Case Study:

A Focus on Data Transformation Leads to Accelerated Time to Value for a Regional 'Blue' Health Plan

The Customer

A large multi-state regional Blue health plan with 3.3 million members looked to dramatically improve its data management maturity, optimize existing analytics, data management investments and priorities. After considering many options, the health plan partnered with Abacus Insights to deliver best-in-class data ingestion, data management and analytics enablement. As a result, the health plan shifted its internal resources to focus on developing analytics and insights to accomplish its business objectives.

The Challenge

The health plan wanted to unify disparate external data sources with a high degree of quality for administrative and clinical processes to improve member experience, clinical outcomes and lower costs. Managing large data sets had put a strain on their internal teams and caused operating costs to soar. In addition, teams did not have access to the data they needed.

The health plan's Chief Information Officer (CIO) initially considered using internal resources to build a data management solution focused on governance and reconciliation but had limited success. The CIO faced difficulty attracting and retaining talent to complete the project, cost overruns and other delays reduced time to value. The lack of a focused technology organization, expertise in enterprise data management and the need to comply with CMS regulations hampered the project. Business stakeholders were anxious to get access to a unified data foundation to execute powerful insights on member health without putting the mission-critical initiative at risk.

The Solution

Within six months, Abacus Insights was able to deploy its enterprise data management and analytics enablement solution.

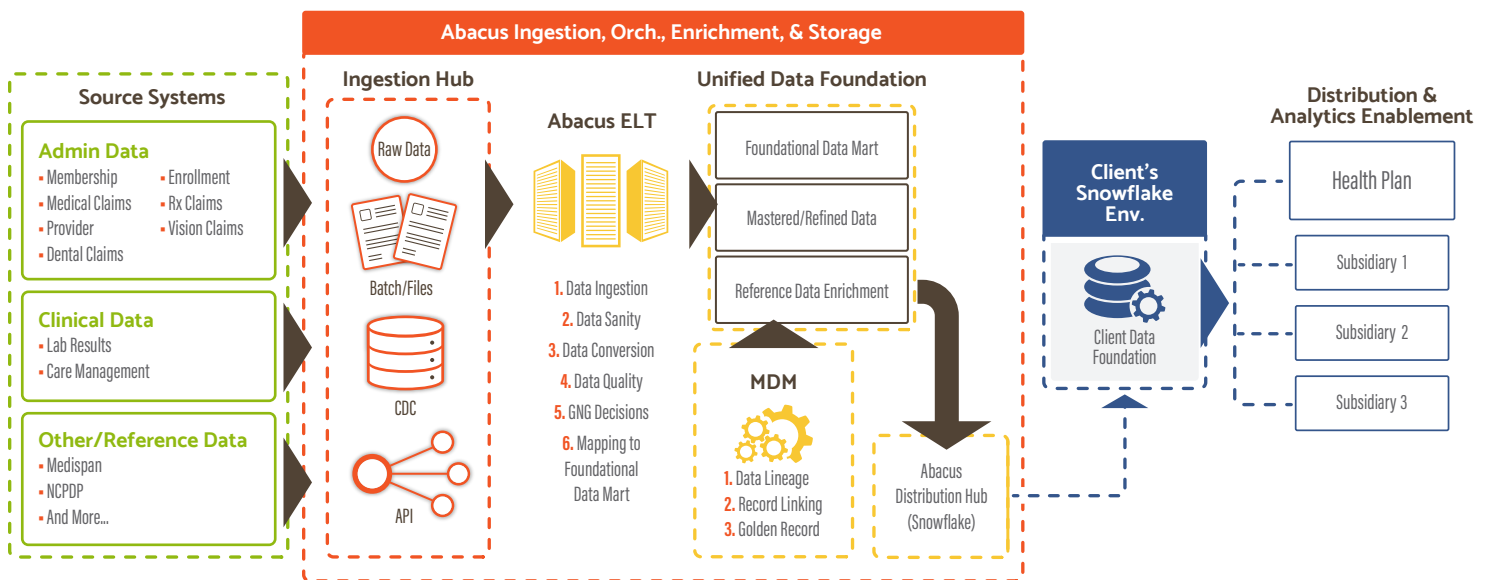### The Abacus Insights Enterprise Solution managed:

INGESTION – Ensured enforcement of data quality for the health plan's key data sets. Data was brought in at the lowest latency and grain to ensure end users had access to the most recent data available. Data was received from its native source, instead of internal enterprise data warehouses, minimizing additional costs for the health plan. The solution's connectors managed legacy and modern data sources, supporting application programming interfaces (APIs) and batch data across administrative, clinical and consumer sources.

DATA ENRICHMENT – Standardized fields enriched the data (including reference data) and master data management (MDM) ensured the highest degree of trust and usability of the data. MDM enabled end user's confidence that data sets from disparate sources were applicable to the right members at scale. The organized data created a "golden record" of the best member data using matching and standardization allowing a seamless distribution of data to end users.

DISTRIBUTION – Enabled "shovel ready" analytics and minimized change management for end users. As a result, Abacus Insights was able to integrate with the health plan's analytics and business intelligence tools. The health plan leveraged Snowflake as its preferred analytics environment and Abacus Insights' partnership with Snowflake as a distribution hub enabled seamless data sharing between the solution and the health plan's Snowflake environment easing the speed of data availability.

The Abacus Insights solution is highly secure and HITRUST and SOC 2 certified. Fully managed data operations and security services along with industry-leading customer success teams further assisted the health plan in significantly optimizing operating costs allowing their teams to focus on building rich analytics and an operational data hub.

Client Solution Architecture for Data Connectors & MDM

The Results

1. Total Cost of Ownership (TCO): The overall build and deployment were completed at a cost that was less than 60% of what the health plan had forecasted. Ongoing operating costs were a fraction of what they would have been if done internally.

2. Creation of a high-quality data foundation: The health plan had several initiatives lined up and all of them required a data foundation. The Abacus Insights solution addressed the rapid onboarding, ingestion and quality of data sources.

3. Accelerating value: The health plan was able to focus on downstream use cases without investing resources in data wrangling.

4. **Driving compliance:** The health plan was able to re-use the same data foundation and the Abacus Insights solution to meet the 21st Century Cures Act compliance mandate.

5. **New technology deployed:** Data availability for stakeholders across critical business domains dropped from months to near real-time as a result of frameworks that used APIs and Change Data Capture (CDC) modules.

Dramatically Improved Cost, Speed to Market and Capability

<45 Average days per data asset

10 Data assets delivered in 6 months across 6 domains

6 Additional data assets added each quarter

3+ High-value business use cases every quarter

75% Faster than internal/ other options

~60% Cheaper TCO compared to internal estimate

The Bottom Line

- Ensures All Data is Consistent, Common & Analytics Ready
- Centralizes Data Security
- Delivers Accessibility & Scale
- Delivers Extensibility at the Speed of Business
- Enables Personalization for Stakeholders
- All Data at Lowest Possible Latency (e.g.; real-time, daily)

>5K Data attributes

>1K Rules/Transforms

~4 Years of history per data asset

>5M Members mastered

>10 Industry data sets added

Find out how Abacus Insights can simplify data management. Contact us today at info@abacusinsights.com.

About Abacus Insights

Abacus Insights is a leading digital healthcare company that standardizes data across the healthcare ecosystem. The Abacus Insights solution manages healthcare data by providing a highly secure unified data infrastructure. The solution focuses on leveraging data expertise every step of the way by using several configurable rules and data marts. Our expert team assists with minimizing change management and maximizing analytics enablement to reduce costs and improve outcomes.