

## A Platform for Delivering Health Care Analytics

### → Type of Project:

Data Warehouse Design and Reporting

### → Technologies:

MicroStrategy, Oracle, Visual Crossing

### → Team Size:

3 InfoCeptions, 3 Customer Associates

### → Our Roles:

Project Management, Report Development and QA, Data Warehouse Design

### → Users:

Sales Representatives/Managers, Management



### Executive Summary:

Our customer is a leading healthcare analytics company. We worked with them to build a highly scalable analytics platform that is used by pharmaceutical, medical device companies, and other healthcare companies to identify targeting opportunities and measure performance on an ongoing basis, by analyzing data across prospects and competitors. With this product, we replaced many existing customized solutions with a single, standardized platform that is designed for self-service and future growth, thereby reducing maintenance and support costs. The total number of customers doubled in a year after the launch of the new product.

## Business Challenge

The healthcare industry is constantly under pressure to reduce costs, deliver better outcomes and improve patient care, as it transforms from being a high volume industry to a high value industry.

Our customer is a leading healthcare market insight and analytics firm, providing measurement, consulting and technology services to the global health care community. Their offerings include market research and data analysis on prescription drug sales that are marketed to pharmaceutical, biotechnology, medical device companies, CPG and other firms in the health care industry, which revolve around the following entities- Patient, Provider, Facility and Payer. The insight around these entities provides procedure and diagnostic trends, patient demographics, payer affiliations, physician-to-hospital affiliations, and sales and financial data, which enables sales representatives and managers at our client's customers to uncover new targeting opportunities and identify targets to de-emphasize. It also helps their management to measure and compare organizational performance year-on-year and against competition.

Historically, our customer provided a customized solution, based on requirements, to each of their customers. The approach lacked scalability and required a higher degree of maintenance effort, as each customer's solutions had to be supported separately. As the number of customers increased, it became increasingly difficult to manage different customized applications. Considering these challenges, their Director of Healthcare Profiling Solutions approached us to build a new first-of-its-kind analytical product, which could integrate Patient, Provider, Facility, and Payer information into a single offering and help our client's customers to:

- Identify and quantify the value of each hospital, the affiliation and value of each physician/surgeon to each hospital, and the physician's relationship to their practice

- Integrate and manage disparate facility and physician data files (e.g., physician, hospital, Affiliated Surgery Center (ASC), customer's product "sell-in" by facility), creating a robust targeting, measurement, and tracking mechanism

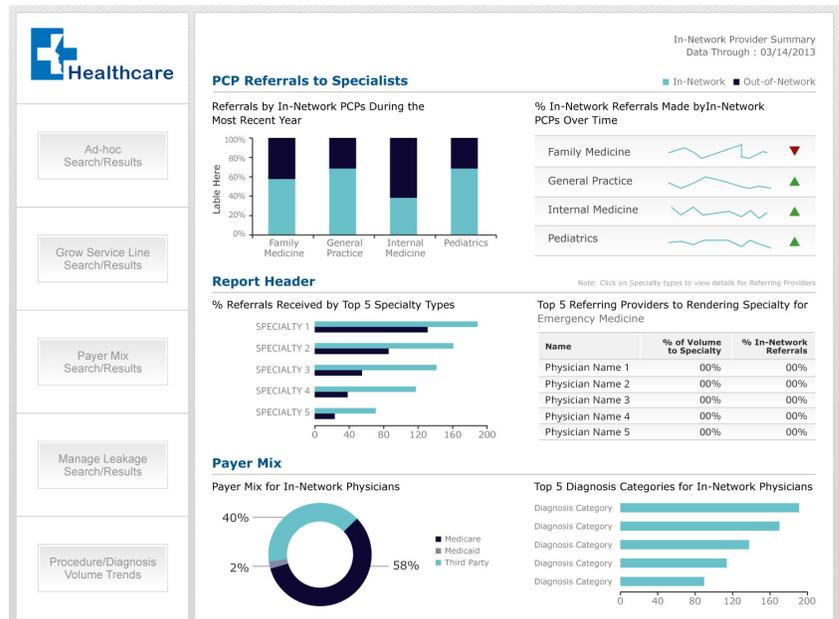
- Target, allocate, and measure promotional focus against the highest-value facilities and physicians

## How We Helped

We worked very closely in partnership with our customer to create an entirely new platform that addressed the shortcomings of the existing solution. The new product is a highly scalable and web based solution, built as a single MicroStrategy project, delivering a set of standard reports that could be used by any number of customers. The platform also enables our client to easily build custom reports for each customer as required, without impacting the base product.

### Integrated Platform in MicroStrategy

- Designed, implemented, managed, and maintained the complete MicroStrategy environment for the base product, which served as a foundation to provide 50+ reports and four dashboards, designed to be customizable for each of our client's customers
- Developed a single base product with scalable schema. Created Data Architecture to support the needs of several of our client's customers, by dividing the schema into two categories:
  - Common Schema - Created to provide same information to all customers
  - Client Specific Schema - Created to serve additional requirements of individual customers
- Used MicroStrategy's connection mapping and object level security to provide a different schema for each of our client's customers, which ensures data exclusivity and security in a single product.
- Migrated existing customers of our client to the new platform by recreating all datasets as a set of standard and customized list of reports
- Designed the data model to be scalable to any number of users and addition of modules
- Implemented Visual Crossing Mapping functionality, which provides fully interactive maps for reporting on MicroStrategy dashboards. It gives a comprehensive view of KPIs - by



geography, with drill-down, filter and page-by capability to view the performance by state, city or even zip-code

- Developed standard reports and dashboards, customizable per requirements of our client's customers
- Redesigned the user interface to provide intuitive navigation. The out of the box MicroStrategy interface was not easy to navigate for end users at our client's customers. We developed an easy to use, web-based user interface, for the business users.
- Automated and streamlined data quality checks, by creating a quality control dashboard that is used by data analysts and business users to ensure data quality for new clients or data sets.

# High ROI BI Delivered

As a result of our efforts we achieved numerous tangible and intangible benefits for our customer, including:

→ During the new product's first year, our client was able to double the number of its new customers

→ Reduced cost and ease of maintenance, as only one base product had to be supported and maintained, versus five separate ones earlier

→ Highly scalable product, which can be scaled to any number of clients and provides the flexibility to add new modules

→ Reduced the effort required by our client in delivering reports to their customers, via a highly intuitive web interface, which business users of the system can access on their own

## → About InfoCepts

Since 2004, InfoCepts has delivered on the promise of Business Intelligence. Our consulting capabilities and process oriented approach, with world class governance frameworks have delivered high quality solutions to our customers. Our technology

specific methodologies and global delivery model provides exceptional ROI for our customers. Our services include high quality Mobile Apps, award winning Dashboards and end-to-end business intelligence development and support using a host of technologies.

