



**Innovit
Multi-Domain
MDM for
Healthcare**

innovit

Bringing quality to Master Data

Healthcare providers are increasingly putting emphasis on a patient-centric approach to care delivery. From ensuring patient safety to providing quality care at an affordable cost, care providers are realizing 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 healthcare

In line with that vision, healthcare providers are realizing 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 providers to aggregate, manage and validate all types of master data in a single system and syndicate this data to all their critical business processes. It is through managing essential master data about the patient, clinician, payer, procedure, products and locations that they can achieve the promise of this Triple Aim.

Patient Care

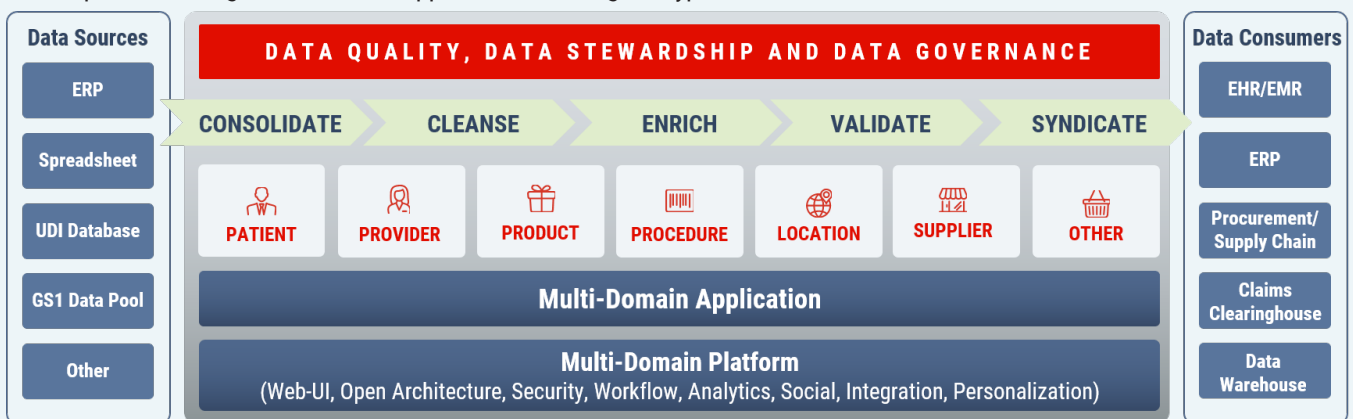
With patient centricity at the forefront of healthcare decisions, providers are looking at their operations and discovering that there is no consistent representation of patient master data in their clinical and administrative systems. Patient care involves collaboration between

multiple providers including primary care physicians, nurses, specialists, laboratory technicians and pharmacists to deliver a positive outcome. Across all systems where patient data is generated, transmitted and used, providers are finding that there is little consistency in 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 systems. 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 trusted patient information that is standardized, current and validated. This ultimately enables care providers to have accurate data of their patients and their health history so they can deliver better care and ensure safety.

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



Population Health

As a result of the FDA's Unique Device Identification (UDI) mandate and the European Commission's Medical Device Regulation (MDR), medical device manufacturers and labellers are submitting device records to regulatory agencies and applying barcodes on product packaging that adequately identify medical devices through their distribution and use. However, within a hospital or clinic, care providers 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, contracts, UDI databases, EDI data services, and the Global Data Synchronization Network (GDSN). With multiple data sources feeding inconsistent and out-of-date data, administrative staff struggle to harmonize this medical device data effectively for clinical and nursing staff to use at point-of-care.

Innovit MDM allows healthcare providers to aggregate device master data from multiple sources including UDI databases, GDSN and internal systems such as ERP, procurement and EDI systems. The organizations can then create a golden device 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 product recalls during adverse events. This helps fulfil the true promise of Unique Device Identification – improving overall population health!

Cost Reduction

Healthcare organizations incur significant cost in key areas of their hospital operations including procurement, supply chain, inventory management and care delivery.



Supplier spend remains high for medical devices and other healthcare items. Hospital staff often order the wrong products because of product code mismatch or inconsistent product data.

Lack of an efficient supply chain forces care providers to incur extra handling and storage costs for medical products and consumables used at point of care. Adding 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 provision. While there are many reasons for cost inefficiencies, one of the root causes is poor master data quality. Healthcare organizations that do not effectively use master data about their patients, clinicians, procedures, locations, and medical equipment incur significant cost inefficiencies across their clinical operations.

Innovit MDM allows healthcare providers to centralize master data management about products (devices, drugs, kits), parties (patients, clinicians, payers) and locations (hospitals, sites, operating rooms) in a single system and maintain key data relationships between these data domains. Centralizing product data and cross-referencing product identifiers across multiple applications provides global inventory visibility and eliminates costs associated with purchasing redundant healthcare supplies.

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 systems



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 can therefore be processed efficiently. Links between a patient, clinician, location, medical product and procedures are captured based on rich, standardized and up-to-date master data to give care providers a reliable record of the patient's medical history and where it was maintained. This reduces cost inefficiencies tied to, for example, a physician ordering duplicate or redundant tests because they did not have visibility to what somebody else did.

With Innovit MDM integrated to clinical systems, ERPs, supply chain applications and data warehouses, hospitals can reduce costs related to procurement, inventory management, unit of care, and overall patient safety.

Innovit Multi-Domain MDM

Innovit MDM empowers healthcare organizations to use a single system to define, manage, govern and synchronize multiple domains of master data across their business processes. Out-of-the-box capabilities help to enable best practices in master data management: data consolidation, data quality, data enrichment, data governance and data synchronization. The following master data domains can be easily managed in Innovit's multi-domain MDM with extensibility to other domains via simple user configuration.

- Patient
- Clinician
- Product (Medical Devices, Drugs, Kits)
- Procedure
- Location
- Price



innovit

400 Concar Drive, San Mateo CA 94402
United States of America

www.innovit.com • (512) 730-3800