At HighPoint Solutions we believe that Master Data Management (MDM) is an evolutionary journey. We strive to assist our Healthcare clients in climbing the MDM continuum to excellence through the development of people, processes and technology. Our strategies and solutions have assisted Payers, Providers, Pharmaceutical, Medical Device and Diagnostic companies in achieving their goals through tangible process improvements, making HighPoint their trusted advisor.

How Effective is your MDM Environment?
Consistent, accurate, integrated Master Data across the Healthcare enterprise can directly increase operational effectiveness and reduce bottom line costs. A fragmented or ineffective MDM ecosystem can negatively impact efficiencies, quality, compliance and cost. How effective is your MDM environment?

• Are you managing your enterprise codesets (SNOMED, ICD-9/10, CPT, HCPCS, DRG, etc.) and mappings consistently across processes and applications?
• Do you have a 360 degree view of your patients/members/subscribers/employees/providers/locations?
• Do your core applications have a consistent view of these master data domains?
• Can you track the relationships of physicians to hospitals and group practices?
• Can you track the relationships of physicians to patients/members?
• Do you have multiple sets of duplicate master data in disparate systems?
• Does the business own/manage your master data or does IT?
• Are you struggling to integrate on premise systems with cloud-based systems like SFDC?

Experienced People, Proven Solutions
HighPoint delivers unique solutions to our clients by combining industry-specific knowledge, business expertise and our broad IT capabilities. Our depth of experience across Healthcare solution areas provides us with extensive insights into the master data challenges that Payers and Providers face across the enterprise. Our MDM framework addresses these needs by providing proven solutions from strategy and roadmaps, implementations, governance and operational support. These solutions are delivered from a business process perspective where technology is leveraged to achieve business results. We focus on a number of these process areas including:

• Enterprise Codeset Management
• Customer Relationship Management
• Consumer/Prospect/Member/Patient Management
• Consumer Marketing and Engagement
• Claims/Encounter Management
• Network Management and Credentialing
• Business Intelligence/Informatics

Best Practice Principles
We have established a series of best practices that guide our activities. Select tenets that describe our basic MDM philosophy include:

• Implement your MDM Program using a Phased Approach
• Have a Clear Vision of your To-Be State and define an MDM Framework that meets these objectives
• Prioritize your MDM Roadmap based on Business Needs and Values
• Identify Business Ownership and Governance – these are Critical Success Factors
• Communicate Your Successes – If you don’t, nobody will
• Undertake a Program of Continuous Process Improvement

Strategy & Roadmaps
One strategy does not fit all. We work with our clients to define the right strategy and plan to meet their individual business objectives:

• MDM Strategy
• Master Data Definition
• Source & Target Identification
• Governance Readiness Assessment
• Business Case & Roadmap
• Vendor Selection
Governance
Governance is the human aspect of managing data; without a governance framework most MDM initiatives will fail because they will not achieve the underlying process improvement business goals. We assist our clients in defining effective governance frameworks that:

- Specifies the processes, roles, standards and metrics that ensure the accuracy, timeliness and effective use of master data across the enterprise
- Defines data ownership and policies
- Establishes mechanisms to measure and monitor data quality and timeliness
- Defines a decision and accountability framework to promote desirable behavior in the maintenance and consumption of master data
- Defines the policies to ensure the adherence of data to business rules, enforcing authentication and access rights to data, compliance with laws and regulations, and protection of data assets

Focused Solutions

Payer Consumer Hub (PCH)
- Based upon the Informatica Healthcare Accelerator
- Supports the transition in Healthcare from selling and marketing “B2B” to “B2C”
- Manages consumers, prospects, members and relationships to healthcare products
- Integrates on premise systems (e.g. membership) and syndicated data with SFDC

Enterprise Codeset Repository (ECR)
- Supports ongoing operational challenges in managing codesets (ICD, DRG, HCPCS, CPT, etc.), medical terminology (SNOMED, etc.) and mappings/translations
- Supports ICD-10 Remediation PLUS ongoing operational challenges in codeset management
- In production at several providers and payers and integrates with systems such as EMR (e.g. EPIC) and claims processing (e.g. NASCO)

Value Proposition
At HighPoint, we deliver business value and a competitive advantage to our clients by providing industry and technology expertise with a client focus at fair rates, which is why many leading Healthcare companies choose HighPoint Solutions.

Domain Expertise
Our seasoned consultants have broad experience delivering industry-specific solutions across multiple domains.

- Providers (Professionals, Organizations, Accounts and Affiliations)
- Consumers
- Members/Subscribers
- Product and Market
- Patient
- Employee
- Codesets and Medical Terminology

Implementation Framework
HighPoint believes in delivering rapid, economical, and high-impact solutions. We utilize an implementation framework approach that enables us to streamline activities across the project lifecycle to ensure our customers benefit from our experience. Our library of reusable components includes:

- Baseline Project Plans for Implementations and Upgrades
- SDLC Templates for Requirements and Design
- Logical/Physical Data Models
- Industry Adapters with Business Rules
- Baseline Cleanse, Match and Merge Rules
- Real-Time APIs
- Sample Test/Validation Scripts