records (EHRs). In addition to patient data, healthcare organizations are also finding that master data related to entities that directly participate in patient care are also fragmented and inconsistent. Provider data including doctors and nurses are out-of-date and misaligned across clinical applications. Medical devices that are used for diagnosis and treatment do not have the required device identifiers and attributes stored and cross-referenced against a patient's EMR and EHR records.

With Innovit MDM, healthcare organizations can holistically manage and cross-reference patient, provider, device and location data to create a trusted record that can be used at point of care. Clinical notes, procedures, lab tests and results can be maintained against a trusted patient information that is standardized, current and validated. This ultimately enables providers to have accurate data of their patients and their health history so they can deliver better care and ensure safety.

Population Health

As a result of the FDA's Unique Device Identification

Innovit provides a single multi-domain application to manage all types of master data

(UDI) mandate and the European Commission's Medical Device Regulation (MDR), medical device manufacturers and labelers are submitting device records to regulatory agencies and apply labels that adequately identify medical devices through their distribution and use. Healthcare providers, however, are not effectively leveraging UDI data to identify and link medical devices to patients at the point-of-care. Medical device data comes from different sources including spreadsheets, contract forms, UDI databases and the Global Data Synchronization Network (GDSN). With multiple data sources feeding inconsistent and out-of-date data, healthcare providers struggle to effectively harmonize and use reliable medical device data at point of care.

Innovit MDM allows healthcare providers to aggregate product data from multiple sources including UDI databases, GDSN and internal applications such as ERP and procurement systems. Organizations can then create a golden product record that is trusted and consistently used throughout a patient's care. By enabling full visibility into medical device data, Innovit MDM facilitates post-market surveillance and efficient recalls during adverse events. This helps fulfill the true promise of the UDI initiative and contributes to overall population health.

Cost Reduction

Healthcare organizations incur significant cost in key areas of their business operations including procurement, supply chain and care delivery. Supplier spend remains high for medical devices and other healthcare items. Hospitals order the wrong products because of a product code mismatch. Lack of an efficient supply chain forces care providers to incur extra handling and storage costs for medical devices and surgical kits used at point of care. Added to these supply chain inefficiencies lies a significant cost overhead related to care delivery. Redundant evaluations, duplicate lab tests and unnecessary procedures all add up to an overwhelming cost of healthcare. While there are many reasons for cost inefficiencies, one of the most fundamental ones is a master data problem. Healthcare organizations do not effectively use master data about their patients, providers, medical equipments, procedures, and locations to gain cost efficiency across their business operations.

Innovit MDM allows healthcare providers to centralize master data about products (devices, drugs, kits), parties (patients, providers, payers) and locations (hospitals, sites, operating rooms) in a single application and manage relationships among each other. Centralizing product data and cross-referencing product identifiers across multiple applications provides global inventory visibility and eliminates costs associated with purchasing redundant healthcare items. Procedure codes can be centrally maintained and linked to a patient's health history so there is no variability between the cost of a procedure across patients. Reimbursements and claims

Business Benefits

- Improve patient safety by providing full visibility to patient, provider and procedure data
- Enable efficient product recalls and post-market surveillance for better population health
- Gain cost savings in procurement, supply chain and care delivery that translates to cost savings for patients
- Lower total cost of ownership by having a single application to manage all master data domains including patient, provider, procedure, product, supplier and location
- Facilitate analytics and reporting in data warehouse sysstems