abacus insights

Case Study

Cambia Health Solutions' Major Data Transformation Puts Members at the Center of Care

Cambia Health Solutions, Inc. a family of regional health plans in four Western states serving 3.4 million members, sought to improve member health and lives by overhauling its data and data environment.

Cambia Health Solutions committed to making data more widely accessible and usable across the health care system—for members, providers and between the services they need. Cambia recognized that to deliver care orchestrated around the unique needs of each individual, data must be actionable. To be actionable, data must be understandable, usable, timely, and have clinical utility. This turned into a catalyst for the entire organization to rethink how best to use data and posed a formidable challenge to the technology department. The scalable and extensible technology to create a data platform didn't exist and would require them to build it.

> "Cambia's journey to usable data was driven by the profound realization that in the mountains of data stored and exchanged, lay the keys to serving people and their families in a deeply personal way. We expanded our thinking from using data for transactional purposes to tapping this resource to bring more personalized value to our members and to transform their healthcare experiences."
>
> **– Laurent Rotival, SVP and CIO, Cambia Health Solutions**

Cambia Health Solutions laid out a bold enterprise data strategy:

Data Foundation
In one place—Single source for simplification and scale

Data/Data Products
Connected—Structured to answer business questions

Access and Tools
Available—Timely, easy to use

Governed
Standardized, consistent, and reliable

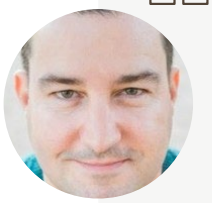
Teaming with Abacus Insights

After initially pursuing a complete internal build, Cambia realized a buy + build strategy would enable it to reach its data goals much faster and more cost-efficiently and in turn accelerate time to business value at scale.

Cambia Health Solutions teamed with Abacus Insights because of its unique payer and engineering expertise focused solely on the healthcare data layer. In fact, Abacus Insights developed a new standard in payer data with digitally interoperable usable data by ensuring it meets six requirements —accurate, complete, timely, relevant, versatile, and use case and application agnostic.

Abacus Insights offered other benefits, too, including:

- lower total cost of ownership (TCO)
- scalability
- modular, configurable implementation and managed service
- integration with existing tech stack
- tech currency



> No other company does what Abacus does. Abacus takes the pain out of the data layer and gives you optionality on how you use it. They allow you to move at your own pace.
>
> **– David Haney, Vice President of Data and Analytics, Cambia Health Solutions**

Through its Echo Health Ventures investment arm, Cambia Health Solutions became an early investor in Abacus Insights.

Collaboration Expedites Value

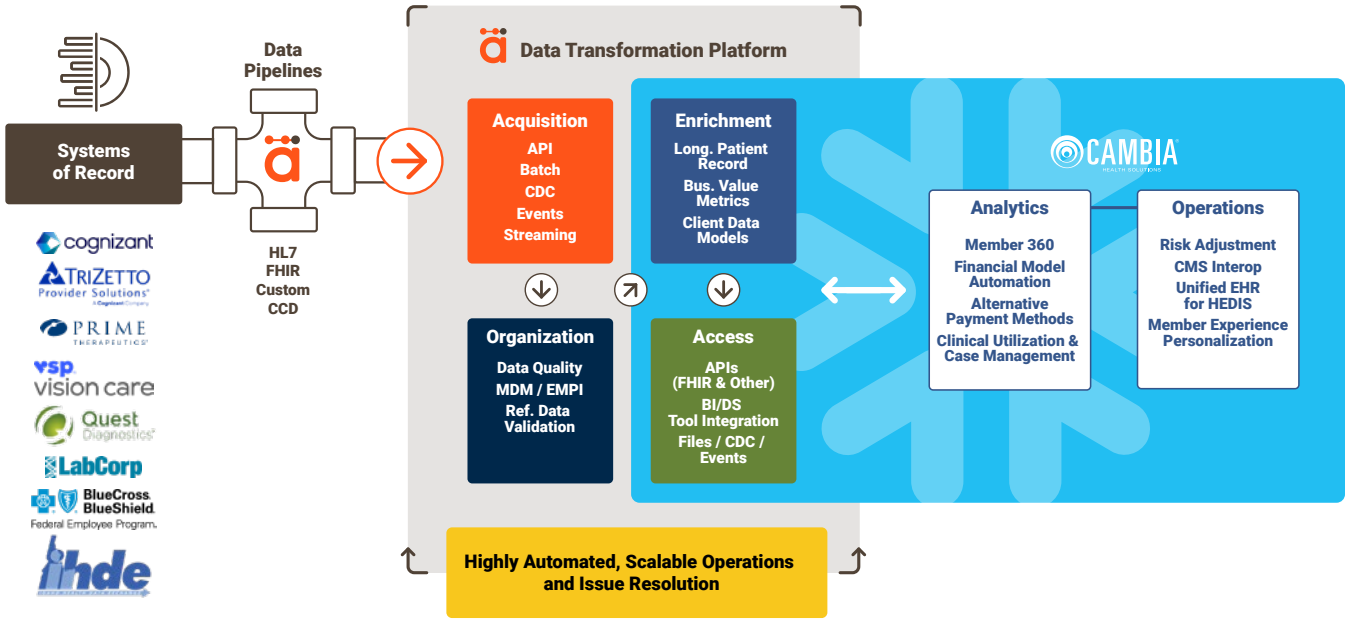
As trailblazers at building a unified data model for the health insurance industry, Cambia Health Solutions and Abacus Insights worked closely on everything from their joint and separate technology roadmaps to developing the digital connectors needed to pull in data from external data systems and sources.

Once Cambia Health Solutions began integrating with Abacus Insights' data transformation platform, it went live with the initial data sources within six months.

> We previously had 30% to 40% of our data technology and infrastructure resources focused on developing the unified data platform. Thanks to our partnership with Abacus Insights, we've been able to flip that and now have those resources working on other projects with high-value business outcomes such as clinical intelligence and quality reporting.
>
> **– Laurent Rotival, SVP and CIO, Cambia Health Solutions**

Path To Usable Data: Abacus Insights' Data Transformation Platform

Abacus Insights consolidates structured, semi-structured and unstructured data from internal and external sources, then standardizes and validates it through a four-stage data transformation platform that ensures the data meets the six requirements for usability. Its process also ensures the interoperable usable data is accessible, on demand, through the Snowflake cloud ecosystem. It is available in any required formats, tools and apps, not just for IT and data experts, but for business users, members, providers, vendors and other parties.



Powering Important Use Cases

Cambia Health Solutions leverages transformed data for most core analytics and operations from Abacus Insights' platform, which processes more than 20 million transactions a day in Facets Claims CDC alone and more than 30 million transactions a day in total. Across the organization, the unified data model delivers usable data to give business users just the right information to improve their operations and analytics to drive better member experiences, care, equity and affordability.

The initial use cases:

CMS Interoperability

Starting with enabling accurate and timely access for patients to their digital records. The data generated from Abacus Insights is available for patients to import to 3rd party applications, if desired.

Analytics Enablement

Abacus provides the backbone data for all analytic and value-based contracting. As the next step to make data even more usable, it is adding automated metrics, such as per member per month, that Cambia Health Solutions can make available on demand for business users and data analysts.

Personalization and Engagement

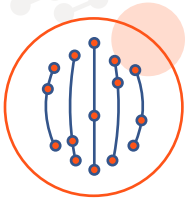
Abacus delivers the foundation for a 360-degree view of members that is used to segment, identify cohorts and stratify members. This helps Cambia Health Solutions personalize the member experience and equip members with the data to make better health care decisions.

Consolidated Claims

Cambia Health Solutions has centralized medical, pharmacy, dental, vision and other claims data from internal systems, carveouts and other sources using uniform definitions, delivering "massive value," said Haney. What's more, Abacus Insights has greatly reduced latency for the payer, moving it from monthly claims updates to daily and now intraday.

Building Momentum with Usable Data

With these proven successes, Cambia Health Solutions and Abacus Insights are expanding to many more use cases. They include:



Care Delivery

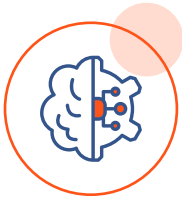
With usable data from many external and internal sources, Cambia's health plans are building longitudinal patient records. They are also sifting the usable data to identify how and where high-value care occurs, to improve member access to higher-value care settings.

Provider Relations

Cambia Health Solutions is focusing on communicating usable data, including conveying the right data at point of need and to achieve shared value-based care goals.

Alternative Payment Model (APM) Analytics

The payer is powering analytics that help providers optimize healthcare outcomes by monitoring member risk and care interactions at the member and population level.



Artificial Intelligence/Machine Learning

The unified data model and usable data are enabling Cambia Health Solutions to scale the use of artificial intelligence and machine learning, starting with claims adjudication processes, to optimize resources and operational efficiency.

Accelerating Strategic Achievements

With the new data environment in place, Cambia Health Solutions is moving to sunset all other data pipelines and warehouses, which will reduce operating and capital costs. The payer's confidence in usable data and the unified data model are becoming increasingly ingrained in the organization.

As Cambia Health Solutions taps usable data for more business uses, the two companies remain focused on enhancing the value for existing use cases. For example, the move to intra-day claims will have a significant impact on the ability to bring real-time intelligence to care managers and the members they serve.

Abacus Insights' healthcare payer focus along with interoperable and usable data "are the catalyst for transforming care and delivering solutions that support the speed of our business," said Haney. With this proven foundation and partnership, Cambia Health Solutions is poised to accelerate its strategic goals of improving member and provider experience, care, equity, and affordability.