

# MASTERING HEALTHCARE DATA: CAN YOU FIND THE HIDDEN INSIGHTS?

July, 2015

Creating insight from the tangled web of data disparity that characterizes our healthcare ecosystem is a noble but daunting challenge. In response, many healthcare providers today are employing master data management (MDM) technology in order to connect data domains, develop a single view of the patient (e.g. enterprise master patient index - EMPI), and ultimately produce insights to help improve quality of care.

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The patient data's connected to the... lab data. The lab data's connected to the... staffing data. Like a body comprised of connected bones and muscles, our healthcare data contains a multitude of interrelationships and correlations; the effective understanding of which will be the key to unlocking game-changing insights in the healthcare industry.

The challenges of managing healthcare information (complexity, source disparity, poor quality, and late delivery, to name a few) have been at the forefront of the IT discussion in this industry for quite some time. However, the insights lying dormant under the surface of this data are still largely untapped. More healthcare organizations today have shifted their view of data from tactical problem to strategic opportunity.

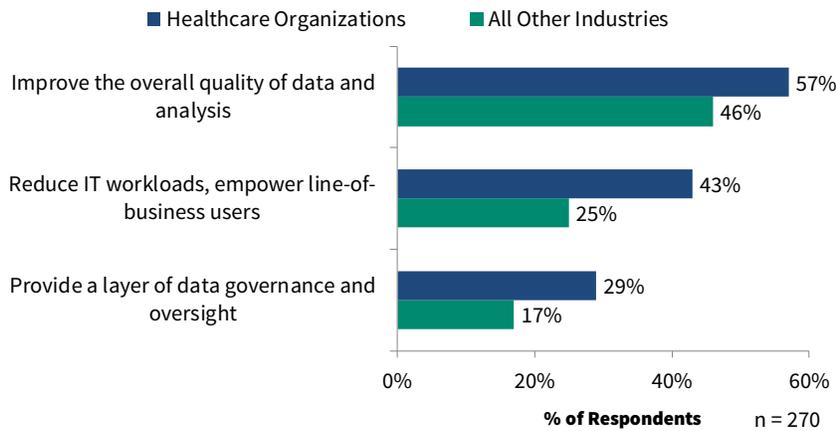
Aberdeen's 2015 Business Analytics survey explored the user's perspective on data management and the strategic value it holds for organizations. For those in the healthcare space, the

# 74%

**of leading MDM users are satisfied with the overall quality and usability of their data.**

most pressing objective was to improve the quality of underlying data and produce better overall insights (Figure 1).

**Figure 1: Strategic Objectives for Managing Data**



Source: Aberdeen Group, July 2015

The other key objectives for healthcare organizations paint an encouraging picture for the future of the industry. Aberdeen's research has been tracking an unmistakable trend in the expanded usage and applicability of analytics toward a variety of job roles and user types. Healthcare organizations look to empower more users with the data and the tools they need to create insight, while at the same time, providing a measure of governance to reduce issues with data quality and security.

### Bringing Harmony to Disparity with MDM

Between clinical systems, electronic health records, and diagnostic systems, (to name but a few), healthcare organizations are faced with very disjointed data environments. The value of master data management (MDM) is in its ability to normalize and harmonize these complex infrastructures. Effective MDM offers a variety of benefits including:

- ➔ **Data oversight / governance:** Making data accessible and usable is a valuable way to incite analytical activity,

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→ [Read the full report, "Today's Data Mastery: Multiple Domains for a Singular Purpose"](#)

→ [Related Research "Smarter Healthcare: Analytically Fit, Operationally Efficient"](#)

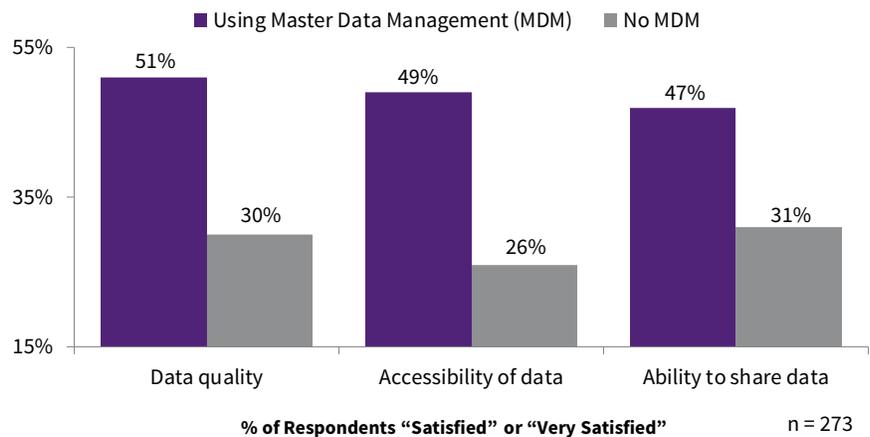
but it must be done in a reasonably controlled environment. Companies using MDM are almost three-times more likely than others to have strong data governance policies in place.

→ **Completeness and accuracy of information.** Some data is pure exhaust, while other data is pure gold. Supporting the process of data discovery requires a solid foundation of complete and accurate data. MDM users experience 65% fewer instances of incomplete data.

→ **Accelerated decision process.** Aberdeen's research demonstrates that 71% of managers these days are dealing with a shortened time frame for making critical decisions. MDM users are 64% more likely to see a reduction in time spent searching for information, and 25% more likely to see an increase in decision speed.

Extracting real business value from MDM requires connecting the technology to its user base in these areas. The research shows how Leading MDM users are able to deliver an elevated level of user satisfaction in several critical aspects (Figure 2).

**Figure 2: Driving User Satisfaction with MDM**



Source: Aberdeen Group, February 2015

With broader access to data, higher quality information, and an enhanced ability to share and collaborate around that information, healthcare providers are in an advantageous position to create actionable insight.

### Multi-domain MDM: The Connective Tissue of Healthcare Data

Top performers with MDM share a variety of characteristics that help support their elevated performance. They have consistent policies in place for data capture and classification, they're able to garner executive level support for their data initiatives, and they're more likely to deliver critical information on-time.

Perhaps the most important defining characteristic of an MDM leader, however, is their ability to master multiple data domains simultaneously. It is a rare decision that rests solely on one type of data to produce insight. Patient data is connected to medical imaging data which ties into asset data and operational data.

The opportunity for enriched insight and game-changing decisions depends on a company's ability to manage and blend these disparate data domains.

Consider the hypothetical situation of a hospital administrator or operationally-minded physician looking for ways to cut process waste tied to a particular disease treatment plan. If she could reduce superfluous usage of expensive equipment (e.g. MRI or EKG) by identifying misdiagnosed patients earlier in the process, she would simultaneously decrease operating cost and improve patient satisfaction. This enticing scenario would require strong data oversight and alignment across several different domains of the provider environment, such as asset data, patient diagnostic data, core HR data, and others. Multi-domain MDM offers the ability to tap into the correlations and interrelationships between these various data types, opening the door for unprecedented insight and substantial performance improvements.

# 53%

**of leading MDM users have the ability to master multiple data domains - compared with 27% of all other MDM users.**

For more information on MDM, explore Aberdeen's most recent report on the topic: [Today's Data Mastery: Multiple Domains for a Singular Purpose](#).

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